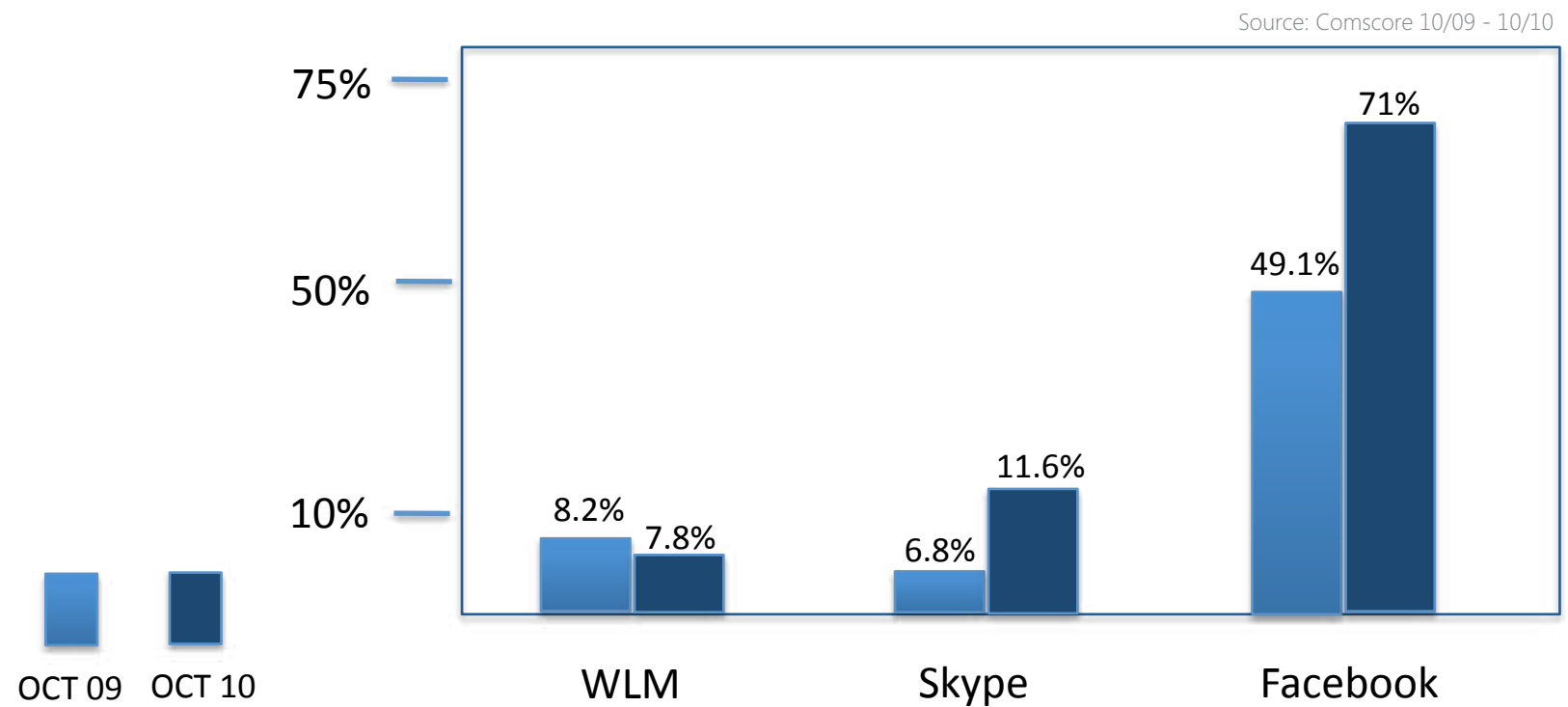# PILOT OBJECTIVE

Make Messenger a must-have app for new Windows 7 users

Lock on a compelling and believable position that drives Messenger acquisition in the US in the context of Windows 7

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HEADING TOWARD IRRELEVANCE

Synonymous with IM, a category that's slowly eroding

If trend continues, in 3 years we won't exist

Source: Comscore 10/09 - 10/10

OCT 09   OCT 10

	WLM	Skype	Facebook
OCT 09	8.2%	6.8%	49.1%
OCT 10	7.8%	11.6%	71%

75%
50%
10%

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COMPETITIVE LANDSCAPE MOVING FORWARD IN EXPONENTIAL LEAPS

— Facebook/Skype partnership = battleground of the future with improved video chat

— Facebook has launched its "Modern Messaging System" – a product that integrates email, IM, and texting in a unified inbox

— Niche interactivity becoming easier through Facebook Groups

— Increasing US reach

- 150 million+ active US users (based upon 30% of 500mill. users, % from Facebook site)

