

CLIENT : MICROSOFT
BRAND : MICROSOFT XP STARTER EDITION
LOCATION : 41 CITIES PAN INDIA
PERIOD : 1ST JUNE TO 31ST JULY'06



CLIENT BRIEF:

Microsoft launched its Windows XP Starter Edition for India and needed a strong dealer promotion activity across its network. This unique software enabled PC usage more convenient through multilingual operations in Hindi & Tamil. The key criteria were to develop increased product awareness through visibility, increased product preference, increased consideration of purchase, demo/product feel to maximum TG, enhance footfall at retailer counter and educate the TG about the preferred 'Original Purchase' of the product package.

ACTIVITY DESCRIPTION:

We designed a three pronged activity schedule to address the brief. After the official launch of the product through press conference in 5 cities, we embarked upon the task of direct TG interaction through School Contact programs and Canter Road Shows, while a special retail enablement initiative was undertaken to educate, mobilize and create enough excitement at the retail end.



The activation was divided into 3 phases:

POS Installation & Reseller Training; Dealer Promotion Scheme and Retail Audit POS Refresh & Footfall Sensitization.

POS Installation & Reseller Training:

POS were installed at retail outlets in the form of posters, danglers, wobblers and tent cards, all talking about Windows XPSE. It was followed by reseller product training through a specially designed module where our trained promoters briefed about the activity, gave live demos, and conducted mock sales exercises with the dealer sales

teams.

Dealer Promotion Scheme:

A special dealer promotion scheme was launched incentivizing the sales efforts according to certain qualifying criteria.

Monitoring & Audits:

Demo AVs were played at dealer points talking about the product and its unique features. Weekly checks on POS deployment, replacement and material requirements were monitored. Additionally, our teams of promoters managed the footfall at the reseller points providing maximum number of product demos to the visitors.

