

**SITUATION:**

Microsoft needed to launch Bing™, a new search experience, to every part of the world—except the United States. The first hurdle was to get people to think twice about how effective their current search experience really is. Searching has become a thoughtless, habitual behavior, and users remain loyal to current search engine choices because they aren't aware that the experience can be better. With this in mind, Microsoft rebranded and updated Live Search with new functionality. Although the full product became available in the US in May, the other global markets wouldn't be getting the same product feature set, meaning that some markets wouldn't see much difference up front. Additional features will roll out to seven priority markets on a quarterly basis.

**GOALS:**

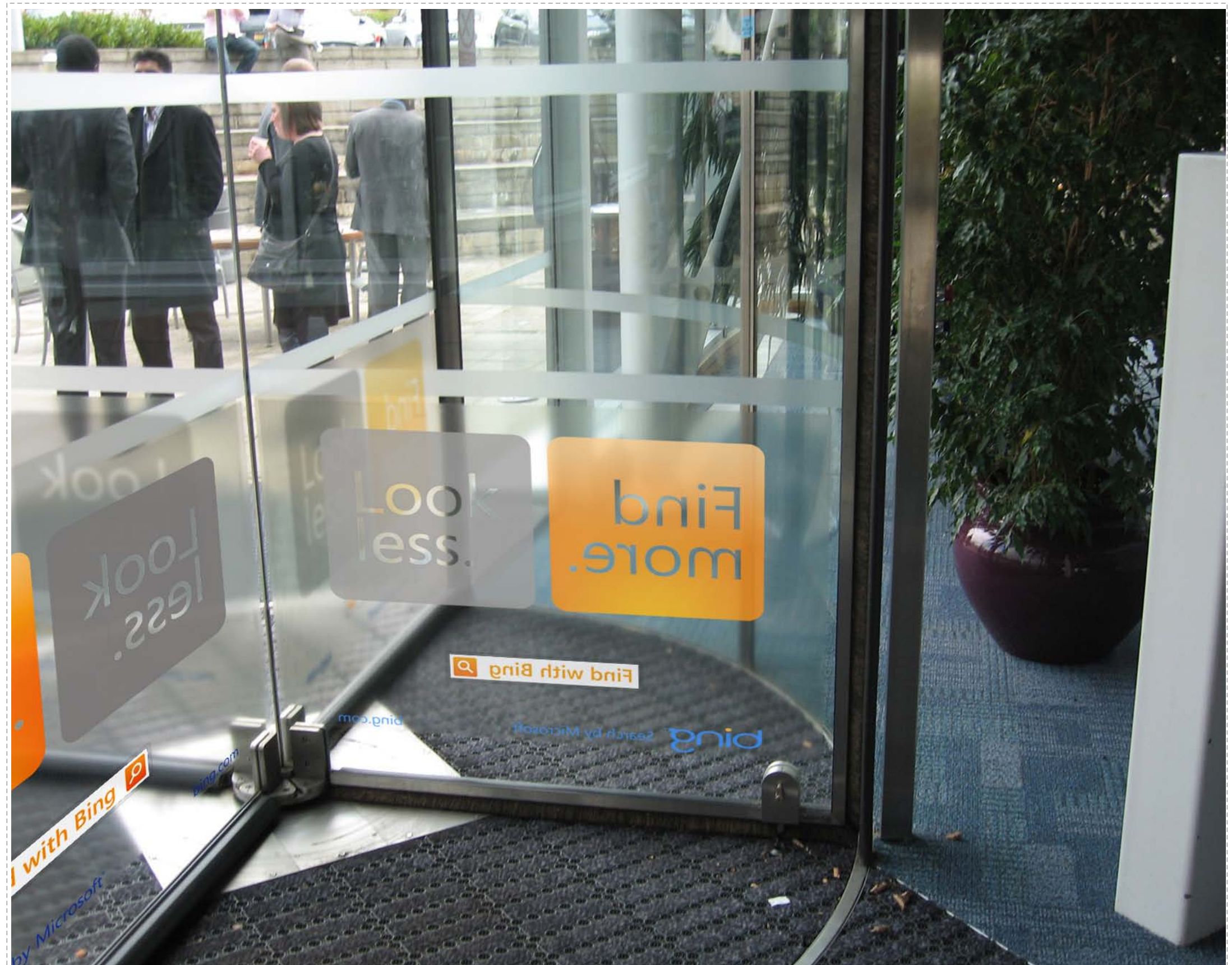
- Get people to think twice about how effective their search experience is
- Design a campaign that will resonate globally
- Develop a turn-key toolkit that enables worldwide subs to easily localize the campaign for their own markets.

