

**SITUATION:**

MSN aimed to shake up its image and drive engagement, emphasizing fresh and personally relevant content. Knowing that everyone wants to be in-the-know, this campaign shows how MSN prepares people for everyday challenges.

**GOALS:**

The primary goal of the campaign was to drive engagement for MSN channels/content and improve brand perception and awareness.

**STRATEGY:**

To drive engagement, creative was developed to show how MSN prepares people for everyday challenges. The campaign featured an arsenal of social networking elements that let people create and send funny voice and email messages to help friends and family prepare for life moments.



**TACTICS:**

In order to accomplish this, we developed and maintained an arsenal of social networking elements. A key component of the campaign was an experiential microsite where with help from MSN ambassador, Mark Bebbington, people could create and send funny voice and email messages with tidbits of MSN information. Designed to prepare people for everyday "deer in the headlights" moments, the interactive voice messages were compelling and viral.

Plus, people also visited Mark's Facebook page, where they could read his blog, listen to his songs, and watch several campaign videos.

MICROSITE

EMAIL

RICH MEDIA BANNERS

FACEBOOK PROFILE

**RESULTS:**

Users coming from the animated and rich media banners drove 30% more page views than average banners. Overall, campaign placements received over 5 million impressions, driving over 3 million clicks and over 17 million page views. The microsite garnered over a million visitors, 5 million page views, 100,000 voice and email messages sent, and 500,000 video and song plays.