- US traffic has risen 55% in the past year (Oct. '09-Oct.'10, http://mashable.com/2010/11/18/facebook-comscore-growth-october)

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HOW WE CONNECT HAS CHANGED

Humans are social by nature, but the normative social behavior and environment has forever been permanently altered by Facebook

— Broadcast mentality, voyeuristic engagement

— Loss of "personal" connectivity, a friend is just a number and collecting them has become a competition

— Passive, sterile

— Seeking order over chaos (control)

According to a recent Oxygen Media study, more than half of young women (57 percent) say they communicate with people online more than face-to-face. *Psychology Today*, "What Facebook Does to Friendships" August 23, 2010

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TARGET IS SATISFIED WITH THE STATUS QUO

Target Audience: Parents, SINKS/DINKS

— **No perceived need, uninterested**

— Happy with current engagement

— May be hesitant to add another layer to current activity

Behavior: Tap into social fluency

— Not enough to focus on life stage

— Must pivot on subset that are openly social, and value connection both online and offline.

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SURVIVAL RELIES ON BEING DISRUPTIVE

Drive desire where there is none — Need to disrupt the current equilibrium

— New target so can't rely on familiarity

— Non-interested parties

— Position as incremental to current behavior

— Big sell to break through – first awareness, then drive desire, then educate on how/why

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RELATIONSHIPS ARE INHERENTLY EMOTIONAL THINGS THAT NEED NURTURING

— You have to DO things with people to build relationships

— Seeing each other adds dimension to communication – how comfortable we are discussing something, our passion for a subject, and our hopes and fears.

"Nothing, certainly not Facebook, takes the place of "sitting side-by-side with friends, seeing their facial expressions and body language, and perhaps just saying nothing" Irene Levine a professor of psychiatry, NYU & PT Blogger *Psychology Today*, "What Facebook Does to Friendships" August 23, 2010

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WLM HAS THE OPPORTUNITY TO BRING HUMANITY BACK...

Almost as good as being there

— Video Chat combined with other activities build a new normative chat behavior

— Rich photo viewing/sharing, ability to comment in stream or provide "script" for viewing

— Video Voicemail = real/human connection, on your terms

— Goes beyond Facebook broadcast to meaningful interaction

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BUT...WHAT IS THE EMOTIONAL HIGH GROUND?

• While functionality and technological advances are key support to platform, Facebook/Skype will get there too.

• **We must tap into a human truth to stay relevant and scale over time and technology.**

Human Truth: People desire comfortable, personal connections

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"WLM IS YOUR LIVING NETWORK"

• Engaging more deeply w/friends & family to cultivate meaningful relationships via rich sharing

• Like hanging out in real life, but in a virtual environment

• Connecting with 'my tribe'

— *"I can feel the connection through the rich engagement. FB is just static by default"*

— *"I could have game night with my niece"*

— *"The next best thing to being there - not just talking but playing games, it's another way to connect with them (family). And share photos."*

We win if we build context vs. occasion

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CAMPAIGN AS BETA TEST FOR PRODUCT POSITIONING

- Tap into human truth to engage people

- Be disruptive to change behavior & move people to act

- Construct dissatisfaction as foil to WLM as solution

- Stake claim in ownable territory

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BREAKING THROUGH, CREATING ADVOCATES

Awareness & Education

Marketing Tactics
PR / ExperientialSearch
Online Display
Rich Media
Content/Editorial
Social Media
Email

Consideration

Engagement
Online
Experiential
Microsoft.com

Word-of-Mouth
Social Media
Testimonials
Referrals

Trial/ Activation

Download

Build Social Arc (invite friends)

