

The campaign I chose for this assignment was for the Windows Phone 8 operating system, which was released on October 29, 2012. Windows has been aggressively marketing this product through television, print, and YouTube-based marketing. The primary purpose of this campaign is for the consumer to “Meet Windows.” Windows is trying to market this product as being a brand new, revolutionary cellular operating system on par with Android and Apple and in order to do so they need to reintroduce themselves to the consumer.

Part 1: Identify Integrated Campaign

The Windows Phone “Meet Windows” Campaign 2012

Television Ads:

These ads all aired on television to serve as an introduction to the Windows phone. The ads serve to illustrate the idea that the Windows Phone has been completely tailored to individual consumer needs. All ads use vastly different celebrity spokespeople to fully express the idea that the Windows Phone can meet everyone’s needs.

[Ad #1: Meet Jessica Alba](#)

[Ad #2: Meet Gwen Stefani](#)

[Ad #3: Meet Cam Newton](#)

Print Ads:

Windows released a set of print ads modeled after their television ads, which feature the celebrity spokesman’s Windows Phone and quick blurb describing the benefits of the phone.



You Tube Viral Marketing:

Windows released a set of “viral” videos where they encourage users to “Meet Their Match.” In these videos Windows approaches users of Android or Apple

phones, demonstrates the benefits of the Windows phone and persuades them that the Windows phone is, in fact, a better match for them.

[Video #1: Melissa's Match](#)

[Video #2: David's Match](#)

Part 2: Identify Themes

The Windows Phone integrated their television ads, print ads, and YouTube viral campaign almost seamlessly into a cohesive theme. Windows is trying to send out the message that the Windows phone is a perfect fit for everyone because it is designed to cater to the needs of the consumer as an individual (much more so than the iPhone or Android.)

Television Ads

Theme: The major theme of this marketing campaign is to “Meet Windows.” In the television ads we “meet” not only the Windows phone, but three vastly different celebrities with three vastly different lifestyles: Gwen Stefani (singer/fashion designer), Jessica Alba (actress/stay-at-home mother), and Cam Newton (quarterback/twenty-something) whose needs are also being met by the Windows phone.

Major Selling Strategy: The major selling strategy of this ad campaign is the idea that the Windows phone is “not made for all of us, but each of us.” Television ads #1 #2, and #3, which feature celebrity spokespeople, illustrate the fact that the Windows phone can easily meet the needs of vastly different yet equally successful popular cultural personalities and they plant the idea that if the phone can be the perfect fit for three such vastly different individuals it can easily be a perfect fit for the everyday consumer.

Slogan: The primary slogan for this integrated ad campaign is “reinvented around you.” This slogan is featured at the end of these television ads and does a good job of reinforcing the major selling strategy of the ad campaign, summarizing why a consumer should buy the Windows Phone very effectively.

Unique Selling Proposition: The unique selling proposition is well executed in the television ads for the Windows Phone. The phone's display screen, which looks unmistakably different from any other display screen on the market, is featured heavily in the television ads. Additionally, the phone's unique physical appearance (it is sleek and very brightly colored) is also heavily highlighted in the ads.

Brand Image: At times, Windows is seen as a brand that is bit stuffy, boring, and outdated. The Windows phone television ads do a good job of combating this brand image, instead cultivating a more fun, youthful image, though the use of bright colors, fun music, popular celebrities, and relatable everyday people.

Print Ads

Theme: The print ads for the Windows Phone reiterate the theme of “meeting Windows,” as they are essentially extensions of the celebrity television ads. In the print ads the audience is once again invited to “meet” Gwen Stefani, Jessica Alba, and Cam Newton. By extension the audience is being invited to “meet” these celebrities’ Windows phones.

Major Selling Strategy: In the print ads, the major selling strategy for the Windows Phone is also reiterated in an almost an identical way as the celebrity television ads, as they are essentially an extension of these celebrity ads. The print ads are simple, use bright colors, and feature the same 3 celebrities’ customized Windows Phones, once again conveying the message that this phone is perfect for every individual.

Slogan: The slogan for the Windows Phone, “Reinvented Around You,” is featured in the body copy of the print ads.

Unique Selling Proposition: The Unique Selling Proposition in the print ad focuses, once again, on the physical appearance of the phone, as well as the phone’s unique display screen. The benefits of the display screen are expanded upon more fully in the print ad, as the benefits of Windows Live Tiles are explained in greater detail. Live Tiles are “tiles” on the surface of the display screen that update in real time, allowing users to more effectively stay up-to-date with what interests them. Live Tiles are a feature that no other phone currently has, so it is smart for Windows to heavily market it.

Brand Image: The brand image of Windows is positively built up in these ads as the print ads are casual, and feature bright, fun colors and well-liked celebrities.

