

# How Nine helped make life easier with Windows7



## Background

Microsoft Windows has long been the default operating system for PC users. Every new PC sold is automatically equipped with the software.

In late 2009, Microsoft set out to launch Windows7, the successor to Windows Vista.

While Vista was a comprehensive operating system, it included a lot of functionality that didn't appeal to Australian consumers and took up huge amounts of hard drive space.

Microsoft's new Windows7 product promised a more lightweight and simplified operating system with product features that were developed through rigorous consumer-based testing.

The challenge was to overcome the negative perception that Vista had left among Australian computer users and drive interest for the features available in Windows7.

Nine worked with the team at Microsoft and their media agency to create a truly innovative communications solution for Windows7. It became the most successful operating launch Microsoft has ever executed in Australia.

## Challenges and Objectives

The greatest threat to Microsoft was Apple. And while Apple only has a 7 per cent market share it was quickly gaining momentum. Apple users were extremely loyal and powerful brand advocates. Research was conducted to find out why.

The research found that Apple's success was primarily driven by its ease-of-use; it offered consumers a practical solution for the user that just worked.

Conversely, Microsoft typically focused on the more rational benefits - product features.

The opportunity for Microsoft was to promote the features in an emotional way and demonstrate the 'real' benefit of the Windows7 product.

# CASE STUDY: MICROSOFT

## The Solution

Nine's solution was powered by the insight discovered by the team when exploring the new features. While the new features like Snap and Homegroup were powerful, these alone weren't exciting enough for the regular user. To truly excite the potential Windows7 customer, the communication needed to tap into the benefit to consumers lives. Nine now had a framework for the communication:

1. Show how Windows7 simplifies everyday tasks
2. Showcase the exciting new features of Windows7

The obvious route would be to integrate the product into a lifestyle program, but Nine believed Windows7 needed a property where it could take centre stage, but at the same time be seamlessly integrated into the program.

"The Apprentice" was the ideal platform for the Windows7 campaign.

The program provided the perfect backdrop to demonstrate how Windows7 simplifies everyday tasks. And with an entire episode devoted to Microsoft, it would be seen by over one million people.

Lead times for The Apprentice meant that the client needed to green-light the concept quickly - it also meant the concept had to be executed in seven days. The Microsoft client loved the idea and Nine and its production team went into action.

## The Execution

The Apprentice featured people competing against each other for the chance of a lifetime; a job working with one of Australia's most successful entrepreneurs, Mark Bouris.

An entire episode of The Apprentice was created where the teams were issued the challenge of creating a 30 second ad to launch Windows7. The contestants' brief was to show how Windows7 would simplify life's everyday tasks. To support this, specific benefits were showcased through contextual program integration.

Nine's in-house creative team was leveraged to create nightly station line ups that focused on the rational messaging promoting the specific features. These added even more weight to the Windows7 campaign. Television commercials underscored the message.

Online communications were used to show how Windows7 simplifies life's everyday tasks. A video channel was also created to demonstrate the features in an emotional and compelling way.

## CASE STUDY: MICROSOFT

### Results

The campaign was a huge success and overwhelmingly exceeded expectations of both the Microsoft Client and the media agency. It was the most successful operating system launch in terms of sales Microsoft had ever executed in Australia:

- Nine delivered a 60 minute seamless advertorial seen by more than 1.3 million people
- Windows7 outsold Vista by a whopping 234 per cent - what's more, yearly sales targets were met in the first twelve weeks of the campaign
- Microsoft recognised the campaign as one of the best launches around the globe and uses The Apprentice case study as "best practice"
- The value for Microsoft was an astounding 15 times the investment.

The client said that as a result of the campaign, consumer perceptions had significantly changed. The client also said that they had never experienced a more cohesive and productive team with the ability to deliver exciting and truly innovative ideas.

### Who

Client: Microsoft  
Network: Nine Network  
Media Agency: Universal McCann & Ensemble

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