

# Windows Phone





# Category



# Windows vs iPhone



# Windows vs Android

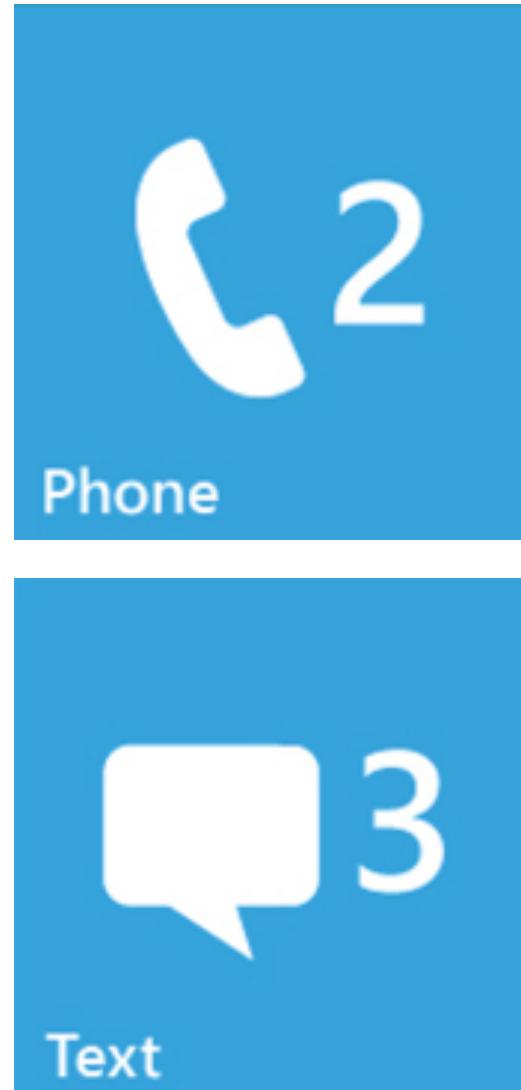


# Windows vs Blackberry



"Email, instant messaging, and cell phones give us fabulous communication ability, but because we live and work in our own little worlds, that communication is totally disorganized."

-Marilyn vos Savant



# Consumers



# Moment Seekers



# Feelings

Moment Seekers value life experiences. They need a balance between devices that are technologically advanced but also straightforward and uncomplicated so they can focus on the things that matter in life.





