

**BE!**

**MA**

Brand  
Experience

# MICROSOFT ACTIVITY PROPOSAL 2012

- Enthusiasts Audience Spring Campaign 19
- Demo Days 45
- Tech-Ed 59

**THE WORLD HAS  
CHANGED**

STANDARDIZATION

SPECIALIZATION

SYNCHRONIZATION

CONCENTRATION

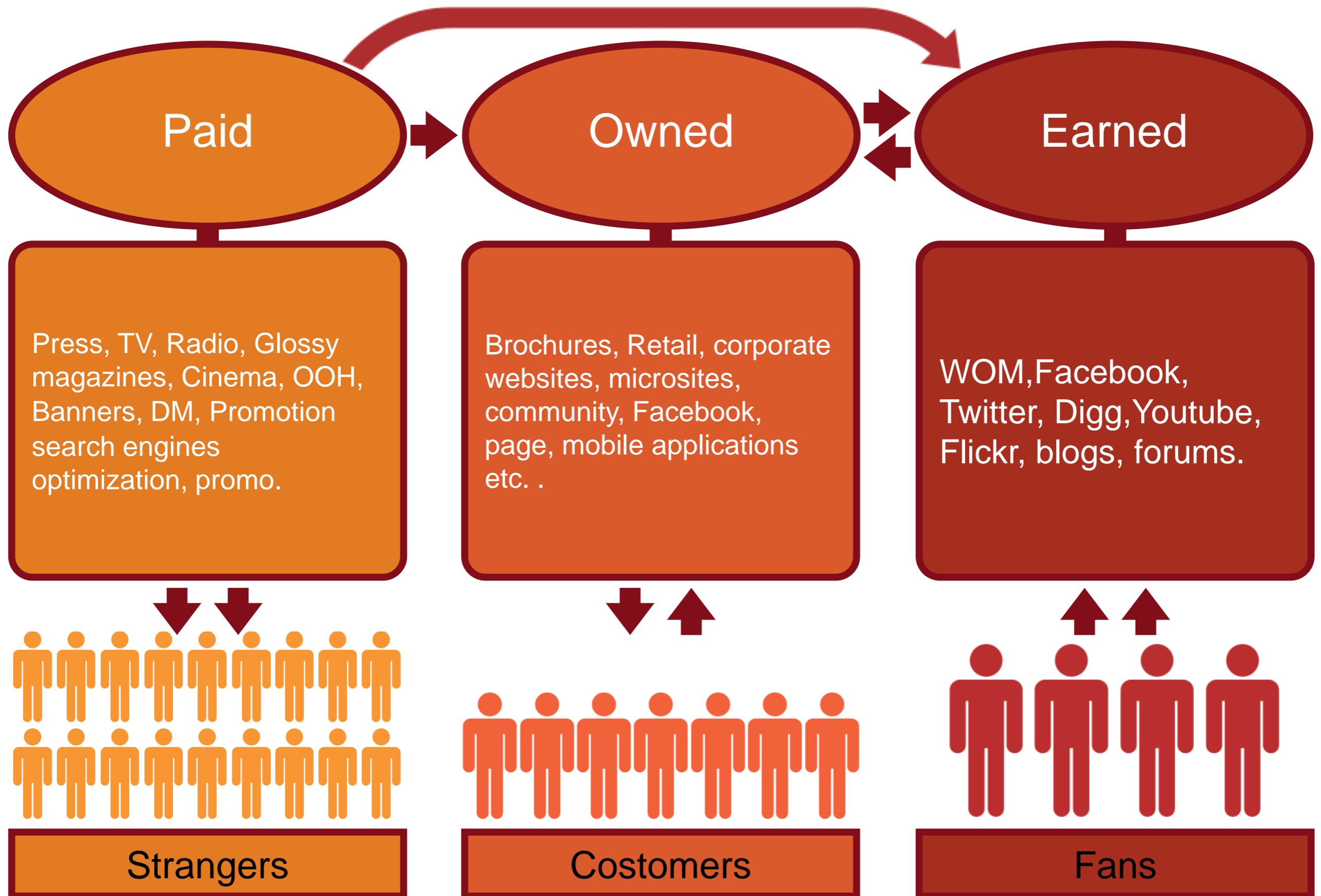
MAXIMIZATION

CENTRALIZATION

# THE CIVILIZATION CODE HAS CHANGED

These 6 identities of industrial civilization. On the border of the epochs the reactionary stand for the code of their civilization, and innovators strive for crashing it. We seem not only to watch this fight but participate ourselves.

# New approach to communication with brands



# THE BRAND NEW WORLD

arises with the huge speed from the impact of new values, technologies, geopolitic attitudes, life-styles and ways of communications, requires all-new ideas and analogies, classifications and concepts



This new civilization bears with itself new family attitudes; different ways to work, love and live; new economy; new political conflicts, and over all it is the changed consciousness.

**Alvin Toffler. The third wave.**



# PEOPLE

are now free to interpret just about any piece of information as they see fit.

“Homo Faber” – man as his own maker – is here to stay.

**KARAOKE CAPITALISM. Jonas Ridderstråle and Kjell A Nordström.**

# WHERE MICROSOFT GOES IN THIS BRAND NEW WORLD?



Attributers of brand new Microsoft

- Cool
- Close to my heart
- Integrated thinking
- Collaboration
- Attractive looks
- Adventurous
- Amazing
- Sexually attractive

# HOW WE GET THERE?

We need

## **DIFFERENT ENGAGEMENT MODEL**

- Holistic communication approach
- Creative strategy based on trends
- Consumer engagement into a story of co-creation with the brand (not promo-activity)

# PEOPLE? PEOPLE. PEOPLE!



“I work hard, but I also believe that enjoying life is the most important thing for me right now.”

- **Female, 26**

“I am always up for trying new things, be it a restaurant or a new product.”

- **Female, 26**

