

Favourability up
21
percentage points

Fresh approach pays off for opening of Windows 7

Launched with a hugely innovative, highly integrated global campaign, the arrival of Windows 7 demonstrated the potential of digital media to work alongside PR and offline advertising to deliver mass awareness and major shifts in perceptions. Brand tracker research showed that product awareness and favourability for Windows 7 rose by 19 and 21 percentage points respectively during the course of the campaign.



Key Facts

Client: Microsoft
Agency: Universal McCann

Objectives:

- Promote the launch of Windows 7, raising product awareness and favourability and driving recommendation and purchase intent

Target audience:

- All those owning or considering buying a personal computer

Products used:

- Integrated online campaign incorporating homepage takeovers, rich media display advertising, social media marketing, search engine marketing, a dedicated Windows 7 channel within MSN and in-game advertising through the Massive Network

Creative solution

The Windows 7 launch brought together a vibrant line-up of digital and offline media behind the campaign message of software that had been shaped by millions of users. With activity tailored to each market, TV and outdoor advertising helped to create initial awareness with PR campaigns, café openings, even the take-over of an entire Spanish village creating media buzz and word of mouth. The online campaign took a similarly integrated approach, with innovative rich media ads and homepage takeovers delivering mass reach, search marketing capitalising on exploding awareness, a social media campaign engaging key influencers, and precision targeting delivering advertising to users at the point of purchase. Integrated with the online campaign, the dedicated Windows 7 channel on MSN provided more in-depth information and helped to drive recommendation.



Research methodology

In France, Spain, the Netherlands and the UK, Metrixlab banner tracking technology assessed the impact of exposure to the online campaign on key brand metrics. A control/exposed brand survey was also used to assess the impact of visiting the microsite on a recruited sample of users. Meanwhile, global brand tracker research recorded uplifts in awareness, favourability and other key perceptions and brand metrics during the course of the campaign.

Key results

Rich media and targeting boost awareness and purchase intent

In the UK, where high-impact homepage takeovers were supported by behavioural targeting and precision activity at the point of purchase, exposure to the campaign delivered uplifts in the following key brand metrics:

- Product awareness up 8 percentage points to 93%
- Online ad awareness up 5 percentage points to 95%
- Purchase intent up 2 percentage points to 68%
- Net promoter score up 5 percentage points

Windows 7 channel fuels recommendation

In France, where the Windows 7 channel was supported through online display advertising, in-game advertising and a strongly performing social media strategy, visits to the channel fuelled word of mouth:

- Favourability up 5 percentage points to 66%
- Net promoter score up 4 percentage points
- 66% of visitors were inclined to recommend the site, well above the Metrixlab benchmark of 57%

Innovative approach shifts perceptions

In Spain, inhabitants of a small rural village became ambassadors for Windows 7 in a high-profile PR campaign that was reflected in online creative. Qualitative research showed this integrated, innovative approach shifting perceptions of Windows:

- “[The campaign is] fun and dynamic”
- “[The ad] fits with what I’ve read about the new system”
- “[Windows 7] is easy to use, fast and very reliable”
- “It’s a big improvement”
- “It has been recommended to me”

