Microsoft Office 2013: 'Office Olympics'

Agency: purechannels Ltd



FINALIST 2013
B2B AWARDS

purechannels

Category number: 15
Category name: Best channel marketing initiative
Programme/initiative name: Microsoft Office 2013: 'Office Olympics'
Agency: purechannels Ltd.
Brand or client: Avnet/Microsoft
URL: www.officeolympics2013.co.uk
Word Count: Summary (180) Body (988)

Summary

Avnet approached purechannels to create a partner campaign for the launch of Microsoft Office 2013. The objective was to raise awareness of the new Office, engage partners and offer incentives in a way that has never been done before by Avnet.

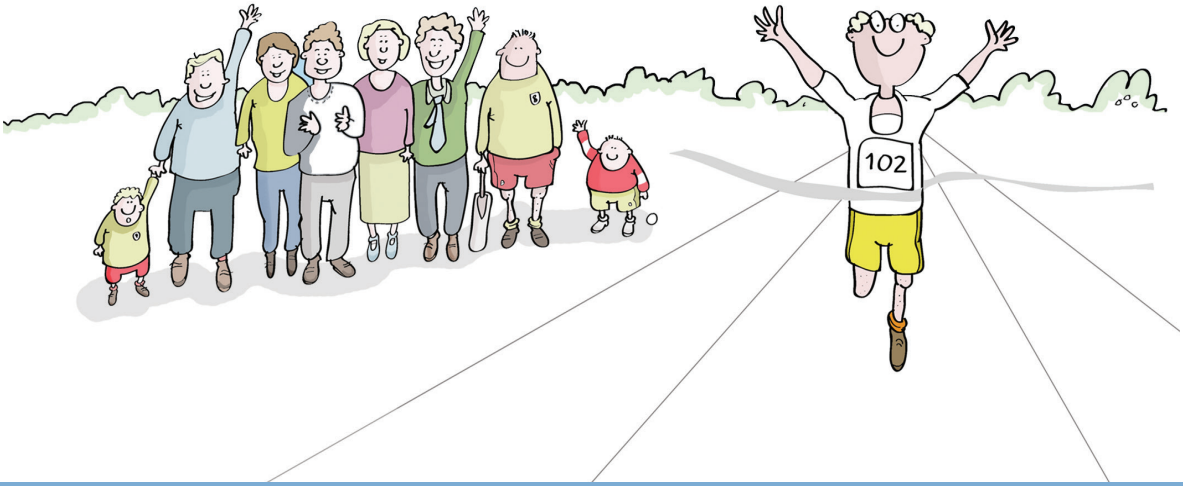
purechannels created a multi-touch campaign, based around the concept of 'Office Olympics' which signified the many different levels of activity that Microsoft Office 2013 provides solution for.

The campaign included a number of different elements, delivered over a core period of one month:

1. **HTML5** platform game: hand-illustrated and animated
2. **Email communication** (x 6)
3. **Postcard DM**, carrying QR codes that linked to the game for multi-device access (x4)
4. **Web banners** (x3)
5. **Landing page**.

There were 130 partners targeted creating a total audience (actual contacts) of just under 300. The spend per reseller ranged from just over £1000 p/a to well over £500k, so the campaign had to speak to everyone and deliver the same message.

[180 words]



About the client

Avnet Technology Solutions (Avnet) is a global IT solutions distributor for software, hardware and technology services, serving customers and suppliers in more than 70 countries from more than 40 offices worldwide.

Strategy – broader business issues the company is facing

Currently the UK market is volatile, with distributors finding it hard to keep resellers and retain loyalty. Avnet positions itself as a leading distributor and maintaining this status requires leading communications that consistently reinforce its position.