CRM & Advocacy
Word-of-Mouth
Social Media
Testimonials
Referral

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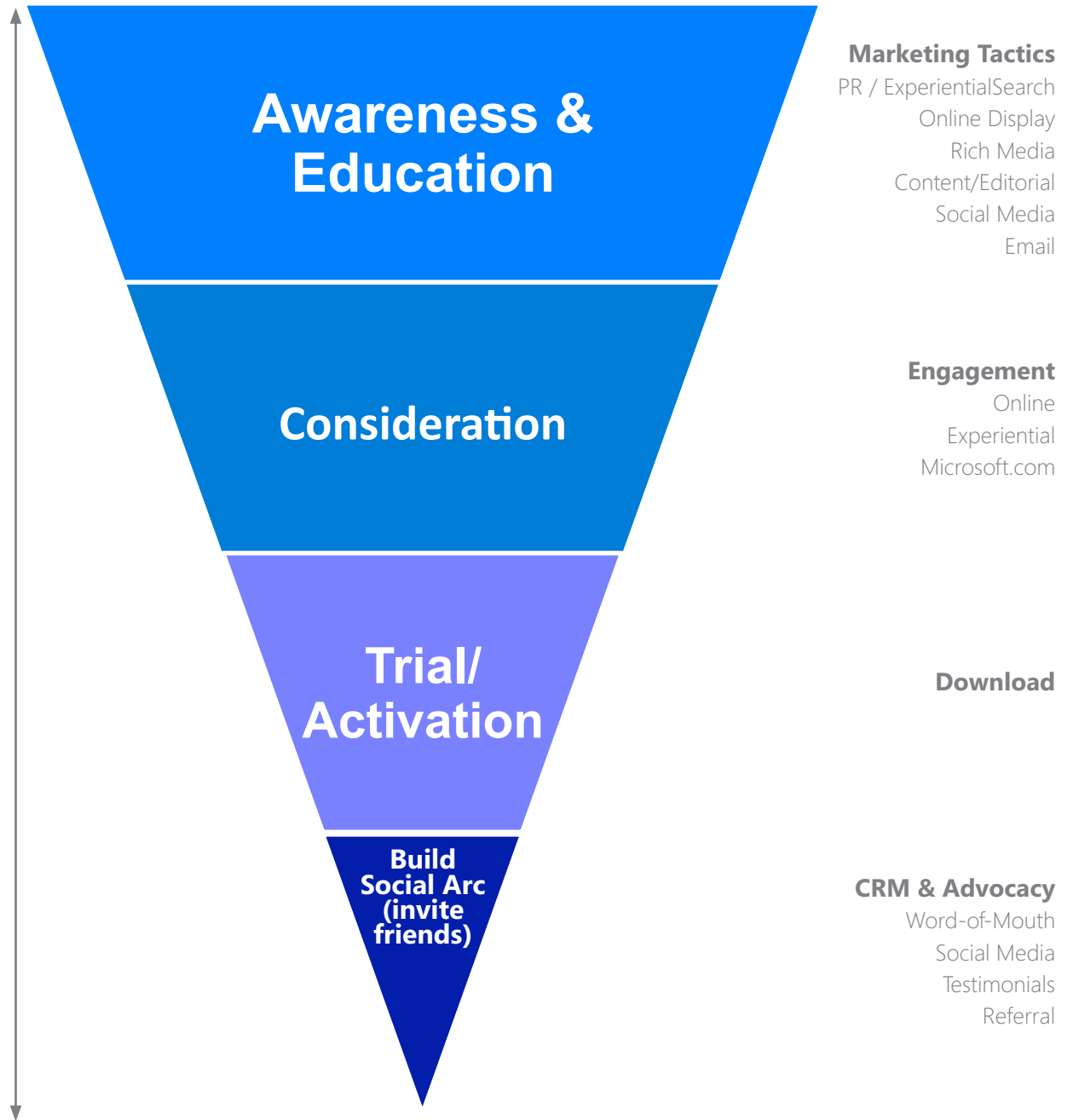
Rediscover Conversation

Social networking is destroying our social skills. A discussion about your day has become a simple status update. We have a "like" button, so you can agree with someone without having to say why. Broadcasting our thoughts for all to hear has become so easy, we've forgotten why it's nice to have someone actually listen and respond. We need to evolve the world of social networking. And get back to what relationships are really based upon -- conversations. One on one, back and forth, in real time. Where you can look each other in the eye and read all the things that go unsaid. And Messenger is the answer.

