

Client: **Microsoft**  
 Campaign: Microsoft 2007 – Back To School  
 Agency: Universal McCann



- Campaign Objectives:
- Successfully convey the value of Office 2007, in terms of price and usage opportunities.
  - Specifically communicate the benefits of Office 2007 for children.
  - Simplify the purchase consideration process through education and illustration.
  - Develop a partnership strategy with a relevant media brand to deliver against these objectives in an inspiring, educational and exciting way.

Target Audience: ABC1 men/women

Campaign Dates: August – October 2008

**Solution:** **Your Child Could Be The Next...**



- Four spreads ran in You magazine, each focusing on a different Microsoft package.
- Each package was brought to life via a competition. Children were given an academically challenging task to complete using each package and were encouraged to aspire towards a famous historical or cultural figure relevant to that task. Hence "Your child could be the next..."
- Prizes for each winner were appropriate to the task set.
- Competition entry was only possible via Office 07 or 03 applications.
- A 5-page microsite was created on MailOnline, showcasing each of the icon-based competitions. Competition entries were uploaded onto the microsite, which also hosted Office trial downloads and a gallery of entries.
- Further digital activity took the form of 1 million co-branded traffic drivers across MailOnline, including expandable MPUs, leaderboards and skyscrapers. An editorial content box was placed across key channels. Another 5 million traffic drivers were placed across the AND network.

ROLE MODEL	COMPETITION MECHANIC	GRAND COMPETITION PRIZE	OFFICE APPLICATION
Henry Ford	<i>Present a pitch document for a new bike/restaurant/social networking site</i> (Produced in PowerPoint)	Reporters Starter Kit : Digital Camera, Colour Printer, Mobile Phone	
Shakespeare	<i>Write a short story</i> (Written in Word)	Holiday for 4 to Italy	
Albert Einstein	<i>Short maths test</i> (Questions and submission, with auto answers in Excel)	Holiday for 4 to Disneyland Paris	
Picasso	<i>Design a poster</i> (Set a theme, design in PowerPoint)	Trip to Barcelona & Picasso Museum	

- TMoS Works:
- Microsite achieved...  
 - 10,777 unique users    - 56,686 page impressions    - 2,041 competition entries
  - The competition tasks demanded considerable time and extensive interaction with the Microsoft brand, hence over 2,000 entries was considered a great success