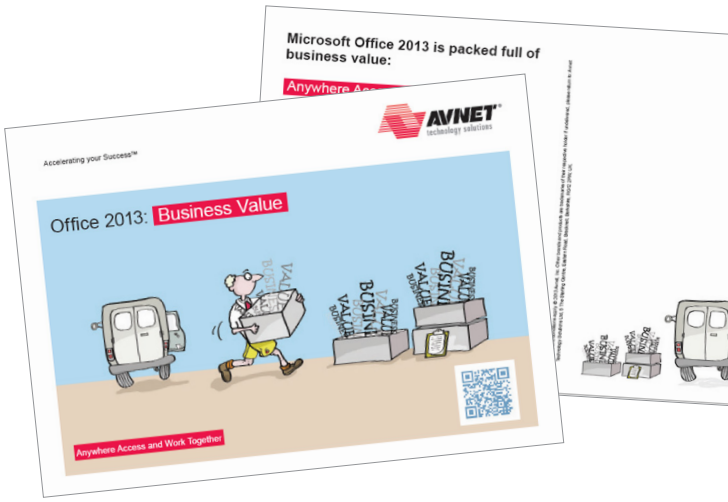
This project was for the world's leading software vendor, Microsoft. Avnet had to do something original; embracing the new Office 2013, but also demonstrating their position as the preferred distributor.

We had to help Avnet stand out and show its resellers that they were a global force in distribution and at the cutting edge of current marketing.

Objectives of the campaign

The objectives of the campaign were simple:

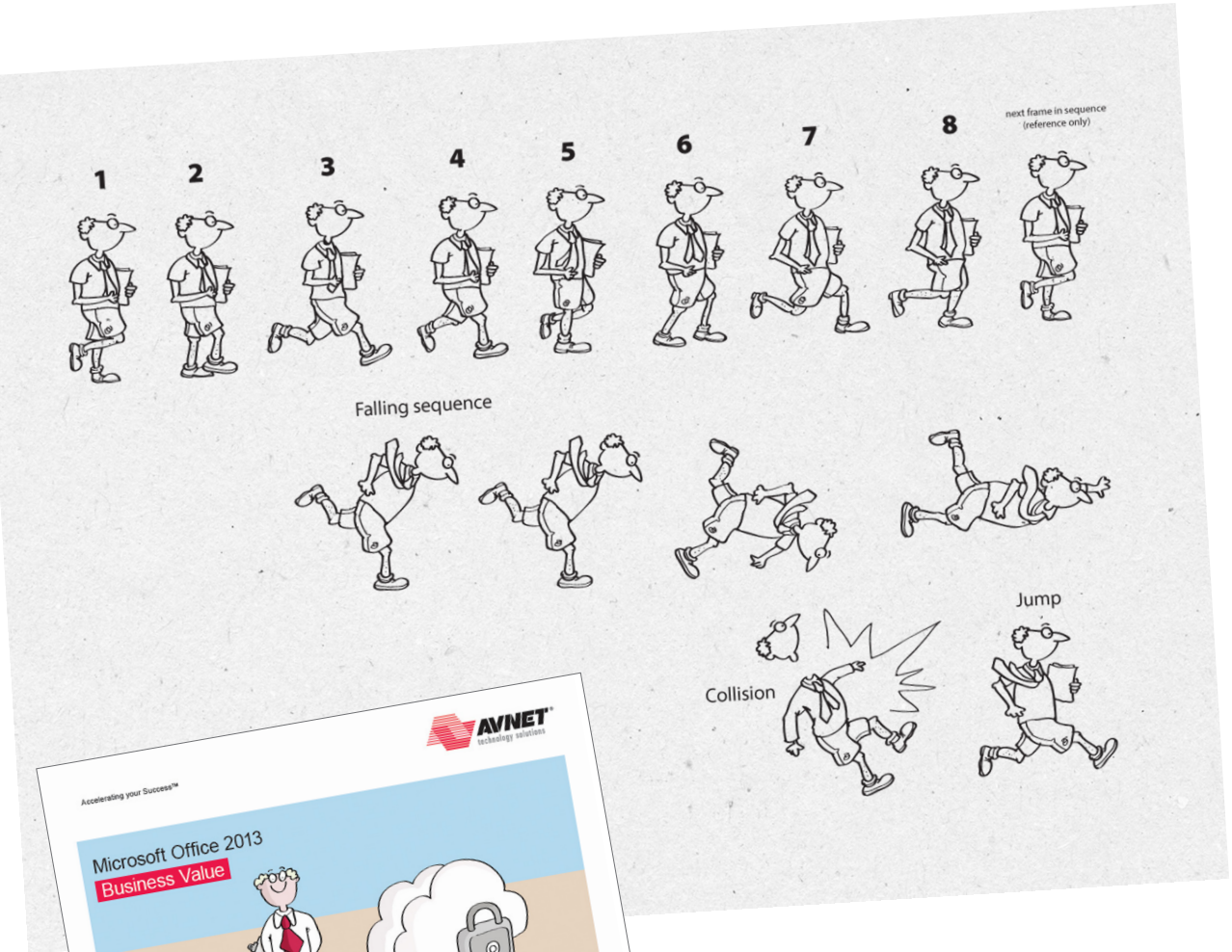
1. Increase awareness of the new Office 2013
2. Increase engagement with resellers.





