



Presented by the Advertising Research Foundation

Telecommunications Gold Winner

I want a Windows Phone!

Business Situation, A fierce market, low awareness and a product to launch

What the heck is a Windows Phone? Back in April 2000, Microsoft introduced the Pocket PC that offered the features of the Windows PC on smartphones and mobile devices. Flash forward 10 years, several versions, many OEM partners and a radically different landscape and meet Windows Mobile. Windows Mobile is essentially the operating system for mobile devices such as smart phones. Phones that run Windows Mobile are called Windows Phones. With a Windows Phone you can retrieve e-mail, keep track of your schedule and your contacts, browse the Internet, and manage business documents using mobile versions of familiar Microsoft applications like Outlook, Office*, and Windows Live™ for Windows Mobile*. Windows Phone helps you do the stuff you need to do.

What does the competition look like? Unfortunately, the Windows Phone is up against two mobile device goliaths, the iPhone and the BlackBerry. In Canada, Research in Motion owns approximately 70% of the smartphone shipments and Apple is growing iPhone share by leveraging Canadians' world-leading preference for Apple products.

In 2010 the competitive landscape in Canada will continue to evolve with the introduction of Google Android devices and iPhone available at all three tier one telco operators. In addition, a number of new entrants will enter the smartphone game in 2010 putting downward price pressure on the tier one mobile operators who currently enjoy the second-highest average revenue per user (ARPU) in the world.

What is the challenge? The challenge facing the team in Canada was launching a new version of the Windows Phone when all the cards were stacked against it. The hurdles were primarily a fiercely competitive landscape, low levels of brand awareness, a fragmented hardware selection, low preference for the Windows Mobile operating system and a shoe-string budget of less than \$350K USD for launch. Again, the challenge was significant.

Campaign Objective, Get the word out about Windows Phone.

What did we need to achieve? Based on the competitive landscape and the low consumer familiarity of Windows Phones, success of this new launch needed to be based on ensuring that Canadians know that Windows runs on phones. More than that we had to effectively communicating to them why that matters and why they should care. Building the brand was imperative to the success of the business. Microsoft Canada needed to launch the Windows phone brand along with the next version of the platform, WM 6.5. It was also hoped that, to further consumer desire for a Windows phone, two service developments would help differentiate us from the competition (My Phone), while making personalization fundamental to Windows phone (Marketplace).

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Microsoft Canada & Youthography 2010 ARF Submission

In essence, the campaign set out to increase awareness of the Windows Phone against the core demos and to increase their likelihood to choose a Windows Phone. The core demos for this campaign were, not surprisingly, the very attractive teen and youth segments *as well* as their parents.

Research Story, What buttons do we need to push and how do we push them?

We don't know what we don't know! With such a tall order for the campaign and some fundamental consumer challenges, the product and marketing team in Canada quickly realized that research was necessary. The primary objective of the research was to set a baseline for brand awareness for Windows Phone and the competitors. The second and more critical objective was to flush out what made the core demos tick when it came to mobile phones so that we could make the right connections, with the right messages, in the right places. Some specific questions we asked were: How do they interact with mobile devices? How did they depend on them? How did phones fit into their everyday lives? Where and how did they select their mobile phones? Do they know (or even care) about their mobile operating system? The answers to these questions would help us to shape the local execution of the Windows Phone launch. A tertiary (and equally important) objective was that the research method needed to provide the Canadian team with some face time with their segments. Face time was important as it turned the measures of 'ARPU and Units' into people and consumers.

You only have what? With a budget of \$75K USD and eight weeks to deliver final results (excluding post-survey), Microsoft Canada Research turned to Youthography Research to partner in the development of the best research methodology. The resulting approach involved four official phases but as the project evolved, three additional phases were added. The structure of the research approach allowed us the flexibility to test and gather feedback as the campaign took shape. We were able to test, adjust on the fly and take immediate action!

Research Approach, Needed to be segment specific, insightful but measurable

Phase 1: Research Kick-Off Workshop (Let's Levelset & Launch)

To ensure a smooth and efficient kick-off to the project, a research kick-off workshop was organized with all relevant research, marketing and media stakeholders (internal and external). In addition we included key Microsoft Canada OEM partners to leverage their insights and share our learnings and approach. This session allowed us to introduce the research approach, brainstorm insights, share existing data and, most importantly, generate passion and excitement for the project. **Challenge: "How do we get noticed when all eyes are on iPhone and Blackberry?"**

Phase 2: Quantitative Survey (Establish a baseline & Measure What We Know)

To determine the state of Canadian attitudes and behaviour in terms of mobile devices, an online survey collected responses from 1,127 mobile Canadians that met the demographic specifications of the core demos (Teen & Student Socializer and Active

Parent Enthusiast). Results from this phase established baseline measures in terms of awareness of Windows Phone, which was 54% for teens and students, and 39% for parents. Finally, to stay within budget parameters, Toronto-based respondents were contacted and invited to participate in Phase 3 focus groups, while other eligible respondents were given the opportunity to apply for the Phase 4 consumer panel.