Here's to rediscovering the fine art of conversation.
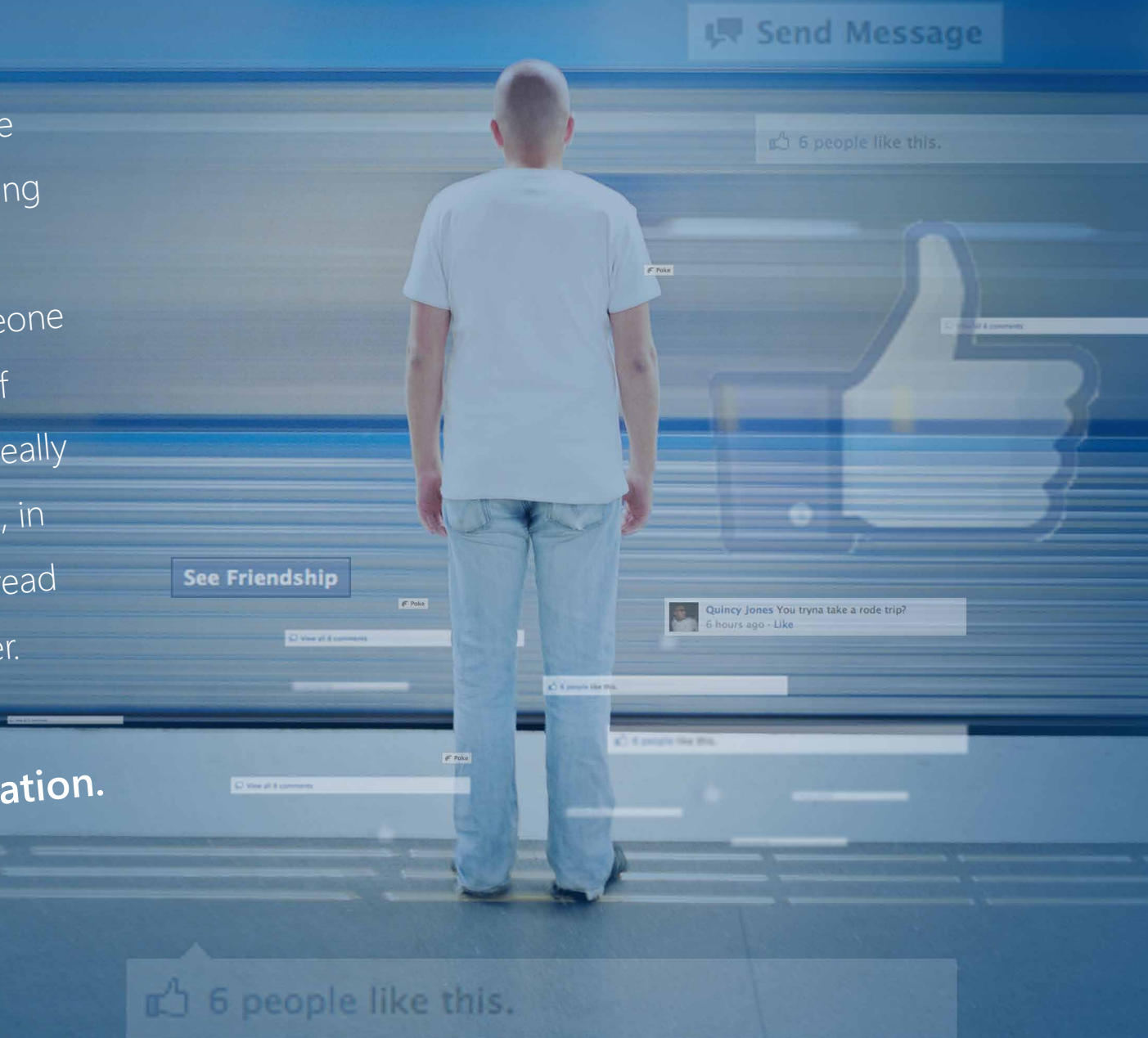
A look at what we've become, and how a simple conversation can change everything
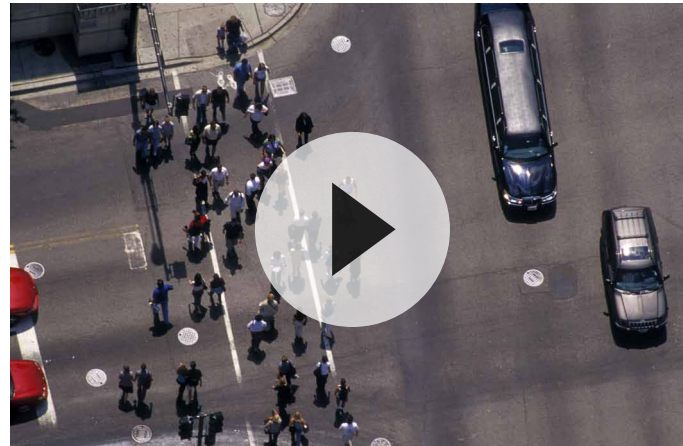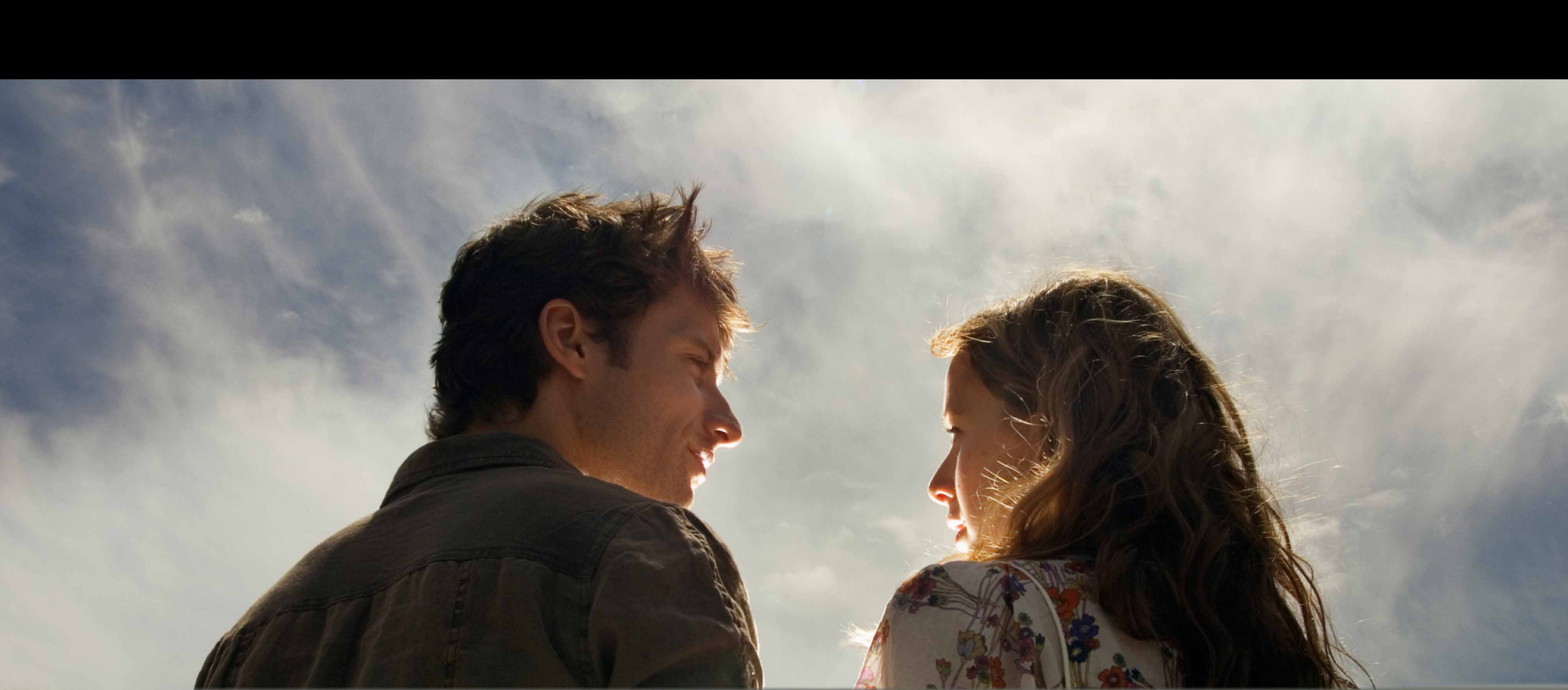
V.O. - A drone of muttering status updates: "Tank top day." "Monday's suck."