The target audience

The audience was made up of 130 partners totalling just under 300 actual named contacts in senior and sales positions. The size of organisation varied immensely with the spend per partner ranging from just £1000 per annum to well over £500k. With resellers from both SMBs and enterprise we had to look beyond regular market factors and find something that would appeal across such a diverse audience.





Media channels or techniques used

As human beings, we all absorb and process information differently and as this was predominantly an awareness campaign, we needed to engage the audience on as many differently levels as possible. We also had to ensure the audience could receive the information irrespective of time, location or device.

The mix of media we used:

1. Digital:

a. **HTML5 game 'Office Olympics':** A platform style game about technical manager 'Neville' who needs to deliver Microsoft Office 2013 to his boss. As Neville passes through more offices, the game gets faster. Illustrated by hand and animated using sprite sheets and HTML5, the game was retro in look, feel and play, but modern in execution.

The backend score system was particularly impressive. We pre-loaded a database with all audience email contacts. When the game ended the player was prompted to add their score to the leaderboard and two things happened:

i) **The score would appear on the public leader board**
ii) **The game database recognised if the player was on the data list.**

This meant that as the 'public' leaderboard kept growing, we were keeping track of exactly who (from the 'audience') had entered their details. These stats illustrated levels of engagement, response and also who would qualify for the prizes.

Prizes were drawn for three categories:

i) Highest single person score
ii) Highest collective partner score
iii) Highest collective number of partner plays.

All stats gathered were fed back into the Avnet business unit.



b. **Email communication:** We created a series of six emails, sent weekly from launch. Each email varied in design and delivered a slightly different message about the features of Office 2013.

c. **Landing page:** To provide information on Office 2013 and a gateway to the game, all communications linked back to the landing page.

d. **Web banners:** We placed banners on internal partner portals and the externally facing Avnet website.





2. Direct Mail

a. **Print:** A series of four postcards, co-ordinated to drop on the same day as the first four emails were sent. Each postcard carried a QR code that linked back to the game.

b. **Champagne:** We opted to pay extra attention to Avnet's ten highest spending Microsoft customers. Each received a bottle of champagne with a personalised message, arriving on the same day as the launch email and the postcard.



Timescales of the campaign

We had just 12 working days from the day the proposal was approved to the morning the first emails and postcards landed. Many of the activities ran concurrently.

Days 1-2: Planning and concepts, character creation, illustrations started and data sort.

Days 2-3: Storyboarding each 'office', background and obstacle illustrations, copy writing.

Days 3-6: All illustrations, sprite sheets for animation, copy for all deliverables, first email design.

Days 7-11: Development, database, data integration, testing, landing page designed and built, banners designed and built, first postcard designed, approved and sent to print.

Day 12: Final testing, first postcard sent first class, champagne ordered.

Day 13: All web elements live, post cards delivered, champagne delivered, first (launch) email sent.



Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.





Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client Testimonial

"We were absolutely delighted with this campaign. The combination of creativity and freshness that purechannels delivered was incredible. With such a tight deadline, talking to a small but diverse audience, we were really impressed with the planning that went into this and above all the execution and results we saw from this campaign. The fact that purechannels completed the full project, end to end, in just 12 days and under budget was crazy impressive. The purechannels team are such a great mix of creative and strategic thinkers that working with them – on this project and beyond – is entirely our pleasure and we always look forward to what they will come up with next."

Julie Field, Group Marketing Manager, Independent Software, Avnet.