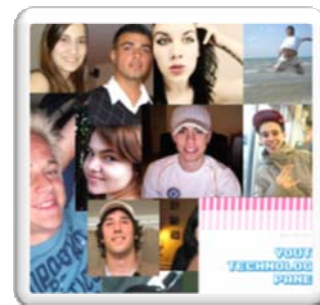
Insight: “92% of our target did not know that their mobile phones had an operating system and 82% frankly didn’t care...a huge challenge for the Windows Mobile operating system.”

Phase 3: Focus Groups (Let’s Get Behind the Glass)

In order to gain a deeper understanding of the purchase process, as well as to refine key marketing messages, a total of six qualitative sessions were conducted in Toronto. While all respondents were recruited to fit the same demographic scope as Phase 1, the criteria was narrowed to only include smartphone owners or intenders. Through the groups it was revealed that consumers were not as technologically savvy in terms of desired mobile use as previously believed and that messages touting productivity tools were not as relevant as messages about socialization and fun. Phase 3 also provided a unique way to recruit teens and students to participate in the Phase 4 panel, as focus groups respondents were immediately hand-selected by the Windows Phone team observing the groups. **Insight: Lack of awareness, familiarity and benefit is a huge hurdle for Windows Phone. “iPhone is cool, Blackberry is professional and I have no idea what Windows Phone is or doeswill it do what I want?”**

Phase 4: Technology Panel Assignment #1 (Build us a phone)

A panel of 32 hand-picked teens and post-secondary students from across Canada were assembled to participate in a consumer technology panel. Their first assignment, which they completed from the comfort of their home, was a creative exercise to design their dream smartphone. Interesting to the Windows Phone team was that the handsets were all designed as unbranded phones, however, the icons and shortcuts on their menu screens revealed their connection to branded content such as social networking sites and apps. **Insight: “On my dream phone the device brand takes a back seat to doing the stuff I want to do.”**



Phase 5: Technology Panel #2 (Help us with language)

Panelists were asked to ‘cash in’ on an internal debate between the words “customization” and “personalization” in terms of appropriate and relevant language being utilized in advertising copy. Through the panelists’ input, it was determined that when speaking about mobile devices the word “customization” was the recommended

language as it seemed the best fit when referring to technology as it referred to the “loading” of specific tools and features that reflected their individuality. The Windows Phone team realized that “personalization” would have over-promised and under-delivered their service to consumers. **Insight: “I think that customize would make the most sense, because there really is nothing to do, past backgrounds and ringtones, to personalize a phone. To customize, you could add new apps to make the phone more useful for yourself.”**

Phase 6: Technology Panel #3 (What do you think of this program?)

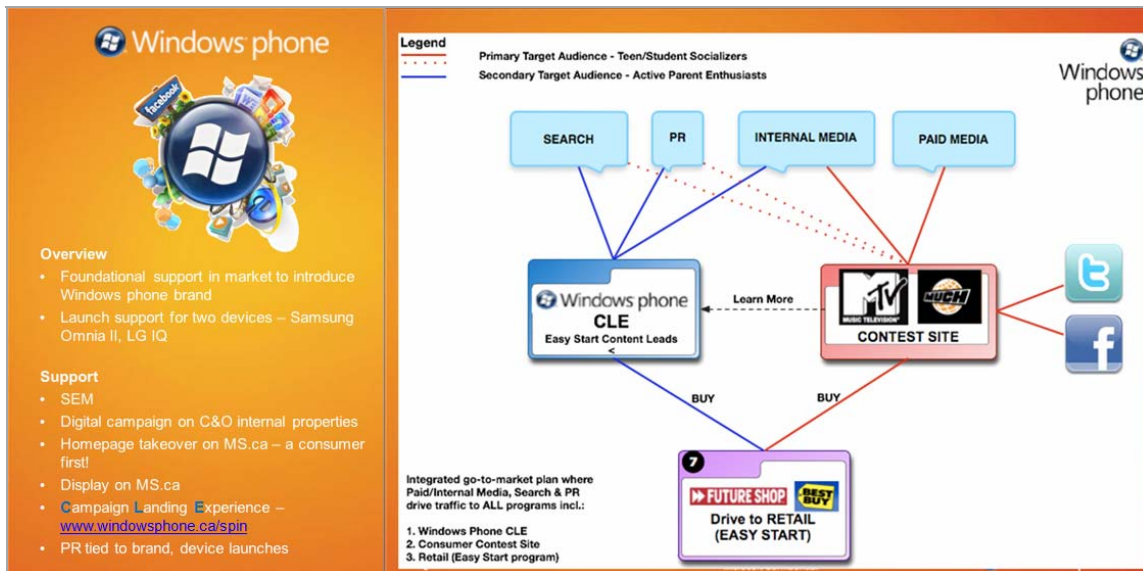
Panelists were asked to provide input on a retail initiative for Windows Phone consumers to have their new Windows Phone activated and customized to their needs for \$10 by a Windows representative in a major electronics retailer across Canada. Through the panelists’ insight that young people expect everything for free and that they wouldn’t benefit from the service, the Windows Phone team were able to convince the retailers to offer the program for free and to target it to parents. **Insight: “It better be free and besides, I can do that by myself but my mom can’t.”**

