



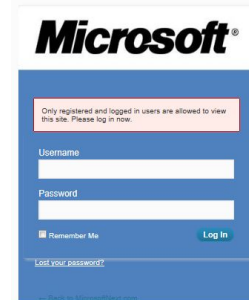
Digital/International: Microsoft Innovation Campaign Tour Microsite

Microsoft was facing a formidable perception challenge globally, seen as falling behind technology companies like Google and Apple in regard to innovation.

Part of addressing this perception problem was creating an on-the-ground tour program of the Microsoft campus for International media, however, the story results were hard to influence given the collective challenges of time constraints, language barriers and unique, market-specific pain points. Reporters also struggled to absorb all of the information, which made it difficult for them to tell market specific stories when they returned from Redmond.



To solve for this challenge, we created a unique tour microsite which enabled the team and its international counterparts to communicate and inform press on the tour throughout their experience – before, during and post-visit – which allowed for a greater level of information sharing and richer storytelling in the participating regions. The site featured rich, photo and video content on all of the sessions and people the journalists met with - including the products that were featured. Beyond providing story content, the site served as a thought leadership platform that helped elevate Microsoft Storyteller, Steve Clayton's thought leadership profile on a global stage. The site was also exclusive to the reporters, with each person receiving a unique login so that the available information was shared only with them – an important component of the storytelling objective for the tours and in garnering perception-shifting results in the form of changed opinions.



As a result of the microsite, we saw increased engagement with the reporters, before, during and after the visit, and higher quality stories resulting from the information and assets provided online. We also saw a notable shift in perceptions, quantified via surveys, which showed that the experience led to a better understanding of the technologies the reporters saw, visionaries they met, and the direction Microsoft was moving for the long-term. The structure and content of the site also spurred new ideas, leading international subsidiaries to utilize the site for in-market storytelling initiatives as well.