YouTube Viral Video Campaign

Theme: The Windows Phone YouTube viral Campaign, “Meet Your Match,” does an excellent job of illustrating the theme of “meeting Windows.” In this campaign, vastly different but relatable participants are approached on the street. Once approached, these participants have their individual consumer needs diagnosed by a brand ambassador and are shown that their needs can be met more effectively by the Windows phone than by their iPhone or Android. This allows Windows to introduce the audience to real converts to the Windows Phone, and allows them to become familiar with the features of the phone. Seeing demonstrations of these features and how they benefit everyday people will help the audience to be more informed about the Windows phone and make them more likely to find out more and eventually make a purchase.

Major Selling Strategy: The YouTube viral campaign does a good job of reinforcing the major selling strategy that the Windows phone is “not made for all

of us, but each of us.” The participants featured in the ads are all extremely different: young college students, soccer moms, etc, but all are able to integrate the phone into their lives effectively.

Slogan: The YouTube viral video campaign does not feature the Windows Phone slogan, “Reinvented Around You,” instead using a more secondary slogan, “meet your match.” This makes sense as the primary purpose of the viral portion of the campaign is to convert Android and iPhone users, and Windows needs to emphasize just how much the Windows phone can meet consumer needs.

Unique Selling Proposition: The Unique Selling Proposition is best executed in the Viral Video campaign as each video emphasizes a feature the Windows Phone has that other phones do not have. Furthermore, the feature is not just stated or explained in these videos, it is actually demonstrated, allowing the audience to get a better grasp of the concept. Some of the features highlighted in the YouTube viral campaign include live tiles, phone design, and phone speed.

Brand Image: The brand image of Windows is built up quite well within the YouTube viral video campaign. The spokesperson used to interview participants is friendly and conversational and the people interviewed seem fun and relatable. This helps the brand seem more appealing and in touch with consumer needs.

Part 3: Positioning

Windows is using several different positioning strategies when advertising the Windows Phone, combining repositioning, product attribute/benefits, cultural symbol, and competitor strategies.

Repositioning: Overall, I would argue that Windows is still within the midst of trying to reposition itself as a brand. Since Apple’s rise in popularity Windows has been considered a more boring, outdated, and uncool brand. Recently, however, with the release of Windows Vista, Windows has begun to turn things around and are beginning to be seen as a bit cooler than they have in past. The Windows Phone campaign is trying to continue this turn around. The ad campaign is quirky and brightly colored and features both fun individuals and recognizable celebrities alike.

Product Attribute/Benefits: Windows does a good job of showing the various benefits the Windows phone can provide it’s users. The overarching advertised benefit/salient attribute of the Windows phone is its ability to perfectly integrate into any lifestyle. Windows illustrates this ability by showing a variety of different people using the Windows Phone in the context of their daily lives. Windows then reinforces this idea with their use of the slogan “Reinvented Around You.” Windows also does a good job illustrating more concrete benefits like phone speed, live updates, etc, throughout their various media channels.

Cultural Symbol: The Windows Phone uses several different cultural symbols to appeal to potential phone users. In this campaign Windows enlisted Jessica

Alba, Gwen Stefani, and Cam Newton to try and appeal to wide range of people and garner attention. These celebrities were featured in both print ads and tv commercials and were a huge cornerstone of their marketing strategy.

Competitor Strategy: The Windows phone is clearly trying position itself against both Android and iPhone. This makes a lot of sense as these two brands are currently completely dominating the smartphone industry right now and if Windows wants to edge it's way into the smartphone marketplace, it is going to have to fight an uphill battle to do so. Today, so many consumers are already so used to/attached to the pre-existing iPhone and Android brands that it will be hard to convince them to try something new. Windows knows this and is choosing to take on Android head-to-head in their YouTube viral video campaign. By getting people to watch videos where everyday, relatable individuals choose to trade in their iPhones/Androids for Windows phone, Windows is attempting to plant a powerful seed in consumer's minds.

Part 4: Source Factors

The Windows Phone primarily uses three direct celebrity sources in their marketing campaign: Singer, Gwen Stefani, Actress, Jessica Alba, and Panthers Quarterback Cam Newton. All of who are widely recognizable and liked with a large fan base. In this ad campaign, Windows does not just blindly utilize these celebrity's names and faces; instead, they incorporate their likes, interests, and daily activities into the ads. This is an intelligent strategy as it helps the audience to feel like they can truly connect with the celebrity and by default, connect with the ad, due to shared interests and lifestyle decisions.