**STRATEGY:**

We met these challenges by developing an end-to-end creative strategy and approach that spanned concept to global execution, with the ultimate goal of making it as quick and easy as possible for global markets to localize the campaign and its tactics for their market.

Our creative campaign aimed to help:

- Contribute to defense of (and ideally increase) existing Live Search query share
- Position Bing without full functionality (scheduled to be introduced in October)
- Build a bridge between May and October
- Give markets messaging options that could evolve with the product as appropriate to their market needs

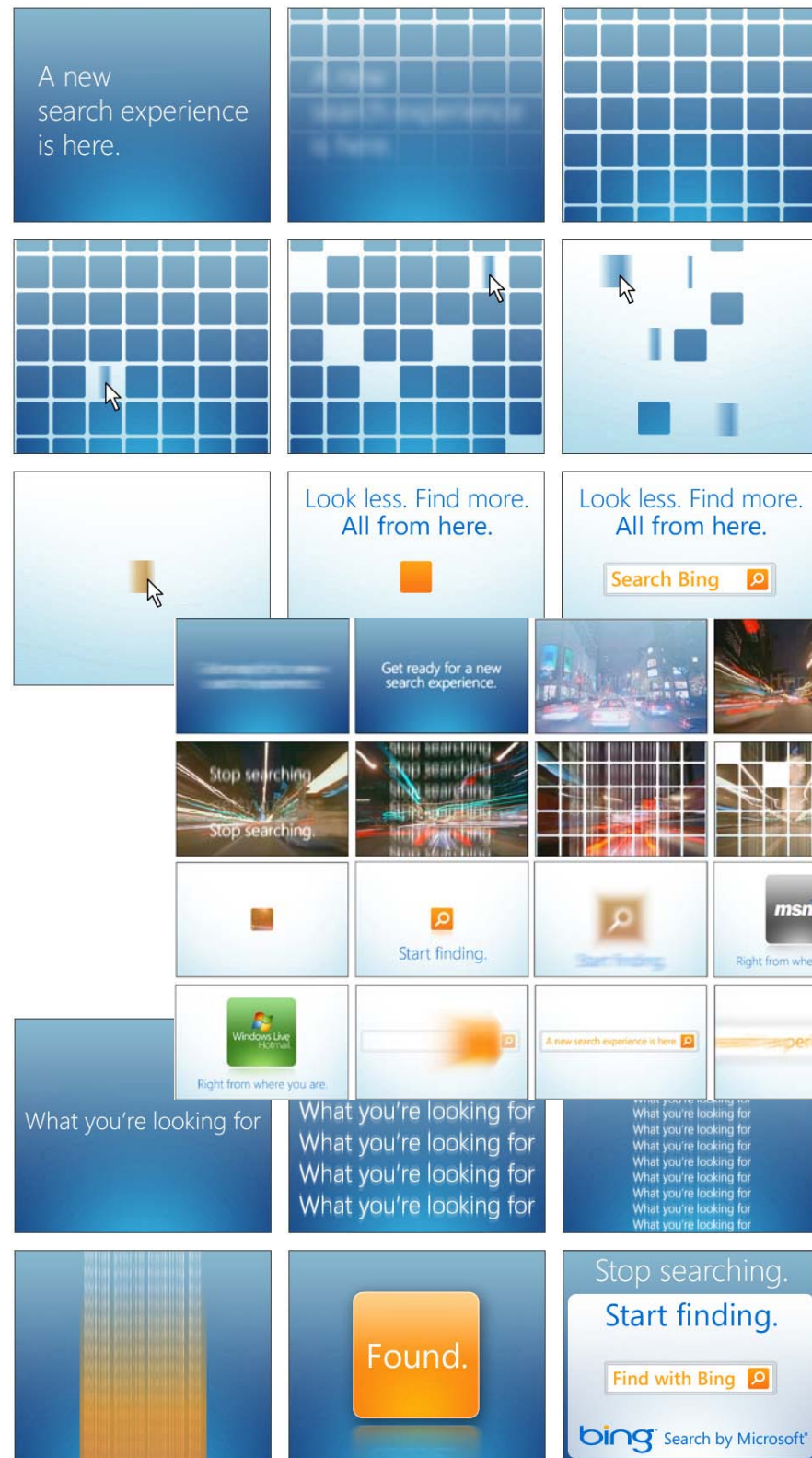


**TACTICS:**

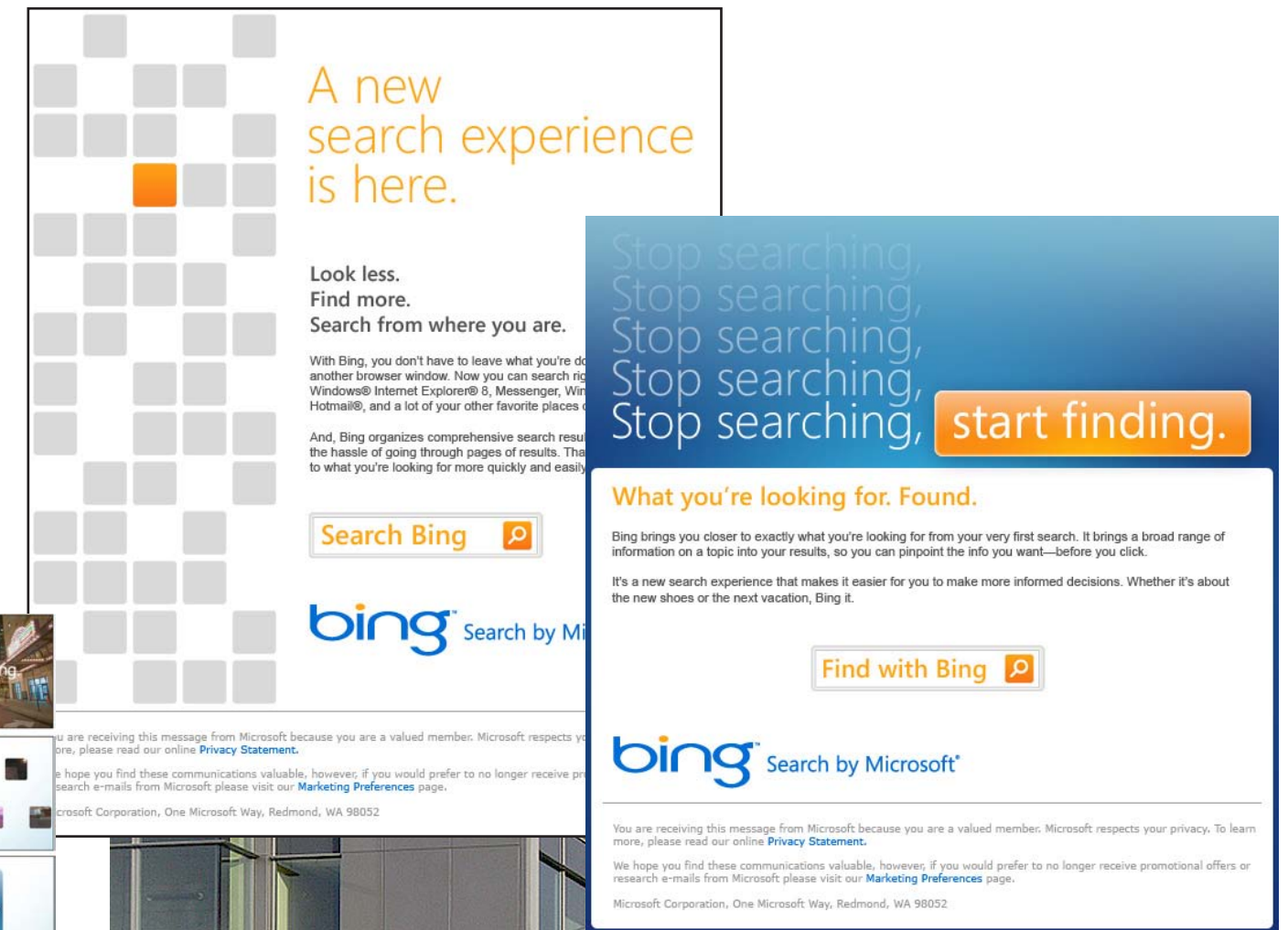
Our final toolkit included:

