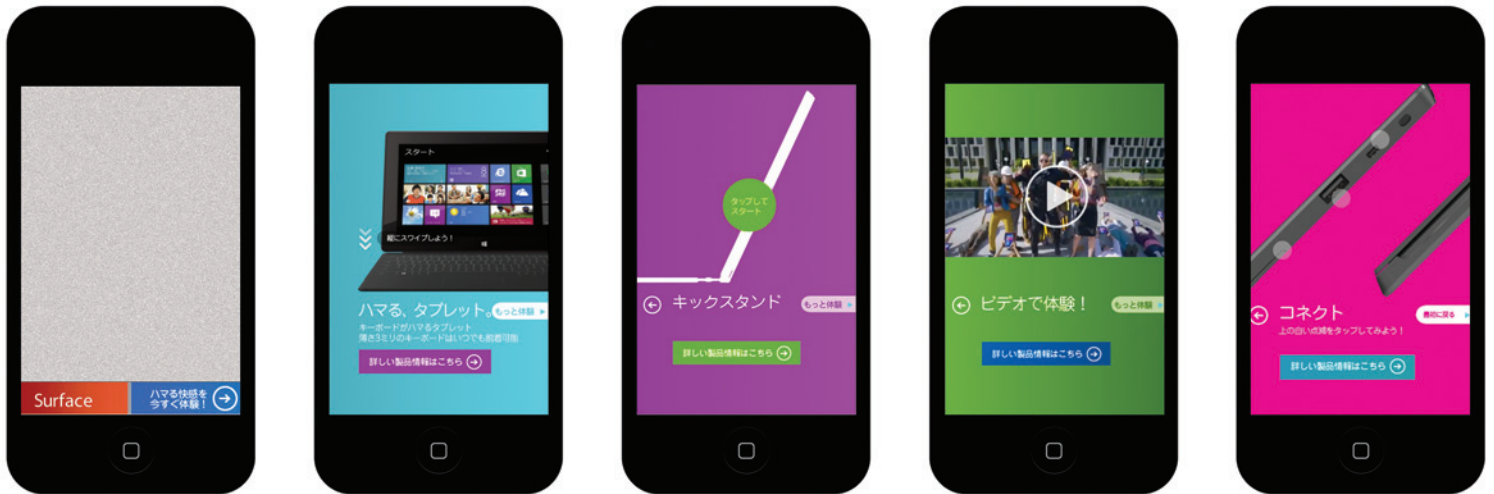


Microsoft Japan's Surface campaign achieved high user engagement interactive rich media creatives



THE CHALLENGE

Microsoft Japan launched the campaign to achieve brand awareness for the new release of their tablet "Surface." Surface being the first tablet from Microsoft, it was crucial to reach smartphone users to provide information about its features, functions and appeal.



THE SOLUTION

Microsoft Japan chose to run a smartphone ad campaign using rich media. Users get an opportunity to explore the product features of Surface through interactions that include:

- » swiping over the device image shows how it connects to the keyboard pad
- » clicking on the color buttons shows how Surface looks with each color
- » clicking on the circles over the connectors for external devices shows the details

The Surface CM video was embedded into the ad so that users can experience the world of Surface.

THE RESULTS

The campaign achieved high user engagement with the rich media creative that included animation banner.

CAMPAIGN HIGHLIGHTS

- ▶ **OBJECTIVE:**
Brand awareness
- ▶ **TARGET:**
Smartphone users
- ▶ **PLATFORM:**
Android, iOS