V.O. - Status updates continue: "TGIF" "Those kittens are cute."

Windows Live™
Messenger 2011

V.O. - *Join the social evolution at rediscoverconversation.com*

Conversation Spots

Create the perfect place
to have a conversation, in
places where conversations
typically don't happen.

Rediscover
the art of
conversation.

Street Teams

Teams will thank and reward people on the street who are seen having actual conversations.

Roving Video Booth

Passers by can send a Video Message to anyone they would like to connect with using Messenger.
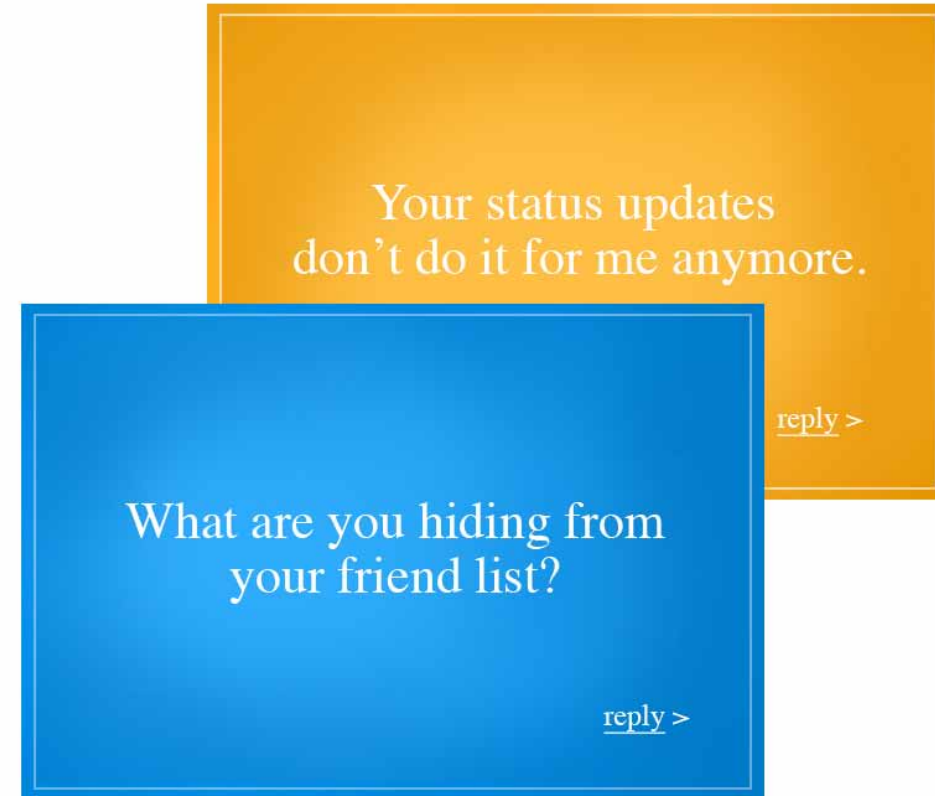
Wild Posting

