FINALIST 2013
B2B AWARDS

COMMUNIQUE

MICROSOFT OFFICE 365 'CRUISER'



Category Number	: 16
Category Name	: BEST SME TARGETED CAMPAIGN
Programme / Initiative Name	: MICROSOFT OFFICE 365 'CRUISER'
Name of Agency	: COMMUNIQUE
Brand or Client	: MICROSOFT INDIA
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MICROSOFT OFFICE 365 'CRUISER'



Summary

As part of the Microsoft Office 365 global advertisement campaign – 'Your complete office in the Cloud', we developed a B2B Activation aimed at delivering 1000 personalized demos to Mid-Market IT Decision Makers (ITDMs) in 3000 SMEs (50-250 employees) (Phase 1 – March to May 2013), across 6 key Indian cities.

A FIRST EVER B2B INITIATIVE ENABLING A 1:1 DEMO WITH KEY DECISION MAKERS, THE CAMPAIGN WAS ALSO ONE OF THE MOST MEASURABLE

To 'Fish where the fish are biting', we created a multi-layered TG selection strategy, followed by an Outreach Team that invited them for a unique product demo experience in the MICROSOFT OFFICE 365 'CRUISER' - a special vehicle created with India's leading automobile designer - DC (Indian equivalent of West Coast customs). The medium offered an extremely personalized product demo and experience in its luxurious confines, while re-iterating the promise of Office being available to you even on the go. Post-Activation and Social amplification modules were integrated to achieve goals.

- 122% Target Achieved in Phase 1
- 62% IT Decision Makers gave Appointments!
- 81% Appointments converted to Demos in
- the Cruiser!
- Avg. Mileage of 7 Km/Demo or 20 Minutes of
- ITDMs undivided attention!
- 67 % call for next level of engagement!
- Social Impressions of 41922 with Unique FB interactions of 2,05,740

122% RESULTS

MICROSOFT OFFICE 365 'CRUISER'



MAIN SUBMISSION

A. CLIENT COMPANY : MICROSOFT INDIA

World's largest computer software maker and one of the most valuable companies, operating with 8 key business divisions :

- Interactive Entertainment Business
- Microsoft Business Solutions
- Microsoft Office Division Online Services Division
- Server and Tools Division
- Skype
- Windows & Windows Live Division - All Windows businesses, including Windows, Windows Live and Internet Explorer.
- Windows Phone Division

The 'Cruiser' Campaign was for the MS Office Division.

B. STRATEGY: WHAT ISSUES / CHALLENGES DID THE ORGANIZATION FACE?

CONTEXT:Microsoft 2013 Vision outlines a commitment to being the leading Cloud, Devices and Services Company, with a strong cloud-first strategy. As part of its overall global growth plan, the Microsoft Office 365 was launched in India, with a ' Your Complete Office in the Cloud' campaign.

The India Commercial Launch integrated ATL, BTL , PR, Social , Special Campaigns (In-Office) creating an 'Orange Revolution' in the country .The Office 365 positioning of ' Your Complete Office in the Cloud' translated into consumer benefit of anytime, anywhere office with the latest Office applications, cloud-based IT services like enterprise-grade email and team sites, and powerful management and compliance tools :

- Completely Connected
- Completely Flexible
- Completely Accessible
- Completely Collaborated
- Completely Mobile

Key Category Challenges :

- **LOW AWARENESS :** Only 3% aided awareness WW
- **LOW TECHNOLOGY ADOPTION :** Only 35,000 companies have commercial broadband setup in Mid-
- MARKET/ SMES
- **LOW ADVOCACY :** 54-66% are just gathering initial information. Peer conversations are important
- **DNICHE TG, DIFFICULT TO ACCESS :** ITDMs, not a very visible part of an organization, were tough to reach out to

Our Solution : A unique program that addressed the above challenges very effectively with A FIRST-EVER, 1:1 Demonstration Program that reached out to ITDMs in a uniquely engaging way.

MICROSOFT OFFICE 365 'CRUISER' CAMPAIGN

OVERVIEW :

The unique campaign strived to drive Awareness, Interest and Desire amongst ITDMs, with a message of ' MS Office 365 can help your organization be much more productive'.

Key Consumer Insights:

- Travel, including daily commute for Office and Out-Of-Office (OOF) meetings is a key part of SME culture and employees spend a good deal of time working in an OOF space.
- Mid-Market (MM) / SME Clusters in India are a regular victim of traffic congestion, contributing to the time spent OOF, unproductively.
- ITDMs are a very niche Target Group - not easily accessible, not very visible in an organization, not very experimental and not used to being in the lime-light like Marketing teams.

