

Communicating with no borders

New ways of approaching and reaching different targets



Isabelle Lechanteur
Microsoft Advertising
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New ways of approaching and reaching different targets – WHY?



Digital today

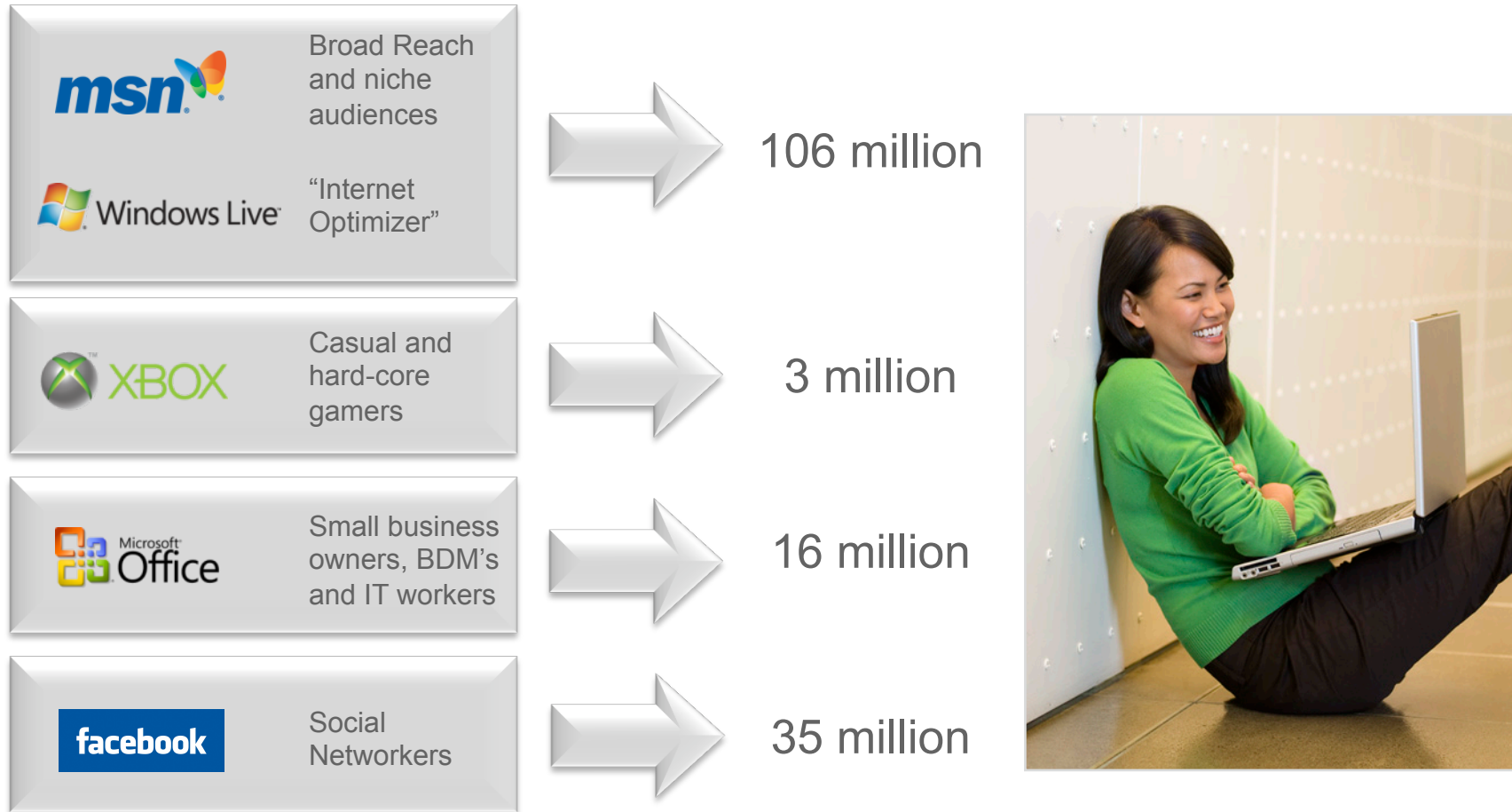


- Europeans spend almost one fifth of their media time on the internet
- There were over 200 billion text messages sent in Europe in 2007
- 200 million online Europeans have bought a product or service online
 - 40% of online shoppers have changed their brand decision following online research
- **Over 38% of people would rather leave their house without their wallet than their mobile phone!**

Microsoft changed too, it is more than Windows.