Jessica Alba: Jessica Alba is a famous movie actress who is featured in both the print and TV campaigns for the Windows Phone. Alba was a good choice for Windows as she is extremely recognizable and is well liked by men and women. While Jessica remains a working actress, the primary focus her ad is on her role as mother. In Jessica's ad she is shown sitting at the kitchen while talking about her busy day and how her Windows phone helps her manage her and her children's schedule. Overall, I think Alba was a good choice for this campaign, as she will help draw in younger mothers. Additionally, there is little risk of overexposure or overshadowing as Alba's film career is at a bit of a hold steady.



Gwen Stefani: Gwen Stefani, a famous pop singer and member of No Doubt, is featured in both the print and TV campaigns for the Windows phone. Stefani was a good choice for Windows because she will likely help draw in the younger, hipper, more fashion-conscious demographic. While Stefani is a bit older and does have a family, this is not the primary focus of her television commercial. While Alba's commercial showed her sitting in her family kitchen wearing a sweater talking about her family, Gwen is shown sitting in her tour bus, wearing an edgier get-up, while primarily talking about how her Windows Phone helps her juggle her budding fashion line and her life on tour. Stefani was a good choice for this campaign as she has recently jumped back into the spotlight after launching a new album, but is nowhere near "overexposed" yet. However, there could be some issues with overshadowing, as Stefani is such a distinct personality.



Cam Newton: Cam Newton is an NFL football player and a popular Heisman-award winning quarterback for the Carolina Panthers. Overall, Newton was a good choice for Windows because he is a well-known/liked and recognizable sports figure. Newton will allow Windows to draw in a younger, male demographic, as Newton himself is only 23. The ad makes sure to highlight

Newton's youth, as the ad focuses on his life as twenty-something. He is shown using his windows phone to talk to his friends and family, play x-box, and explore his interest in cooking. Overall, Newton was a good choice for this campaign as he will help draw in a different demographic and seems extremely personable and relatable. Newton does have a very successful and hyped sports career so there is some danger of overexposure/overshadowing, but the risk seems to have been minimized, as there is little focus on sports within the ad itself. There are all some issues with Newton's credibility due to a controversy over his initial recruitment in college.



Part 5: Appeals and Execution

This ad campaign for the Windows Phone combines rational and emotional appeals while using straight-sell, demonstration, comparison, and personality execution techniques.

Rational/Emotional Appeals:

While the Windows Phone campaign does use a lot of facts to back up its advertisements, it also uses emotional appeals by trying to cultivate a cheerful and exciting aura within their ads around the launch of their new product. This excitement is, however, hedged by facts about the benefits of the product.

In the television ads upbeat music is played as famous celebrities talk about their different lifestyles/activities. At the same time, the different features that allow these celebrities to seamlessly incorporate the Windows phone into their daily life are demonstrated on the screen. This may inspire feelings of excitement, ambition and status based feelings within the viewer. The ad then backs these feelings by demonstrating the concrete benefits of the phone so that viewers can rationalize the emotions the ad has provoked.

In the print ads, a similar strategy is utilized. In each brightly colored print ad, one of the three celebrities is introduced to the audience through a photo of their individual phone, which may induce, once again, feelings of excitement, ambition

and status within the viewer. The ad then backs up these feelings by showing an up-close view of the unique phone display with a brief caption explaining the unique phone features.

In the YouTube video campaign, feelings of excitement and embarrassment are meant to be induced in the viewer. In the video campaign, an everyday person is given the “challenge” of comparing their phone’s features with the features of the Windows Phone. Each time a comparison is drawn, the Windows Phone comes out on top, and the challenge participant feel temporarily foolish for using a lackluster phone. In the end, however, this embarrassment turns to excitement when they realize they can ditch their old phones and become a proud owner of the Windows Phone instead. The goal of this campaign is to cause viewers to relate to the participant’s experience. Windows wants the audience to see the campaign, realize the superior quality of the Windows phone, feel embarrassed about their lower quality phone, and to excitedly go out and purchase the Windows phone.

Straight Sell:

The only ads in the Windows Phone campaign that truly utilizes straight-selling techniques are the print ads. The Windows Phone ad is classical and straightforward. The ad features a photo of the phone and brief caption explaining the benefits and attributes of the phone. It is the quintessential straight-sell ad.

Demonstration:

Both the Window’s Phone television ads and YouTube viral campaign utilize demonstration advertising techniques to better illustrate the phone’s benefits to the consumer.