Referrals

- Create e-card invitations that users can send out to people they want to connect with.

Your status updates
don't do it for me anymore.

reply >

What are you hiding from
your friend list?

reply >

- A Facebook app would also let users invite friends to connect on Messenger.
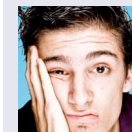
Jeff DeRosia just invited <u>Jon Dietrich</u> and two other friends to have a real, face-to-face conversation on Messenger.

20 minutes ago - **Like**

Conversations for Kids

- Microsoft will donate computers and webcams to schools, and set up a video pen pal program with children from other countries.

Partnerships/Placement

- Create a weekly segment on the Ellen show where she plays a game with a viewer on Messenger.

RediscoverConversation.com

- Additional video segments calling users to Join the Social Evolution and rediscover conversation.

- Live and compiled footage from the Conversation Spots.

- Product segments, giving users a reason to believe our claims about power of conversation with Messenger:

  - HD Video Chat
  - Video Chat + Photo Sharing
  - Video Chat + Video Sharing
  - Video Chat + Games
  - Video Messages

- Messenger referral options.

- Highlight Conversations For Kids program.

- Link to Launch Basics Site

Have you had a conversation today?

DOWNLOAD NOW

The Big Picture

We all use words in our own way, but our faces speak a universal language. From birth, we are drawn to faces, and instinctively understand the messages they convey. We know that we can say one thing with our mouth, but the look on our face can change the discussion entirely. To grasp the true meaning of a conversation, you just have to be face-to-face. That's why there's no better, more natural way to keep in touch than with Messenger. A smirk over video chat says more than a status update. Seeing their reaction to your news, photos, or unexpected checkmate takes you beyond just communicating. You're connecting. More than words alone, our faces say it all.

Capturing the stopping power and intrigue of face to face contact.

V.O. - Your face has over 50 muscles.

V.O. - They create countless expressions.

Get Closer. Get Messenger.

Windows Live™
Messenger 2011
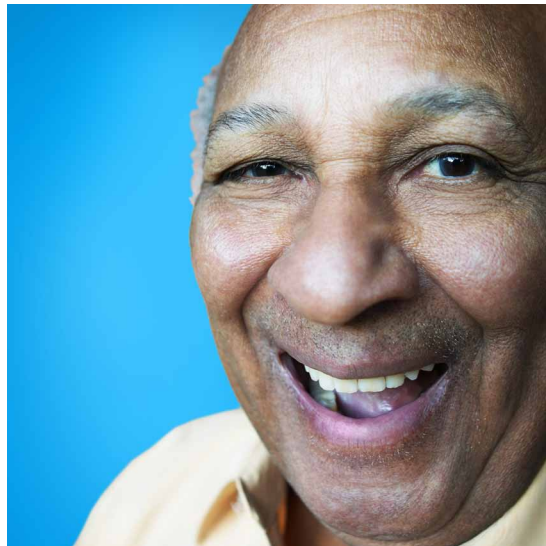
V.O. - Make the most of them.

Get Closer. Get Messenger.

Windows Live™
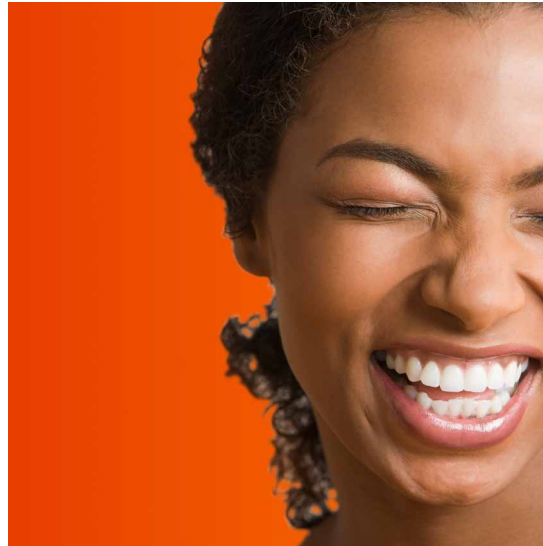Messenger 2011

V.O. - Make the most of them.

