

PIMPIN' MICROSOFT'S RESULTS IN 8 COUNTRIES

MARKETING OBJECTIVE

Microsoft wanted to **promote** its Windows 8 and Office 365 products, while at the same time **building** its audience in 8 CE Europe markets: Russia, Ukraine, Poland, Romania, Czech Republic, Greece, Hungary and Slovakia.

SOLUTION

To **drive awareness, ignite user engagement & boost sales**, ThinkDigital Romania used the consumer insight, which wants students to customize their schoolbags. Accordingly, we created a **Facebook application**, which encouraged them to collect points by "pimping" their schoolbag with various cool objects that were available at Microsoft's eCorners.

The competition was promoted through a series of **creative and engaging ads** and sponsored stories, as well as relevant content on every local Microsoft Facebook page.



RESULTS

ENGAGEMENT

36%

GROWTH IN FACEBOOK FAN BASE

23.000+

UNIQUE USERS VISITED MICROSOFT'S eCORNERS

THE QUOTE

“ This was a challenging project, however the results exceeded our expectations and helped us cement further our leading position in those 8 markets. ”

Nancy Nemes,
CMO Consumer Marketing, Microsoft