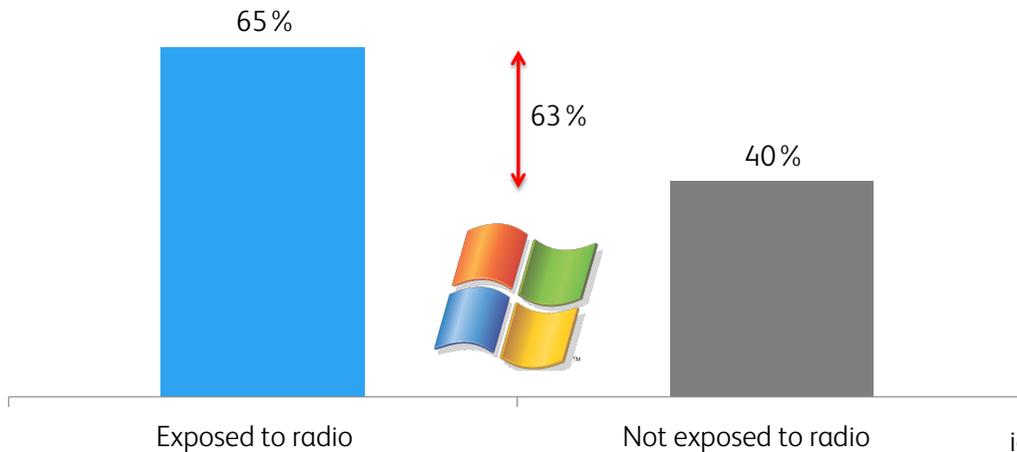


Microsoft Windows 7

Using radio to drive interest in a “low interest” product

Radio increases brand consideration by 63%



medium, but it also allows ideas and content to be spun out into off-air areas. Propitiously, the Sugababes new album was their seventh, and titled Sweet 7.

Background

The launch of Windows 7 was critical for Microsoft, to fight back against the growth of Apple and other rivals, and to help move the brand on definitively past the less successful Vista system. Creating awareness of a new operating system is one thing, but getting people excited about it is a much steeper challenge because they are not really interested in the technical side. So Microsoft were looking for a property of some kind to help deliver that excitement.“

Why radio?

The Sugababes were the ideal property for this project - the band had heritage in the eyes of young parents, but also credibility with the new generation of teenagers, and that was exactly where Windows 7 wanted to be. Radio was the ideal platform for the audience to engage with the Sugababes in a range of activities which promoted the brand’s message: radio is not only a music-centric

Implementation

The campaign was concentrated around the launch date of Windows 7, and comprised a series of branded content initiatives on Capital and Heart stations. Most salient among these was a link with the Sugababes at Capital’s Jingle Bell Ball, sponsored by Windows 7, where listeners could win tickets and interact at the event. The Heart initiative saw one lucky listener able to win a live appearance by the Sugababes at his 21st birthday party. In addition the Sugababes themselves made a series of how-to videos about the benefits of Windows 7. All this activity was talked up by the station presenters, bringing their personal influence into play.

Results

There were 1.2 million competition entries, and the campaign also communicated key product messages -for example, 65% of those exposed to the campaign agreed that “Windows 7 simplifies everyday tasks” compared to 40% of those who had not heard the campaign. Windows 7 was rated as the “fastest selling operating system in history” according to the Times (29.1.2010).

Radiocentre Comment

The power of music acts to drive interest is well known, and this case study illustrates the way music radio is uniquely able to act as a link between listeners and those acts to the benefit of the brand.