Marc Lee

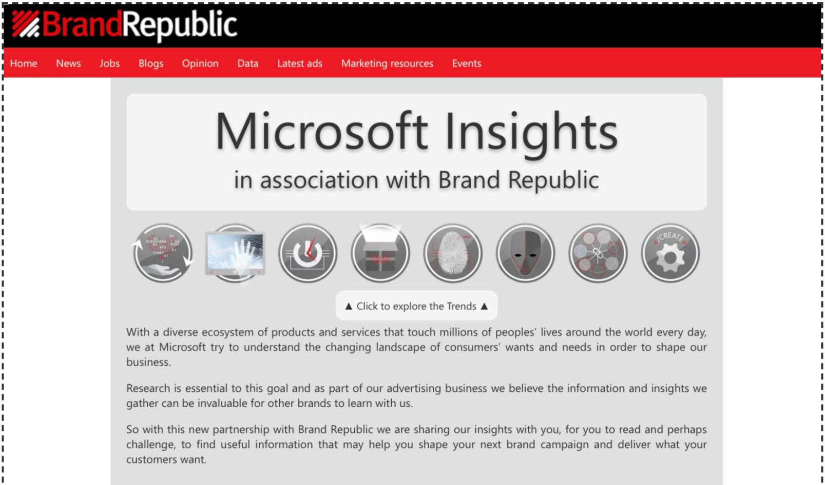
Product R&D

hello@marc.ly ✉
portfolio»marc.ly
077333 26250 ☎

Case Study 07

Microsoft Advertising Research Trends Microsite

Microsoft's Extensive Insights Given a Home on Brand Republic



Microsoft Insights

in association with Brand Republic

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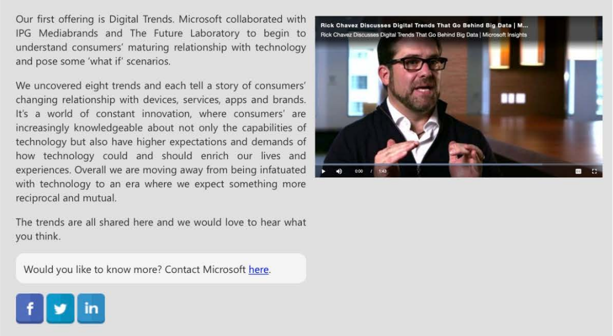

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We uncovered eight trends and each tell a story of consumers' changing relationship with devices, services, apps and brands. It's a world of constant innovation, where consumers' are increasingly knowledgeable about not only the capabilities of technology but also have higher expectations and demands of how technology could and should enrich our lives and experiences. Overall we are moving away from being infatuated with technology to an era where we expect something more reciprocal and mutual.

The trends are all shared here and we would love to hear what you think.

Would you like to know more? Contact Microsoft here.

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Client: Microsoft / Haymarket

Project Name: Microsoft Microsite - Brand Republic

Brief Summary

Microsoft Advertising has produced a mountain of in-depth research around 'Digital Trends'. This research is incredibly insightful, particularly for branding campaigns for advertisers.

Microsoft want to share this research to the industry, getting more exposure to it and in turn position themselves as a major player in the digital advertising space. Brand Republic have been earmarked as a media partner that can help with this goal.

In the first campaign of this partnership, Microsoft needs a home to share the research to the Brand Republic audience.

Deliverables

As the project was quite wide in scope, and something that was initiated from an external partner, it was more of a project/product manager hybrid function.

My role was to not only launch the digital product, but also co-ordinate with a number of different departments in order to make the campaign happen all within budget and in a very limited timeframe.

Intro

With a diverse ecosystem of products and services that touch millions of peoples' lives around the world every day, Microsoft tries to understand the changing landscape of consumers' wants and needs in order to shape their business.

Research is essential to their goals and as part of their advertising business they believe the information and insights they gather can be invaluable for other brands.

Microsoft were already discussing a few different opportunities with Brand Republic when the opportunity came up to utilise a particular Microsoft research project called Digital Trends.

Microsoft wanted to partner with Brand Republic to share these insights with their audience, with the aim that readers find useful information that may help them shape their next brand campaign and help deliver what their customers want.

The main challenge was the short time frame for this particular campaign, I therefore became involved in order to deliver it.

Problem

In this instance the problem that was trying to be solved wasn't necessarily audience lead, but revenue and client lead.

Microsoft Advertising had an ambition to work closely with Brand Republic and Haymarket on a number of future projects, but they needed this particular campaign delivered before those campaigns could be discussed.

The campaign in itself had great value to the audience, and Microsoft saw an opportunity to even help solve their problems through their own research and technology.

From Brand Republic and Haymarket's perspective, it was a great opportunity to show they had moved in to the digital space and were able to deliver campaigns in a timely manner.

I had two weeks from agreeing a general plan to delivering it.