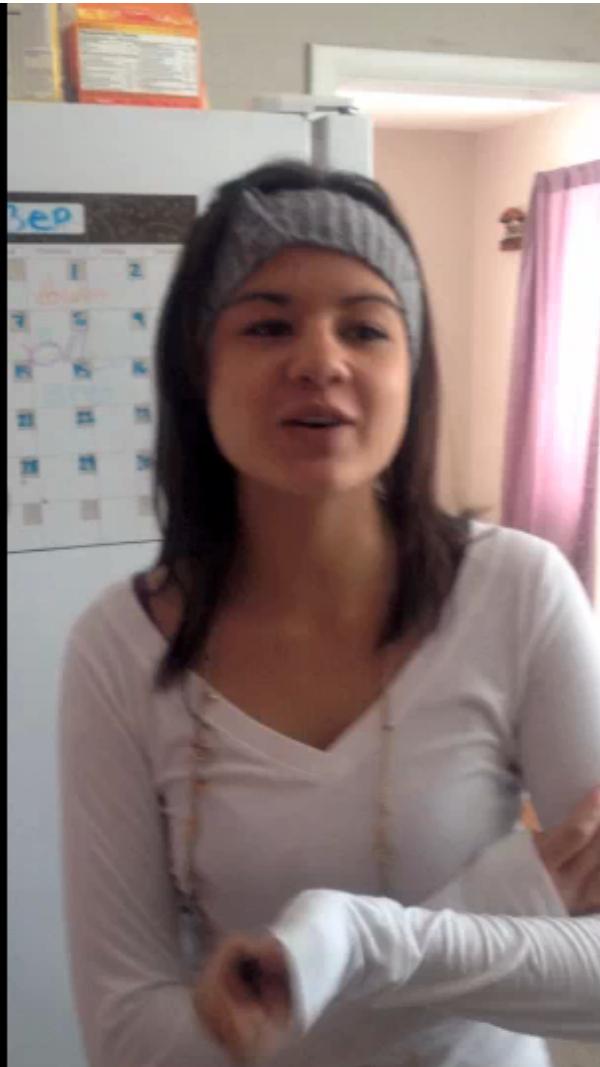
# Obstacle



People are unaware that  
life is passing them by

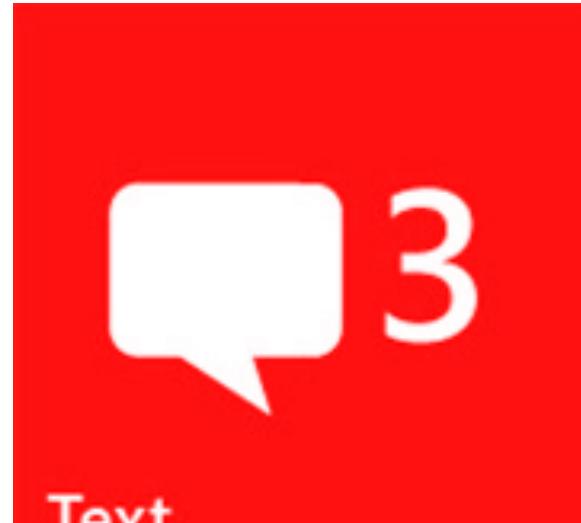






"I believe that if you show people the problems and you show them the solutions they will be moved to act."

-Bill Gates



# Strategy



# Get in



# Get in out



Get in out  
and on with your life



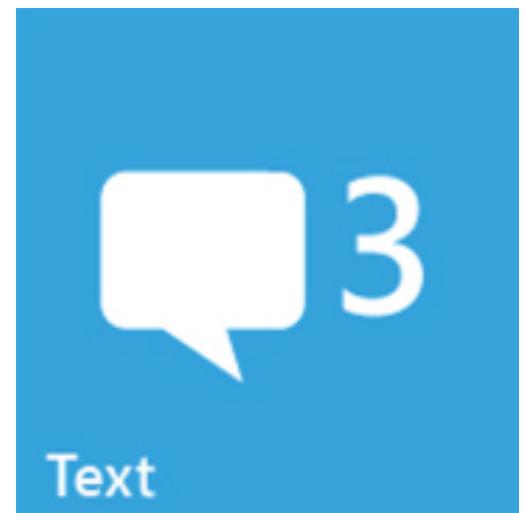
# Simplicity





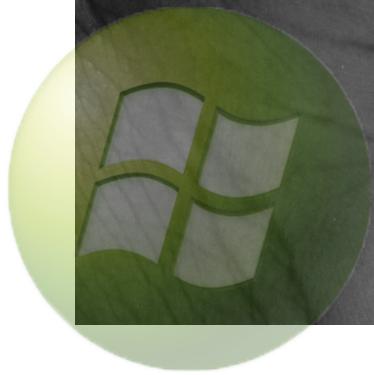
“Simplicity is the Ultimate Sophistication”

- Leonardo DaVinci



# Features







# people

recent



all



What's new



"Relaxing with friends over dinner tonight"

H  
Wii  
Tak  
Hol

Ly Dickson  
Live 3 minutes ago  
the grandkids to the zoo.  
rhinos are out!"

2



a

Amy Alberts



Andrew Davis



Antonio Alwan

Sh  
Fac  
> Li  
"The  
yes  
dov

Bassli  
< 28 minutes ago  
erica  
you for showing me around town  
I really like the new  
area and that wine bar."

5

A  
Fac  
> A  
"Me  
ma

Kerry  
< about an hour ago  
hornber  
yes today! I cannot believe how  
people were at the beach! Let's go



# games

## collection



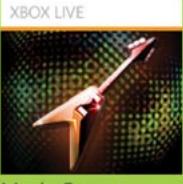
Puzzle Game



Board Game



Card Game



Music Game



## spotlight

Improve your Fitness skills today

Tips and Tricks

Play cards this weekend

Test your skills with some online play

Music Game trial for free

Download the free trial today

Dance Game available for download

Try out your moves

New Board Games out now

Try the latest tricks

## Xbox LIVE

Barnstorma7

David Alexander

G 2356



Winning Streak  
Achievement

## quests

Nudge

Puzzle Game  
Scotty21 (Scott B)

Your Turn

Card Game  
mizcatdragon (Cathy W)

Invitation

Music Game  
runsForFun (Kari H)



# Media



# Creative



# Print

Get back to life.