The new Media: MS Advertising, a Mass Media



Source: comScore Media Metrix, March 2008

Looking for somebody?

How do we define each other?

Localization
(Country, region,...)

GEO TARGETING

Socio-demo profiling
(gender, age, DMA)

SOCIO-DEMO targeting



Hobbies, lifestyles

CONTEXTUAL AND EDITORIAL AFFINITY
BEHAVIORAL TARGETING

Media consumption

TARGETING PATTERNS



Multiple criteria increase efficiency

Identification criteria based on opt in, approval of internet users

In the end, what really counts?

Relevance

Digital allows brands to follow consumers throughout their media journey

Engagement

A chance to create a more involving dialogue with consumers

Influence

The opportunity for advertisers to influence the decision of active purchasers/information seekers at the most relevant moment

Scale & Spend

During the first six months of 2008 UK shoppers spent £26.5 billion online - nearly equivalent to one-half of all supermarket sales for the same period.

Question: How to find a good spy today?



Examples of innovation

Campaign objectives



Campaign Background and Strategy



- Government Communications Headquarters (GCHQ): intelligence/security services for the British Government (alongside Mi5 and Mi6)

- Utilize Massive and in-game advertising to run alongside the broader GCHQ campaign “*Not an Ordinary Deskjob*” - to give potential recruits a real feel for the dynamism and vibrancy of the organisation - and a sense of the great training and career path on offer

A world-first for recruitment advertising that drove awareness and qualified leads for GCHQ



Results

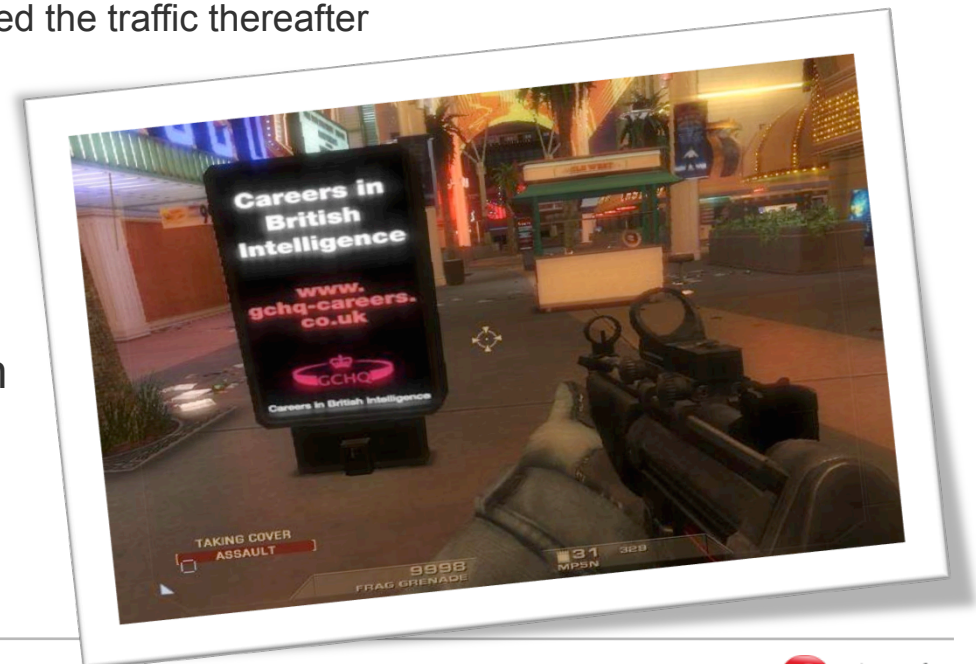
High volume of qualified leads driven to the GCHQ careers website

Direct Response Success

- 3000+ unique users landed on the specified holding page
 - Over 2,600 of those ‘moved on’ to visit deeper within careers website
 - These were qualified leads - not accidental clicks
 - The Careers In British Intelligence site (gchq-careers) traffic increased by 800% - over 1000% (from between 350-750 unique visitors per day to 3500 – 8000 unique visitors per day) during the period of the campaign and maintained the traffic thereafter

Winner of the “Innovation” category at the 2008 Recruitment Advertising Awards

Nominated for “Best Use of Creativity in Digital Advertising – Charity and NGO Category” at the Microsoft 2008 Mouse Awards (June 2008)



Question: How to make insurance interesting for 18 – 25 year old?