Research

Because of the time limited nature, I had to understand what we were capable of doing. If we were too ambitious, there would be a time overrun - if however, we weren't ambitious enough, it might affect future campaigns.

First of all was fully understanding Microsoft's goals and how they could fit in with any potential solution. Working closely with the Haymarket Account Manager, and Microsoft themselves, the main areas that would shape the solution was the volume of the Digital Trends research that was to be shared, and that analytical data was highly valuable to Microsoft.

With the above in mind I took the time to discuss the best methods of sharing this kind of text and image heavy information with the existing team. They had previously worked on a number of content solutions and sponsored campaigns of a similar nature. This instantly through up some solutions and options, however it didn't quite satisfy the client's needs and ambition.

Further discussion with HBi (Haymarket's software development department) opened up more possibilities for potential solutions.

Solution

Once the clients need's and Haymarket's capabilities were understood, we gathered in a meeting to discuss solutions that could meet the goals in the required timeframe.

My vision had been a dedicated 'microsite' as it allowed flexibility with the vast amount of content, and we were able to drive traffic from Brand Republic directly to it - this traffic would come from specific sponsored articles, promotional slots and also the daily newsletters.

Microsoft Advertising agreed, and they also agreed that the only way to deliver the campaign was for myself and a developer to conduct a 4 day sprint in the Microsoft offices with their team as a way of expediting focus and alleviating any issues in a fast and efficient manner.

The microsite was given a unique URL that helped reinforce the partnership; http://microsoft.brandrepublic.com - It was a responsive site, and could easily be expanded with more information for future Microsoft campaigns.

Headline Numbers

- **First 7 days, Unique Visitors:** 1,521
- **Page Views:** 2,415
- **Avg. Visit Duration:** 1min 10 seconds
- **Return Visits:** 24.8%

Conclusion

Any project of this nature is fun, but with one of the biggest companies in the world as the client, a tight timeframe and a lot of pressure, it ramped up the adrenaline and I was very proud of what was achieved considering the time frame, budget and resource.

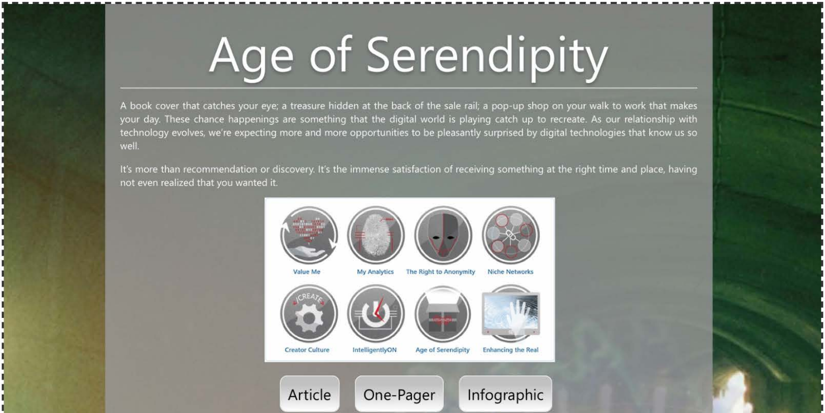
As far as the brief was concerned - the figures from the first week show that we went a long way to achieving the exposure Microsoft was looking for, and that helped solidify the partnership and future deals.

The product creation process itself was probably the best part of the project - knowing the small amount of resource and time, being able to create something from scratch working hand-in-hand with Microsoft in their offices was a valuable experience and a satisfactory problem solving exercise.

Press

Having The Digital Time Of Our Lives - **i.co.uk**

Product Screenshots



Age of Serendipity

A book cover that catches your eye; a treasure hidden at the back of the sale rail; a pop-up shop on your walk to work that makes your day. These chance happenings are something that the digital world is playing catch up to recreate. As our relationship with technology evolves, we're expecting more and more opportunities to be pleasantly surprised by digital technologies that know us so well.

It's more than recommendation or discovery. It's the immense satisfaction of receiving something at the right time and place, having not even realized that you wanted it.

Value Me
My Analytics
The Right to Anonymity
Niche Networks
iCREATE
Creator Culture
IntelligentlyON
Age of Serendipity
Enhancing the Real
Article
One-Pager
Infographic