Videos

• Rich banners • Jumbotron • Outdoor Projection

Seeing his granddaughter
for the very first time.

HD Video Chat + Photo Sharing

Get Closer. Get Messenger.
Windows Live Messenger.

Watching people dance
that really shouldn't.

HD Video Chat + Video Sharing

Get Closer. Get Messenger.
Windows Live Messenger.

Discovering he's very,
very bad at chess.

HD Video Chat + Games

Get Closer. Get Messenger.
Windows Live Messenger.

Grand Scale

- Slideshow of portraits on a Jumbotron or projected on a building.

- Viewers can submit their own photo and become part of the slideshow.

- Slideshows can also be viewed online, and submissions tracked on Bing Maps.
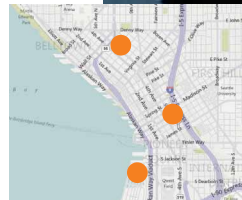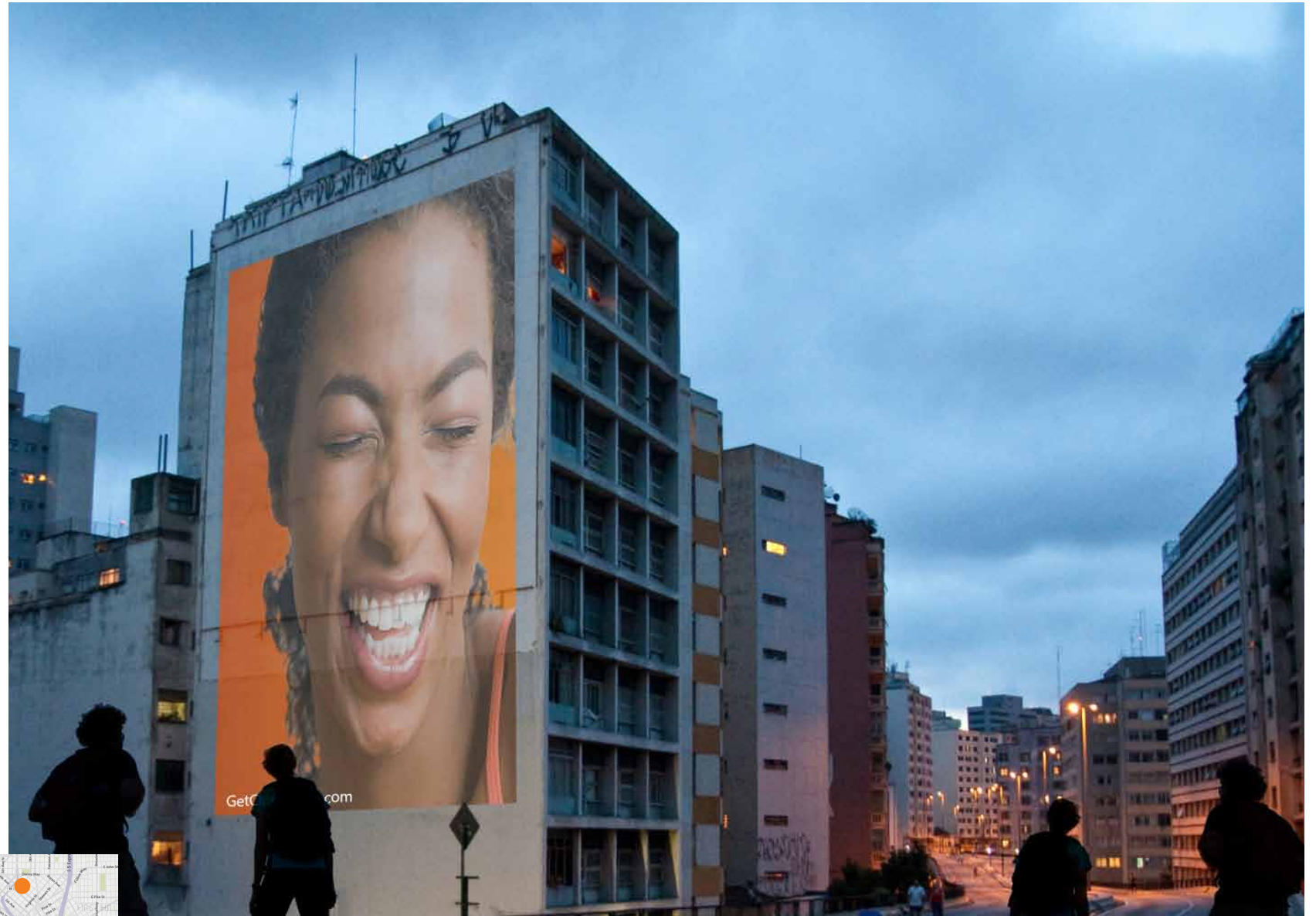
Referrals