CAMPAIGN STRATEGY: 'FISH WHERE THE FISH ARE BITING'

The overall strategy involved creating a real-life usage situation and delivering an unmatched product experience to ITDMS, who were sharply defined and mapped. The strategy highlights included :

1. 'GIVE THEM A NEVER-BEFORE WOW! EXPERIENCE TO TALK ABOUT '

We worked with India's leading Automobile Designer, DC, (Indian equivalent of West Coast Customs) to create a custom, special vehicle loaded with the latest technology from Microsoft, HP and Nokia. The interiors were modified and outfitted creating an uber stylish and luxurious environment, for a 1 : 1 demonstration experience. Specially trained Technology Advisors demonstrated the product, handled queries and created traction. Post-demonstration, ITDMs received a personalized keep sake.







An extremely luxurious & personalized experience. The Innova modifications included:

- Luxe nape leather recliners in tan color, with
- Office 365 branded cushions
- Edgy sporty exteriors
- Full privacy partition
- 45" leg room ,24" captain seat
- Lateral adjustable headrest
- Flat screen television with dvd player
- 7 L exclusive chiller
- Foldable tray tables
- Sleek AC vents
- Accent lighting with LED Lights



02. SPEAK WITH A 100% DEFINED TARGET GROUP MEMBER

With a multi-layer filtration process involving a proactive evaluation of each corporate tower in every targeted SME cluster , in every city – with a physical recce integrated to ratify – Minimizing non-TG and Maximizing ROI



03. ENTICE ITDMs WITH AN IN-OFFICE 'CRUISER EXPERIENCE' PREVIEW

We created a special AREAL APP based video , embedded in the invite brochure , that got activated on a scan from an App enabled Smartphone. The video took ITDMs on a virtual preview of the 'Cruiser'.

A smartly outfitted and trained Outreach team executed the invitation experience.



04. ENSURE POST-CAMPAIGN RESONANCE

- Personalized Branded Keepsakes
- Video Bytes for Social Amplification (on the brand's Facebook Page)
- Second leve reachout to hot-leads by the MS Sales Teams

C. OBJECTIVES OF THE CAMPAIGN

- Drive awareness and understanding of Office 365 amongst ITDMs of MM/SMEs , in a real-life product use situation (On the move)
- Establish Need
- Create Desire

D. TARGET AUDIENCE

- IT Decision Makers and Leads in SMEs , across 6000 organizations (Phase 1 -3,000), across Top 6 Indian cities, Phase II (June-Aug '13)
- Deeply involved in decision making process and understands technology
- Not easily accessible for a new product demonstration
- Generally belonging to smaller towns and not in an organization's limelight, unlike the Marketing People

E. MEDIA / CHANNEL USED

- A custom designed (with DC – Indian equivalent of West Coast Customs) MICROSOFT OFFICE 365 'CRUISER' , loaded with best in class technology from Microsoft, HP and Nokia and outfitted as a stylish, luxurious OOH environment for an exclusive 1:1 Demonstration
- The medium also highlighted the ability to work in previously impossible ways – 'On the Go' and re-iterated the proposition of 'Your complete Office in the Cloud'.

F. TIMESCALE OF THE CAMPAIGN

- **Phase 1 :** March - May 2013 (3000 SMEs)
- **Phase 2:** June - August 2013 (3000 SMEs)

G: BUDGETS

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

H. RESULTS

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

I. CLIENT TESTIMONIALS

“We are extremely happy with the results of the Office 365 Cruiser Campaign and have overachieved our marketing objectives for the launch. The campaign metrics are extremely optimistic and have met the laid out target demonstration numbers as well as product awareness generation . Further, the Office 365 'Cruiser' is a unique engagement format and has become a talking point in the industry. We also feel that the campaign is award worthy for both its memorable, one-of-a –kind conceptual approach as well as its deliveries on target achievement. Communique, our experiential marketing agency, has been a great partner to the campaign and has helped achieve our goals.”
- Rahul Datta, Marcom Manager

J. LIST OF SUPPORTING MATERIALS

1. Presentation Boards (2 Nos.)
2. Campaign Material
   - Invite with embedded Areal APP based preview video
   - Desk Top Photo Frame (Post-demonstration give-away)
3. Video Clip