“I’m excited about learning, and accumulating experience every day... Brands can reflect my status and my taste/aspiration of life.”

- **Female, 31**

“ I go to work. I try to live up to expectations and pressures from my parents, my coworkers, society. Then, I go home. I open my computer, and I put on some music and start to dance. That’s the real me.”

- **Male, 27**

# WHOM DO WE TALK TO? ENTHUSIASTS



- New generation of a brand new world: they are changing together with the world
- Enthusiasm is the way they live, feel and think
- Brands and technologies are no longer objects of material consumption, they are handy and modern means for enjoying life, their selves and passions

# WHAT DOES IT MEAN FOR US?



- New territories creation and ownership
- Communication not of the rational product benefits, but the lifestyle possibilities this product provides for
- Change the attitude to the product, not consumption behavior
- Experiential marketing based on modern social trends

# SOCIAL TRENDS – COMMUNICATION TOOLS

- SNACK CULTURE
- SOCIAL THINKING
- THIRD PLACE
- COLLABORATION
- EDUTAMENT
- CO-WORKING



MICROSOFT FOLLOWS the RECENT Social trends  
in ALL spheres to understand what people really love  
and enjoy now

MICROSOFT SAYS:

**LIVE  
THE LIFE  
YOU  
LOVE**

**ЖИВИ КАК ТЫ ЛЮБИШЬ**



ЖИВИ  
КАК ТЫ ЛЮБИШЬ

*Microsoft*

Agency response

# **HOLISTIC STRATEGIC AND IMPLEMENTATION APPROACH**

# “ЖКТЛ” IDEOLOGY

SOCIAL TRENDS

UNIVERSE OF ENTHUSIASTS

ENTHUSIASTS

TECH ED

MS DAYS

EXPERIENTIAL  
MARKETING

DIGITAL  
ENGAGEMENT

BRANDED  
CORNERS

UNIFYING ELEMENTS AND DELIVERABLES



# IMPLEMENTATION ENTHUSIASTS

# BRIEF SUMMARY

- Microsoft starting repositioning the brand and its products to win attention of wider TA
- Holistic integrated campaign considered to be a solution to change consumers attitude to Microsoft from what they have to use to what they love to use
- The following products are the focus of the activity:
  - Windows
  - IE9
  - SkyDrive
  - Hotmail
- Communication channels recommended:
  - On-line
  - Off-line
  - Partner cooperation