Phase 7: Quantitative Survey (Movement from the Baseline)


A post-campaign survey was fielded eight weeks after the campaign launch to determine results in terms of increased awareness of Windows Phone. The survey collected responses from 1,111 Canadians matching the same demographic characteristics as those in Phase 1. Results indicated that there was a positive overall lift in awareness and familiarity of Windows Phone of 10% with the overall target. **Success: Windows Phone awareness up 9% among teens and 29% among parents.**



Campaign Description & Business Results, Hey Canada, Windows Phone is here!

The big picture. The primary objective of the Canadian campaign was to increase awareness of the Windows Phone brand and raise preference for phones that run Windows. To do that effectively, the research, combined with existing intelligence, told us we needed to be targeted, integrated and attentive to segment channels. The campaign ran from November 16th, 2009 for eight weeks. 10% of the campaign involved corporate global elements while 90% consisted of ‘local topspin’ (unique executions developed in Canada). For the first time in Canada, there was targeted audience¹ play versus strictly mass market and operator partnerships.



When the Research said jump, the Campaign said... Faced with making the most out of every dollar spent, it was critical for the Canadian Windows Phone Team to deeply understand the target segments so that the key messages would resonate in a positive way. It was also crucial to understand the Windows Phone position against the two goliaths (iPhone and Blackberry). The research, combined with the brainpower of our agencies and partners, drove to unique solutions that netted incredible results.

Campaign Element	Research Guidance	Results
<p>MuchMusic Promotion</p> <p>Download exclusive MOD (Much on Demand) app & Holiday Wrap Promotion</p> 	<p>Don't anchor on brand! Neither the Windows Phone brand nor the handset brands resonated with the target. The research told us that we must dial back the prominence of these brands and lead with the trusted voice of MuchMusic.</p> <p>Don't tell me about productivity! Research showed us that these targets use smartphones for what they want to do (entertainment, soc net) not what they need to do (productivity). Also showed that music and photos resonated – so music partner with photo element (prizing from Samsung)</p> <p>Focus on relevancy. The research also told us that we had to focus on teen and youth brand drivers of 'Innovative' and 'Fun'. The research supported the intention of building an app</p>	<p>A First: First app developed for Much Music. 9.3% of site visitors downloaded the app.</p> <p>Demonstrated ROI: ROI = 3.1:1</p> <p>Brand Engagement: Exceeded Much Music time on site benchmarks.</p> <p>Contest Entries: 954 average entries per day. CTR on contest button 10.4</p> <p>Achieved 357% of MuchMusic forecasted entries</p>

Campaign Element	Research Guidance	Results
	<p>based on the core motivators of 'Games' and 'Entertainment'.</p> <p>Electronics & Cars! Prizing was influenced by lifestyle profiling and need fulfillment of the target audience.</p>	
<p>Email Campaign</p> <p>Leveraged the Windows Live Canadian assets to send messages to 14M Canadians</p> 	<p>Target the message Research guided customized email messaging for the two target segments. The messaging was focused on solutions and use triggers/motivators uncovered in qualitative and quantitative phases of the research. An 'ah-ha' moment from the younger demo was the need for a phone to be durable thus supporting the promotion of the Windows Phone back-up app.</p> <p>Two thoughts, that's it! Research led us to really focus on one (two max) key message – simplicity became the pillar on which the entire brand campaign hinged</p>	<p>Open Rate: Exceeded internal average annual and seasonal benchmarks</p>
<p>Retail Partner Program</p> <p>Launched a retail program focused on educating consumers on benefits of a Windows Phone and to assist them to set it up.</p> 	<p>It's the little things. Working with our technology panelists, we quickly uncovered three game changers for the program, 1) the program had to be free, 2) the program would fail with youth and 3) say 'customize' NOT 'personalize'.</p> <p>Know thy parents! We redesigned the program after the research informed that we incorrectly assumed parents had more knowledge about phones/smartphones. More focus placed on basics and made the app packages focus on simple things rather than the complex. It also led us to create an online glossary that defines smartphone jargon to help parents out (like, what's push email, what's 3G, etc).</p> <p>Input for training This insight shaped the employee training</p>	<p>Another First(s) First national retail program for Windows Mobile. First Microsoft subsidiary to execute free, customization program at retail.</p> <p>(Performance data from our partners was not available at time of ARF submission.)</p>

Campaign Element	Research Guidance	Results
	program and particularly the scripting. This helped employees relate to the parent demographic.	