

CLIENT : Microsoft
BRAND : Windows Vista Launch
LOCATION : Taj Mahal, Agra
PERIOD : 29th Jan 2006



CLIENT BRIEF:

The Launch of Windows Vista was a world wide launch with key global markets participating. Following the line of Sun China, India, Australia, UK, Brazil and France the launch would culminate in the US at Times Square. Windows Vista and 2007 Office is the most significant launch from Microsoft in over a decade. The footage of the launch was to be uploaded real time to ensure showcase during the US launch by Bill Gates at times square.

Target Audience Press Electronic & Print.

Objectives

- Showcase the launch as a visual WOW taking forward the brand communication of "the Wow starts now"
- Mark the dawn of a new era in computing for the consumers with added security features.

The visual montage to be powerful enough to capture media attention and create media excitement ensuring Press coverage.

- Showcase the launch in India to the rest of the world clearly defining an Indian imagery.



ACTIVITY DESCRIPTION:

The WOW began with the launch backdrop being the TAJ Mahal. However The TAJ Mahal has not seen an event or any activity in the last decade on its premises. The Monument has strict restrictions on sound, light and any equipment within a vicinity of 500 meters. The TAJ is flanked by the city on one side and the river on the other. The venue was selected on the other side of the river in a Garden known As Mehatab Bagh. This enabled us to stay within the guidelines and yet get Taj as a

Backdrop for the launch, hence ensuring the visual wow.

THE LAUNCH SET:

The TAJ Mahal changes color with the line of the sun with hues ranging from pink to pure white. The launch set was designed taking into account the color of the TAJ at 2 PM in the afternoon (time of launch). The material of the stage was selected to match that color so as to give a visual effect of the set up being a part of the TAJ Mahal itself.

THE THOUGHT: -

The platform of the launch was set against the backdrop of the TAJ Mahal. The Brand communication of the "The Wow Starts Here" & "The Dawn of a New Era" then was woven into the content of the launch, choosing not to go down the road of most launches with a revelation and an event and to ensure the brand communication connect at all levels and aspects of the launch. The launch emerged as a visual WOW where 70 Street Kids performed a 6 minute dance sequence followed by the visual of the Windows Vista and Microsoft office 2007



logos against the back drop of the TAJ Mahal. It was the dawn of a new era for the children as

- Never before or again would there be an opportunity for them to interact and learn an art form taught by a celebrity.
- It celebrated their individual success by giving them an opportunity to showcase their talent via a global platform
- A distinct and measurable change in the lives of the 70 participating kids who along with 1430 other peers are now exploring the new life of a new future with increased security via the Study Center.

The imagery would ensure mileage as the TAJ Mahal has not seen any event in or around its premises in the last decade. This combined with the fact that the launch sequence itself would be led by street kids who would via this activity secure a future for themselves, completed the Innovation.

RESULTS : QUALITATIVE

- The “Wow” which is critical to the brand communication was integrated in every aspect of the launch and effectively communicated the message to consumers
 - Locational WOW with the TAJ Mahal which was the backdrop for the launch
 - The WOW of the visual montage which integrated the Brand colors of Windows Vista and Office 2007 and ensured its presence in every single large and medium publications and news channels in the country
- The Wow was made possible for the street children who got an opportunity of a life time
- It was also the Best wow within all the participating countries from a global perspective referred to as an “epic” by Microsoft global team. The India launch stood out many notches above the rest in its powerful ideation and the results it delivered. Speaking to the Global Press, the imagery captured the imagination of consumers and internal audience alike as it got the maximum showcase at Times square.
- The Dawn of a New Era was integrated in the launch with the new era for the 70 street children and the 1430 others who are now a part of the study center set us as a culmination to the launch.
- The Windows Vista India launch has achieved the distinction of being the single most covered launch in over a decade as well as the best Wow within all the countries.



QUANTITATIVE:

- From the PR reach point of view The TAJ-Vista photo was easily the single biggest highlight of the launch with the photograph featuring on the front page of India's four largest mainstream publications, and over 120 editions overall.
- The launch of Windows Vista and Office 2007 in India was extremely successful with over 388 stories generated across publications, broadcast channels and online news sites.
- Key achievements for the launch are as follows:-



- Front page flash with stories and pictures across five top Indian publications - Hindustan Times, The Hindu Business Line, Daily News & Analysis, The Asian Age and The Telegraph
- Stellar coverage for the launch on the TV Today Group channels - Aaj Tak and Headlines Today. Both beamed multiple live and canned updates on the launch. The media group has tremendous consumer orientation and footprint, making it the perfect medium for this launch
- Pictures of the choreographed performance at TAJ Mahal have appeared across a majority of the publications, with powerful captions like "At Ancient Taj, New Vista" and "Microsoft colors the World"
- The stories were accompanied by impactful headlines like, "Microsoft globe casts Vista in style" "Indian families helped shape Microsoft's Vista" and "India centre plays key role"
- In addition, coverage has appeared on NDTV India, NDTV 24/7, NDTV Profit, Zee Business, CNBC Awaaz, CNN IBN, DD News, IndiaTV and ETV Marathi. With a cumulative broadcast time of almost four hours and viewership of approximately 200 million, this is certainly one of the highest impact product launches in recent times
- The coverage was carried by various international media including the Strait Times Singapore and the Financial express UK
- Reference File 5&6results. (includes the Quantitative results of campaign, with the samples of the key stories as well as the analysis done by the PR team of the client)
- For the underprivileged Street Children the launch secured their future via the study center which now caters to over 1500 underprivileged kids.
- Of all the countries, the India Launch for Windows Vista and Office 2007 is considered as the biggest WOW, it has received more coverage than any other singular launch of Microsoft and arguably any other product launch in India.

The client feedback:

"Ambika thank you for making the launch of 2007 Microsoft Office, Windows Vista & Exchange server 2007 the launch of the decade" ...
Doug Hauger (Coo & BMO Microsoft)



Best Cause or Charity Marketing Campaign
(Order of Merit)



Most Innovative Idea or Concept
(Order of Merit)