Windows Phone

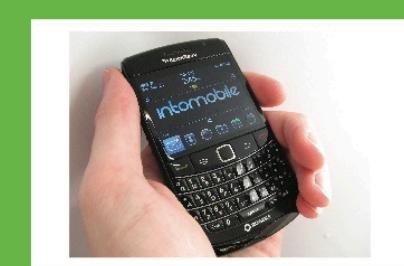
**Microsoft**



# Web banner



Man saying hello to family



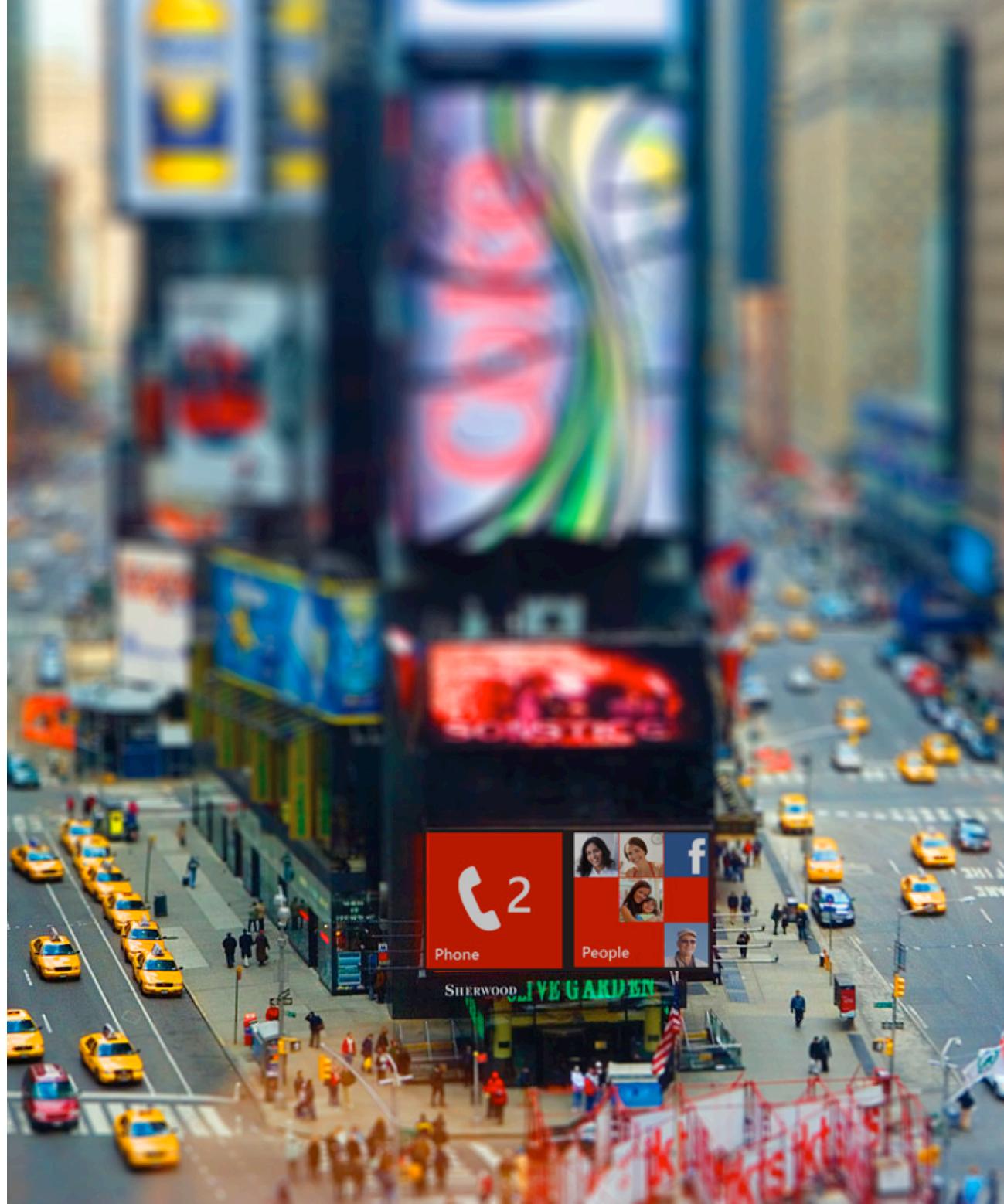
He is distracted by phone



Show the phone & logo



# Outdoor



# Bus shelter



A red advertisement for Windows Phone. At the top left is the Windows logo. To its right, the text "Windows Phone" is written in white. Below this is a black Nokia smartphone displaying its home screen. The screen shows several tiles: "Phone" (with a call icon and the number 2), "People" (with a group photo and a Facebook icon), "Messaging" (with a speech bubble icon and the number 3), "Outlook" (with an envelope icon and the number 25), "Pictures" (with a photo of three people), "XBOX LIVE" (with a green background), and "Me" (with a photo of a person). The phone has a "12:38" time display at the top. The bottom of the phone features a "NOKIA" logo and a Microsoft logo. The background of the advertisement is red. At the bottom right, the text "Get on with your life." is written in white, followed by the Microsoft logo.

# Story board



# Thank you