- Contact Strategy
- Data Strategy and Reporting
- Deliverables Recommendation and 50+ creative tactics ranging from emails and banners, to rich media, outdoor signage and page takeovers
- Expanded Visual Vocabulary
- Messaging Framework
- GTM Toolkits for Markets

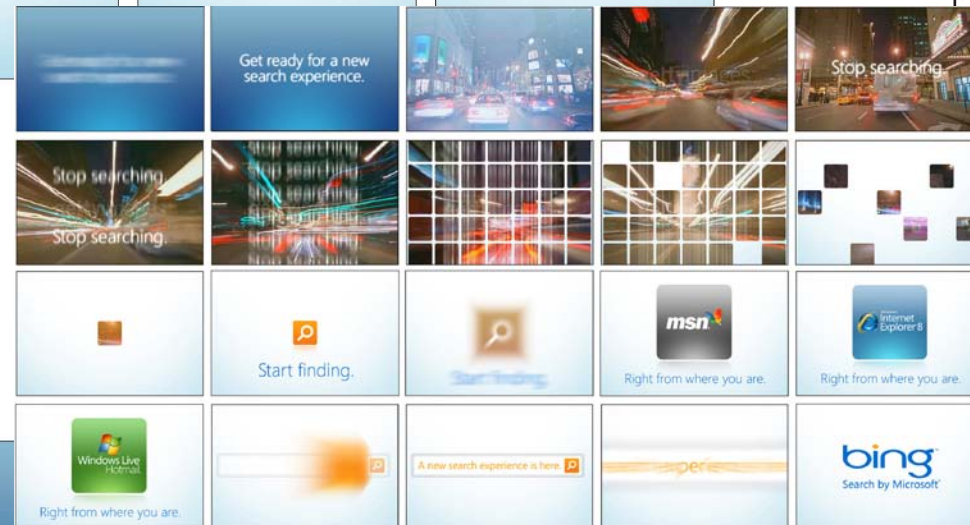
**BANNERS**



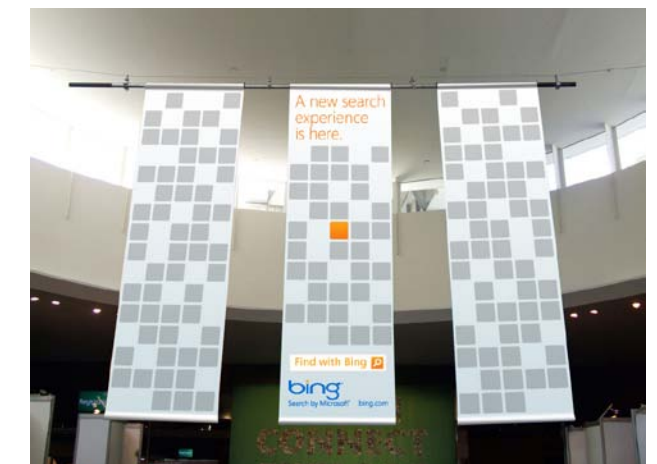
**EMAILS**



**VIDEO**



**OUT OF HOME**



**RESULTS:**

Since the primary purpose of this campaign was to create a toolkit that global markets would really use, we designed a toolkit with a range of easily localizable assets to allow each market to best reflect their Bing product as new features are rolling out intermittently worldwide.

To date, over 18 markets have adopted assets from the toolkit. Of the 50+ assets, the email was the most widely adopted. From June 1st – June 10 over 183 million emails were deployed. Of the international email campaigns, Belgium had the highest distinct search query (DSQ) session at 1.24 per user.