Digital Trends ▲
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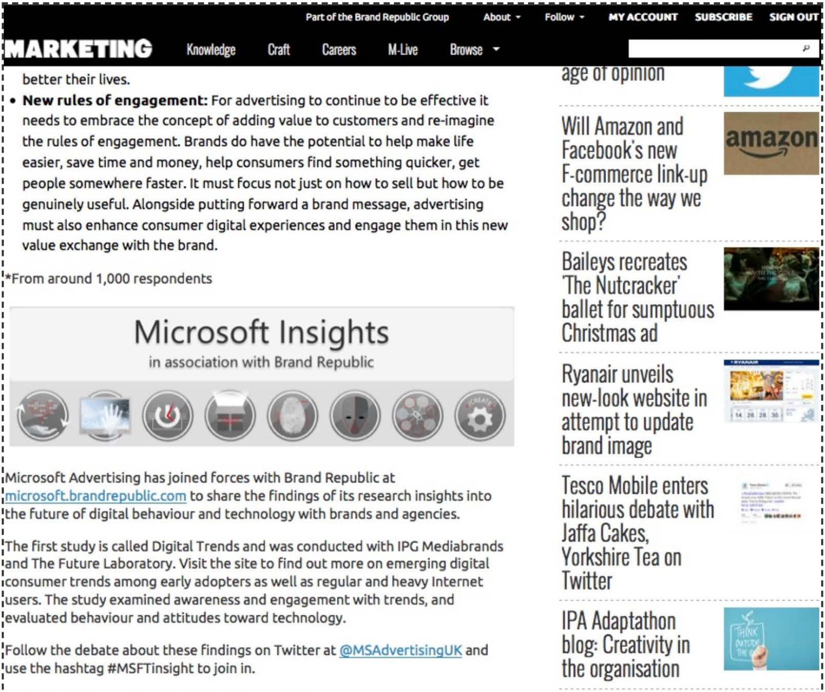

better their lives.

- **New rules of engagement:** For advertising to continue to be effective it needs to embrace the concept of adding value to customers and re-imagine the rules of engagement. Brands do have the potential to help make life easier, save time and money, help consumers find something quicker, get people somewhere faster. It must focus not just on how to sell but how to be genuinely useful. Alongside putting forward a brand message, advertising must also enhance consumer digital experiences and engage them in this new value exchange with the brand.

*From around 1,000 respondents

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Microsoft Advertising has joined forces with Brand Republic at microsoft.brandrepublic.com to share the findings of its research insights into the future of digital behaviour and technology with brands and agencies.

The first study is called Digital Trends and was conducted with IPG Mediabrands and The Future Laboratory. Visit the site to find out more on emerging digital consumer trends among early adopters as well as regular and heavy Internet users. The study examined awareness and engagement with trends, and evaluated behaviour and attitudes toward technology.

Follow the debate about these findings on Twitter at @MSAdvertisingUK and use the hashtag #MSFTinsight to join in.

age of opinion

Will Amazon and Facebook's new F-commerce link-up change the way we shop?

Baileys recreates 'The Nutcracker' ballet for sumptuous Christmas ad

Ryanair unveils new-look website in attempt to update brand image

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IPA Adaptathon blog: Creativity in the organisation

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Digital marketing
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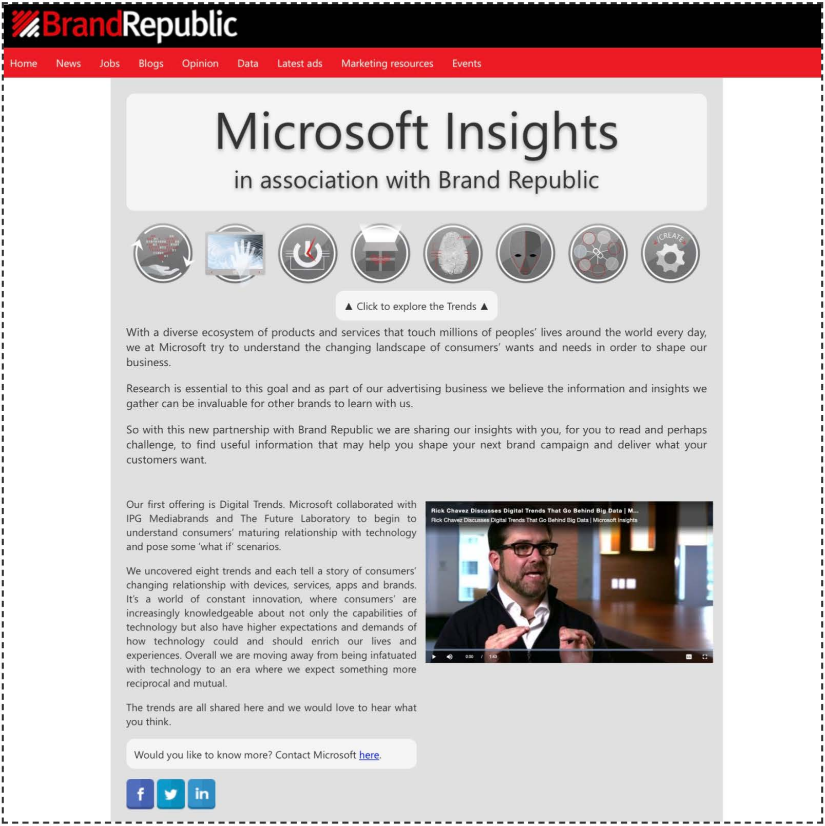
EA creates life-size Lionel Messi avatar



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