# OBJECTIVES

## COMMUNICATION

- Change attitude to Microsoft and its products among the most passionate audience
- Win minds with intriguing, exciting and touching stories
- Create deep emotional attachment and preferential treatment towards Windows brand
- Drive adoption of Windows-branded services

## MARKETING

- Drive sales
- Stimulate switch and trial for partner products
- Create a new territory for Microsoft brand development and consumer relations building

# MECHANICS

- Retail consultancy and sales promotion + consumer contest + dream prize
- Consumer offer:
  - ✓ Purchase any Microsoft product or partner product (Windows based)
  - ✓ Register a HotMail account to prepare a presentation of a your dream project and submit it to Microsoft for decision
  - ✓ Vote for projects of other participants and invite friends to vote for you
  - ✓ Collect the most votes to get a grant from Microsoft to realize the project
- Support:
  - Retail: interactive panel, remote consultants, POSM
  - SMM: branded group, post, user generated content
  - Trade centers: branded corners
  - PR
- Dream prize project support: a team of enthusiasts out of those voted for the winner project invited for realization

# DREAM PROJECT CONTEST

## •Idea:

- [www.microsoftlike.ru](http://www.microsoftlike.ru)
- Kickstarter-like activity linked to Microsoft licensed products activation/registration module

## •Contest entry:

- Purchase any product of Microsoft or any partner product on Windows 7
- Register/activate your license on [www.microsoftlike.ru](http://www.microsoftlike.ru)
- Register a HotMail account or use your existing one to prepared a project in PowerPoint/Excel

## •Rules:

- Develop and submit a social project of your dream to the contest
- Vote for other participants projects on [www.microsoftlike.ru](http://www.microsoftlike.ru)
- Invite your friends to vote for you
- Get into the 10<sup>th</sup> best for your project to be examined by Microsoft and win the dream prize

## •Microsoft support:

- Possibility to express and realize yourself
- Funds for realization
- Team compilation: up to 10 persons (out of enthusiast voted for the winner project)





# Живи как ты любишь

Придумай! Выиграй! Сделай!

**Microsoft**

# FB FAN PAGE

Microsoft Live

http://www.facebook.com/microsoftlive

facebook Search Microsoft ЖКТЛ Find Friends Home

Живи как ты любишь!  
Придумай! Выиграй! Сделай!

Microsoft

Microsoft Live Update Info Activity Log 4

Microsoft Projects competition

About Friends 104 Photos 18 Map Likes 65

Status Photo Place Life Event

What's on your mind?

Microsoft ЖКТЛ uploaded photo. March 13

Like · Comment · Share

Friends See All

Kir Bionika <small>ビオニカ</small> 3 mutual friends	Igor Bezrukikh 1 mutual friend
Vera Kornakova 14 mutual friends	Daniel Denisov 27 mutual friends
Роem Живи 8 mutual friends	Sasha Grishin 19 mutual friends
Alexey Frolov 18 mutual friends	Sergey Syene 25 mutual friends

SoundCloud

Chat (3)

Now  
February  
2012  
2011  
2010  
2009  
Born

Sponsored

Cities I've Visited  
Продемонстрируйте на карте путешествий города, которые вы посетили! Создайте свою карту.

