

MSN

Problem

How does a company teach consumers about a new product?

Solution

Use interactive formats to allow people to test-drive the software.

Background

In late 2012, MSN unveiled a brand new digital experience built from the ground up for the newly launched Windows 8 operating system. It offers fast app-like performance, a clean and modern look, uniformity across all sections, and comprehensive content from a wider variety of sources built to capitalize on touch navigation. Microsoft knew the redesign was initially successful at differentiating MSN from portal competitors AOL & Yahoo!, but the challenge was that the new product experience was tied to Windows 8 touch devices to see what makes it different.

While Windows is a ubiquitous operating system with very large market share, Windows 8 was still growing. MSN is a well-known online portal with over 95 percent awareness, even though it competes in a commoditized category. It was time to tell a new story about MSN.

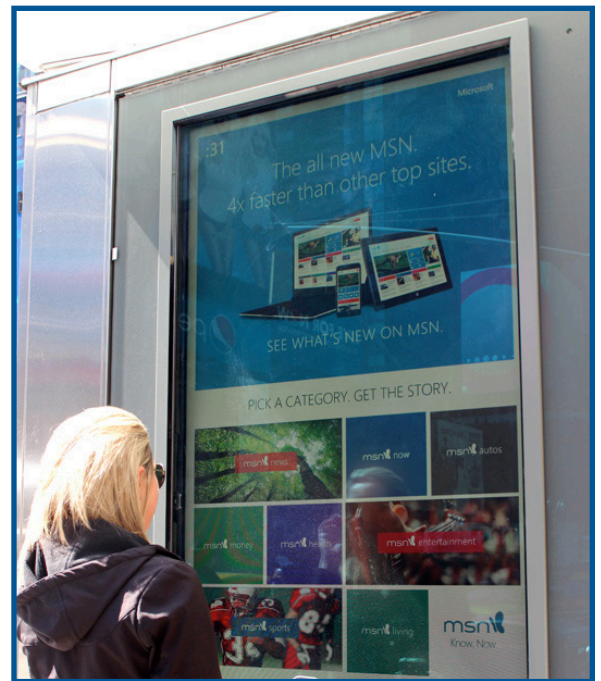
Objective

The objective was to get people's hands on the new MSN even without a Windows 8 device. Microsoft needed people to experience the touch functionality firsthand, while sending the message that MSN is the single best way to keep people "in the know" with up-to-the-second news, sports and stories. The target was adults 18-49 who had or would soon have access to Windows 8.

Strategy

The planning team chose touch-enabled interactive shelters and newsstands in key locales of top DMAs plus digital interactive pods in malls and movie theaters. While navigating the touch-enabled OOH units, people chose from several different verticals, such as Health, Entertainment, News, Money and more. Within each of the nine verticals, they picked from a list of recent headlines and the full article content was delivered to a mobile device of their choice via a QR code scan or SMS text.

DMAs were selected based on both Windows 8 receptivity and proximity to Microsoft stores. In conjunction with agency and media partners, MSN created an innovative experiential platform that enabled people to interact with real-time content from MSN in an authentic way.



Plan Details

Markets: Boston, Chicago, Los Angeles, New York, San Francisco, Seattle, Washington DC

Flight Dates: Four-week campaign starting May 13, 2013

OOH Formats Used: Digital interactive transit shelters, newsstands and touch screen pods; interactive placements in malls and cinemas

Results

The OOH units received more than 250,000 interactions, with 69,000 MSN articles delivered to mobile devices. Average weekly interactions more than doubled the campaign benchmarks. Furthermore, people went deeper into the content, nearly doubling the industry benchmark for average taps/pages per interaction and eclipsing it by five times in the mall execution specifically.

