

CRASH.CRUSH.CRUSH.CRASH.

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अटक गईं जुबान? ऐसे ही अटकता है लैपटॉप।

सुरक्षित रहें। खरीदें जेन्यूइन विन्डोज़ लैपटॉप।

For best offers on Windows Laptops with Genuine office, contact your computer dealer - **acer** | **ASUS** | **HP** | **Lenovo**



A keep it simple silly concept worked Magic!

Out of **100 PCs** the Genuine Windows activation was **51 in Dec. 2017.**

Post campaign it has been increased to **64.7 PCs per 100 PCs** in Sep. 2018.

Summary

Objective:

To increase the sales of Pre-installed Windows laptops for OEMs like Dell, HP, Acer, Asus, Lenovo and generate awareness on value of Genuine windows Laptops.

Challenges:

Market Challenge:

- Microsoft Windows Piracy is a big challenge in the Indian Sub-continent
- General perception among TG that it is ok to use a pirated OS system as it serves their purpose and saves money
- Millennials, the main TG finds it cool to use pirated OS it.
- TG thinks that Using Pirated Windows with Anti-virus will protect their data which is not the case.

Business Challenges:

- Price sensitive TG who prefers a new laptop without Windows than a Pre-Installed windows laptop which costs few thousand more
- Windows has no direct competition other than the pirated version which eats up a huge chunk of the market
- People has less understanding of how the cyber security ecosystem works and have no knowledge that Genuine Windows provides Realtime security to every evolving threat in this ever-evolving internet era.

Communication Challenge:

- An unique B2B2C approach need to be adopted due to the uniqueness of the product
- Primary TG are millennials; who hates preachy messaging. They Don't like if you try to over bore them with do's and don'ts
- To come out with a simple yet quirky communication which tells the whole story and leave an impact within few words as Millennial have less retention time
- Targeted communication had to be created to give highest Rol
- To break the myth that pirated version plus anti-virus is enough to secure and run a laptops.

Context / Thought:

Too much visual communication all around us with stark imagery and messaging. How can we de-clutter and tell our story in this jungle?

What we did?

- An idea; which is non-preachy and talks everything required in the least possible words.
- We sent the idea for research and found interesting and positive response and decided to go live with it.

BIG IDEA:

Crash Crush

- We decided to use words which are very familiar with the millennial and an industry friendly verbatims.

Crash

- The 1st thing you say when your system stops working

Crush

- This word has nothing to do with Computers, but it has more to do with life when your system Crashed.

- Final Campaign idea: A tongue Twister with 2 words which played well among TG

Main Entry:

Campaign Framework

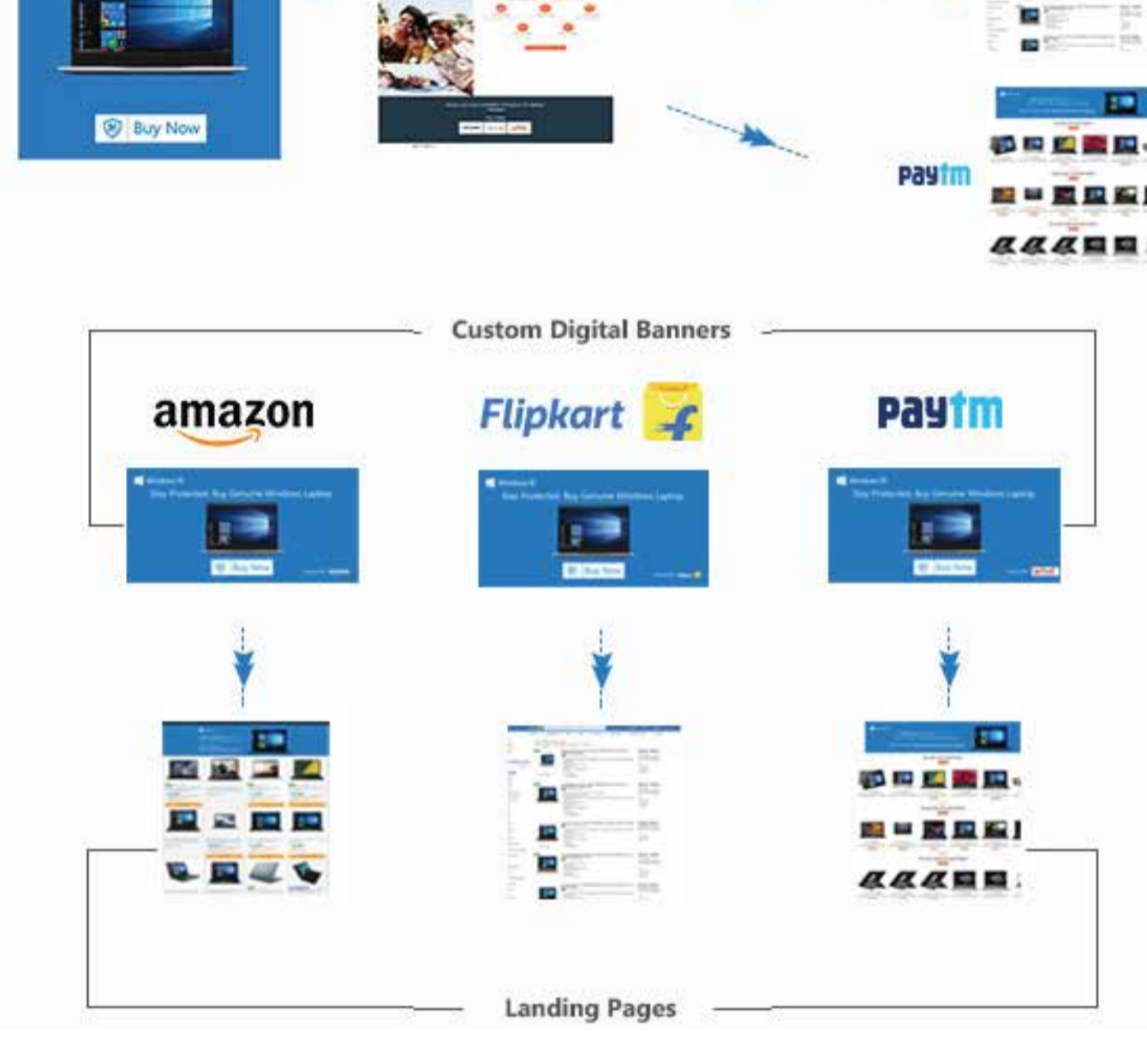
Digital

OOH

INSTORE VISIBILITY

DIGITAL

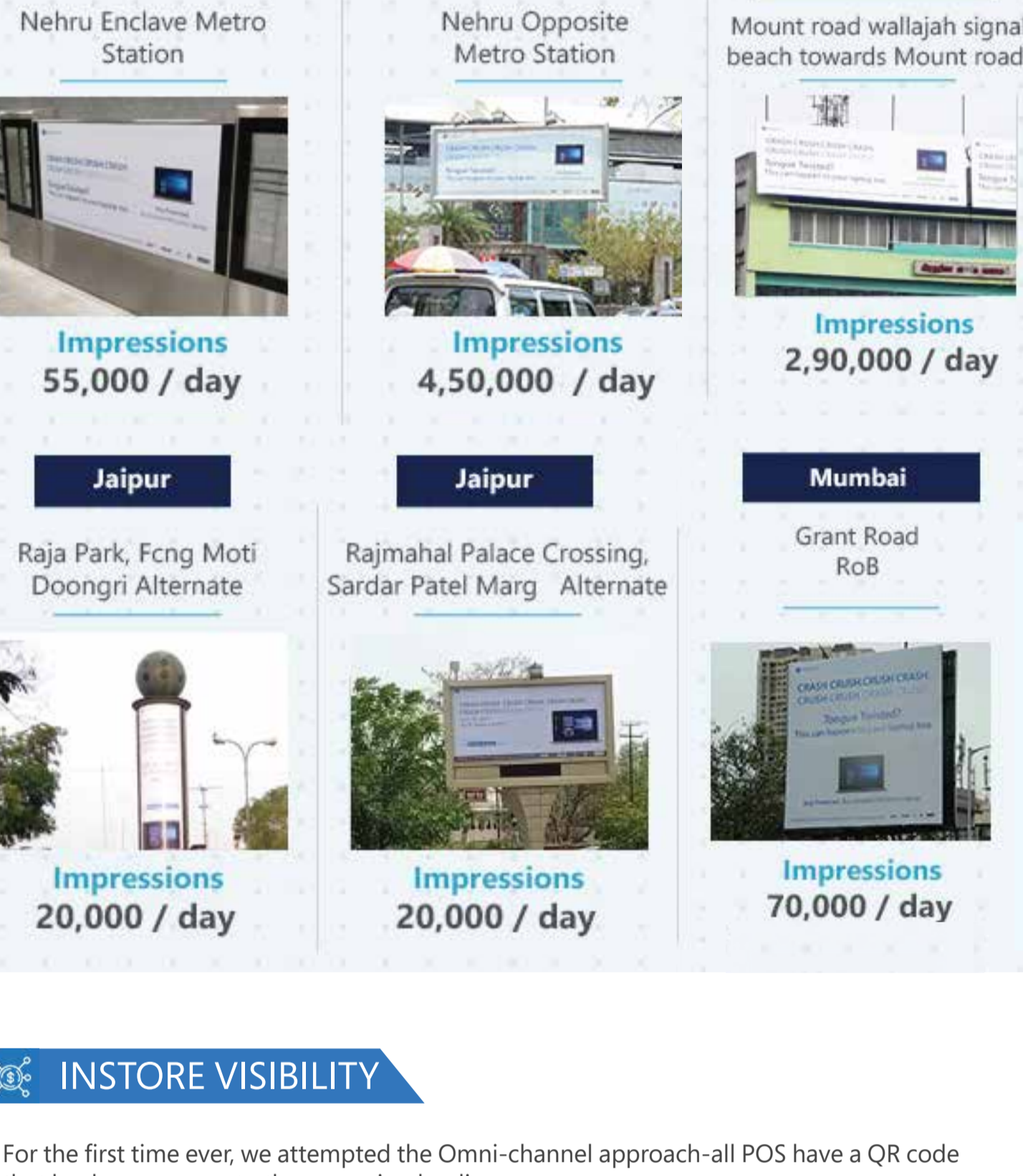
We took a dual approach to redirect PC Intender traffic to etail.com. In the first approach, we used a landing page to educate customer about Genuine Windows and redirected traffic from LP to etail.com. In the other direct approach, we used partner-specific digital assets to land the traffic directly on the partner portal.



OOH

The campaign was executed based on research which led to identifying the following locations as high potential Windows markets.

Generating mass awareness amongst PC intenders and building confidence amongst breadth retailers with a multi-city vernacular campaign in proximity to IT markets.



INSTORE VISIBILITY

For the first time ever, we attempted the Omni-channel approach-all POS have a QR code that leads consumers to the campaign landing page.

A strong array of POS deployed at last mile to change purchase intent for Genuine Windows PCs amongst PC buyers.



Supporting Materials:

Offline:

OOH: 95 | Offline impressions: 28 million | Cities: 33

Point of Sale (POS) Merchandise targeted 7,000 stores of Dell, HP, and Lenovo with customized OEM messaging

Online:

Reach: 142MN | Click: 3 MN | CTA Click: 176K

Ecomm Click: 59K | Visit: More Than 1 million

Result

Outcome:

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The campaign was intuitively thought and backed by good research points. This campaign worked on both fronts; Direct sales(Rol) and Awareness, and had an over whelming response from the TG with the help of cost effective and rightly selected media vehicles. Changing the mindset was one of the toughest challenges we had before the campaign

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