-ТЕТРИ ресторан-

Tetri Nights  
Каждую пт и суб, ресторан -Тетри-представляет: ТетриNights: DjMaxMore, DjKostas, Начало в 23.00, FC/DC 662-15-62

Кресло-мешок за 300 руб.  
Спец. предложение! Скидка до 71% на яркие и удобные кресла-мешки!

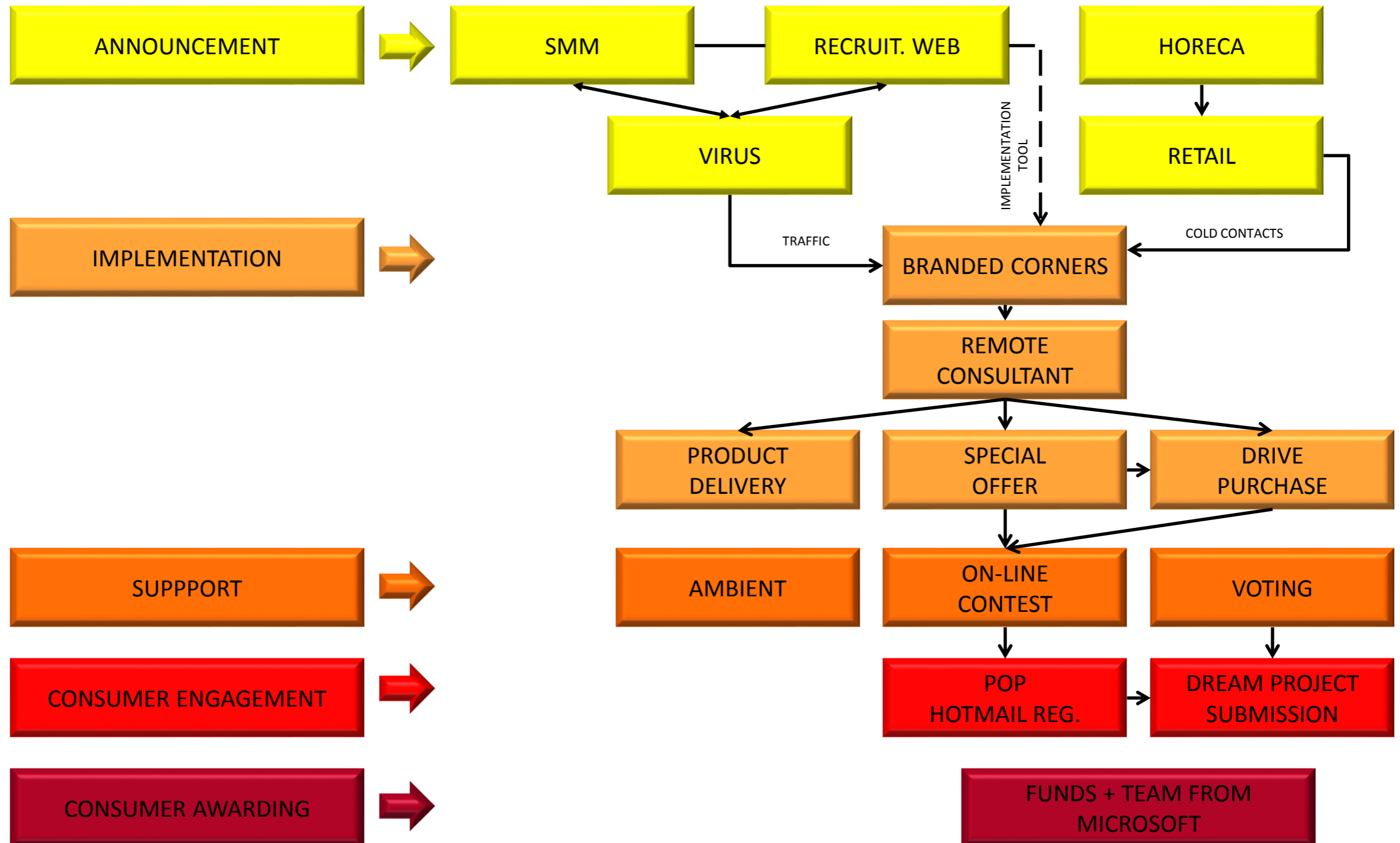
Я-Тора  
Можем ли мы толковать Тору, опираясь на личное мнение? Это и не только обсуждаем на ja-tora.com

Open Day Polimoda  
Образование в Италии! Дизайн, маркетинг и fashion-менеджмент. Приходи на открытый семинар 29 марта в Москве!