In the television ads celebrities are shown using different features of their phones in way that makes their daily lives run more efficiently. Jessica Alba, who is meant to appeal to working and stay-at-home mothers, is shown using her phone to look up breakfast recipes, manage her/her children’s schedule, read books, and setting up a “kid’s corner,” a feature on the Windows Phone that has kid-friendly games and activities. Gwen Stefani, who is meant to appeal to a younger female crowd, is shown using her phone to take photos, approve fashion designs, writes songs, and video chat. Cam Newton, who is meant to appeal to younger males, is shown using his phone to learn to cook, play games, make playlists, and talk to his friends and family. These ads are very effective because celebrities tend to command more attention. The audience is more likely to actually pay attention to the advertisement and learn about how the phone works if someone they are interested in is talking. Additionally, there is a reliability factor as the celebrities engage in many activities that everyday people engage in (ex: looking up recipes, playing games, taking pictures, etc.)

The YouTube Viral Campaign also uses demonstration techniques. In the video campaign, an everyday person is given the “challenge” of comparing their phone’s features with the features of the Windows Phone. For example, in one episode of the campaign, the Windows Phone spokesperson challenges a young woman with an iPhone to a texting “race.” The Windows Phone spokesperson’s text sends faster, demonstrating to the young woman, and the home audience, the superior features of the phone. This is an effective strategy as it allows the viewer to connect with/relate to an everyday person and can help inspire smart phone users to make the switch over to the Windows Phone.

Comparison

Only the YouTube viral campaign engaged in comparison marketing. In the video campaign, an everyday person is given the “challenge” of comparing their phone’s features with the features of the Windows Phone. There are all sorts of “challenges” illustrated in this part of the campaign and throughout the videos the Windows Phone is shown to be faster, better for social media, more organized, better for taking photos, etc. This is an effective strategy, as the Windows Phone is facing an uphill battle if it wants to become a major player in the smartphone industry. This campaign allows them to draw comparisons between their products and the other products and will motivate consumers to add the Windows Phone into their consideration set.

Personality Symbol

The television ads and print ads both utilize personality symbol techniques, using high-profile celebrities (Gwen Stefani, Jessica Alba, and Cam Newton) to advertise their product and garner attention. This is an effective strategy as all of these celebrities are all extremely different and therefore appeal to widely different audiences. There is little risk of Windows overlapping their advertising strategies too much or pigeonholing their brand.

Part 6: Evaluation

Overall, I would say that the decisions made by marketing team at Windows when creating this campaign were made with the objective of raising massive amounts of product awareness of the Windows Phone as a viable competitor to Android and iPhone.

As stated earlier, the smartphone market is very tough to make a dent in, as Android and iPhone have been completely dominating the sector for the past several years. Windows knows that in order to successfully break into the industry and gain consumer support they are going to have to be extremely aggressive in marketing and raising awareness for their product. With this in mind, Windows is running an extensive print and television campaign using high-profile attention grabbing celebrities. The Windows’ development of a viral YouTube campaign in which Windows directly attacks the competition is only further evidence that Windows is trying to position themselves as viable alternatives to Android and iPhone.

Ultimately, I would say that Windows is doing a very good job of meeting their marketing objective of successfully positioning their products as a new smart phone option. Windows has done an excellent job of using both rational and emotional appeals to convince customers of the value of the product and have highlighted its unique features quite well. The brand is doing everything they can to garner press and attention and is not shirking from the competition, instead attacking it head-on. Overall, I would say that the campaign has done a good job of staying fully on-course with regards to achieving its advertising goals.

Part 7: Recommendations

Overall, I would say that Windows has been running an extremely effective advertising campaign for the Windows Phone, there are however some recommendations that I would make.

My first recommendation would involve improvements to the print ads. While the Windows print ads are not bad, per say, they are also not excellent. I stated earlier in the report that the Windows Phone print ads were the “quintessential” straight sell ads because they feature a photo of the product and text explaining the features of the phone. Even with the celebrity endorsements, it would be extremely easy for a consumer to flip past the ad, as the ads feature only the celebrity’s first name (while leaving out their last) and the celebrity photos are very small. I would recommend coming up with an ad that is a bit more visually stimulating and that places a tiny bit more emphasis on either the celebrity’s face or name in order to ensure the endorsement’s success.

I would also recommend expanding the “Meet Your Match” campaign. As of now, the campaign is primarily being featured on YouTube, but I feel it could do well in more traditional channels as well. I think it could be smart for Windows to launch print or television ads featuring the celebrity spokespeople they have already hired. In these ads the celebrities would “challenge” everyday iPhone/Android users to compare phones. This kind of ad would allow Windows to put all of their campaign strengths into one effective, attention-grabbing advertisement and would allow them to better integrate their YouTube campaign with their traditional campaign.

My final recommendation is in regards to the Windows Phone campaign slogan, “Reinvented Around You.” I feel that this is a strong slogan that could be very effective for the campaign, however it is not always utilized uniformly. The print ads for in this campaign do not prominently feature the slogan and it is completely missing from the YouTube campaign.