Videos to download

Traffic info to mobile

‘Capitaine de soirée’ application module to choose

Application EthyloTest: Test your alcohol level

Thematic folders and info

With the right content & services

On a favorable device



Step 1

Explanation
& Education

ZéroTracas mobi

ETHYLOTEST

AVERTISSEMENT

Le calcul d'alcoolémie suivant est établi à titre purement indicatif.

Il ne peut en aucun cas se substituer à une mesure d'alcoolémie effectuée par les forces de l'ordre avec un appareil homologué et ne saurait en aucun cas engager la responsabilité de MMA.

Continue

<Accueil ZéroTracas.mobi

Step 2

Individual
profile

ZéroTracas mobi

ETHYLOTEST

Ton profil:

- Femme
- Homme

Ton poids (en Kg):
45 ▾

Ta consommation
Tu as bu :

- à jeun
- au cours d'un repas

Combien de verre(s) as-tu consommé ?
2 ▾

Résultat

CAPITAINE DE SOIRÉE

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Step 3

Results and
prevention
message

ZéroTracas mobi

ETHYLOTEST

RESULTAT

Taux d'alcoolémie =

0,55 g/l

Tu ne peux pas prendre le volant.
Fais toi ramener par une personne sobre.

Rappels Zérotracas.mobi :

- Maximum autorisé = 0,49 g/l
- dès 0,5 g/l, risque d'accident mortel x 2 et x 10 avec 0,8 g/l.

Plus d'info, voir notre dossier **Alcool**

Faire connaitre à un ami

Nouveau test

CAPITAINE DE SOIRÉE

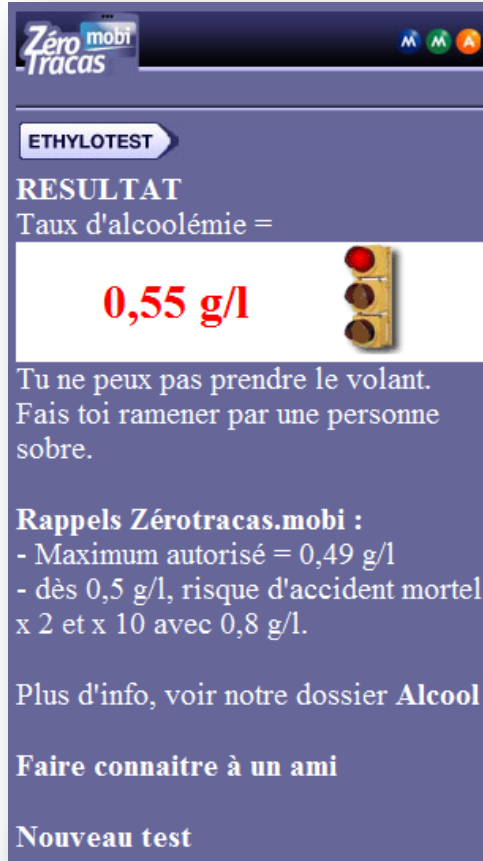
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Results & Key Success Factors of Campaign

Mobile Content



Mobile Services



12.820
éthylotests
realized

5.482 videos
downloaded

From
0,83% To
3,96% ctr

Traffic
multiplied by 10
with media
campaign

Question: How to answer tricky questions?



Summary

- ... is more than just having a website or online presence
- It offers new ways to reach & engage audiences
 - From enhancing and amplifying offline activity to distributing content to engage and motivate consumers
- Better understanding of digital consumers means more effective campaign
 - Which means better results





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