- "Face to Face Project." Current Messenger users can nominate a friend not on Messenger that they want to reconnect face to face with. 10,000 entries will receive an HD web cam from Microsoft.
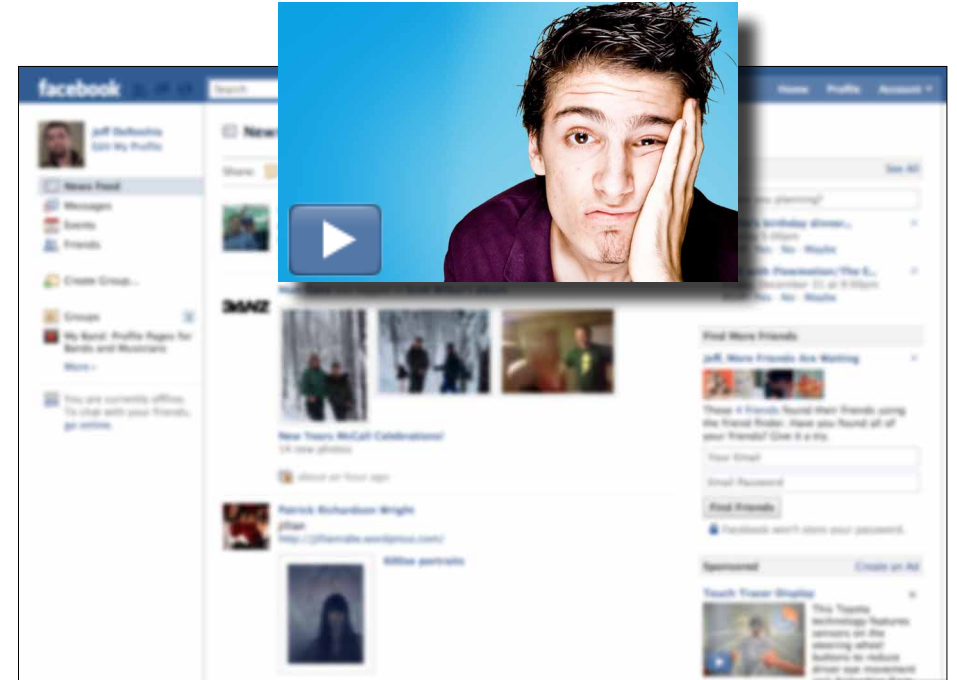
- Users can also nominate celebrities they feel could use a face-to-face talk:
  - John Stewart and Glen Beck
  - Mahmoud Abbas and Shimon Peres
  - Dr. Drew and Lindsay Lohan

Flipbook

- Users submit a short video of themselves, which is produced as a printed flipbook.

- Each page can be torn our and given as an invitation to a friend to join Messenger.

Messenger/GetCloser.com

- Additional web-only videos from the Jumbotron series
- Live streaming slideshow of the latest submitted faces.

- Product segments highlighting the face-to-face advantage of Messenger:

  - HD Video Chat
  - Video Chat + Photo Sharing
  - Video Chat + Video Sharing
  - Video Chat + Games
  - Video Messages

Opportunities to participate:
- Submit your photo for the Jumbotron.
- Follow Bing Maps tracking of photo submissions
- Nominate a friend for the Face to Face Project
- Create your own flipbook

- Link to Launch Basics Site

NEXT STEPS: FOCUS GROUPS

Objective: Test 2 creative campaigns against the rich sharing strategy to identify the concept and engagement ideas that will drive need and create action

Markets: 2 groups, 1 night each market
— Austin, Texas (Jan 4th)
— Orange County, CA (Jan 6th)

Creative per Campaign:
— Video
— Stunt ideas
— Landing page

Success: Understand the messaging and creative components that move people to consideration and activation

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NEXT STEPS: GEO-TARGETED PILOT TEST

Objective: Test whether approach is a compelling and believable position that moves people to action and drives Messenger acquisition in the US in context of Windows 7

- Markets: Focus on 2 – 3 markets vs. nationwide test to maximize budget
    — Markets TBD

- Creative: Creative components determined by budget and Focus Group responses

- Success: Downloads
    —Metrics TBD

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