# DREAM PROJECT SELECTION AND PR

- Dream project (the winner project) is selected out of 10 submissions having collected the most votes
- Selection criteria:
  - Cost efficiency
  - Corresponding with the main social trends used in the promo activity as product/brand communication instruments
  - PR potential
  - Realization period
  - Efficiency for society and Microsoft
- The project team is given a month to finalize the project and present it to the audience and Microsoft for discussion and final approval
  - On-line translation
  - Q&A chat user support

# OVERALL PROJECT SCHEME



# VIRAL ANNOUNCEMENT

## “ЖКТЛ” INTERPRETATION CONTEST

- Channels:
  - Facebook, Vkontakte, Twitter
- Teaser:
  - offer you own interpretation of ЖКТЛ abbreviation
- Reveal:
  - real meaning with programme and the dream prize announcement
  - link to program web and retail for more information

## “ЖКТЛ” SERIES

- Channels:
  - YouTube, SM, program web
- Teaser:
  - funny live stories with viral potential based on cross product usage
  - Dream stories based on cross-product usage
- Reveal:
  - dream prize announcement
  - Link to retail for more information
- PR:
  - Celebs, famous gamers and bloggers will be the heroes of the primary series



# VIRAL FB FAN PAGE

Microsoft Live

http://www.facebook.com/microsoftlive

facebook Search Microsoft ЖКТЛ Find Friends Home

Now  
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SoundCloud Chat (3)

# CREATIVE SOLUTION

## Web series



**MEDIA ANIMATION  
TECHNIQUE STOP MOTION  
FOR INTERNET SECURITY**

## Scenarios examples\*

**Example (1):** “Я вот Алеся, но люди очень часто путают и в спешке называют Оксаной. Уже давно привыкла, спокойно отзываюсь на Оксану и никогда не поправляю. Другие люди называют меня Ксюшей. Логика такая: Оксана – это та же Ксюша. Поэтому на Ксюшу я тоже иду спокойно. Недавно работала с китайцами, для них наши имена хуже смерти. Поэтому они называли меня Сергей.”

**Example (2):** “xxx: Был у бабушки, заходил в скайп, по привычке не вышел из своего профиля  
xxx: И что ты думаешь, бабуля просто вышла из моего профиля и ввела свои логин и пароль?!  
xxx: Нет, она взяла, блин, и сменила имя аккаунта с моего на своё!!! И фоткууу!  
xxx: Друзья были неслабо удивлены...”

# OFF-LINE VIRAL

## FLY CARDS (OPTIONAL)

- Channels:
  - HoReCa
  - Cinemas (TBC)
- Teaser:
  - ЖКТП funny images with lifestyle and product deliveries
    - Announcement
    - Traffic to the site
    - Traffic in-store
- Reveal:
  - kickstarter-like activity: consumer dream projects contest

## AMBIENT

- Channels:
  - Street art
  - “Third place” working locations in unexpected places
  - Design working locations
- Teaser:
  - Your working place could be even here
- Reveal:
  - through QR-codes- link to program web
  - through augmented reality tool - Microsoft communication





# FLY CARDS

# VIRAL AMBIENT



# VIRAL RECRUITMENT

- Non-standard communication tool
- Channels:
  - HeadHunter, Superjob, Job.ru, Habrahabr.ru
  - Search engines
  - News posts
- Activity:
  - Microsoft recruits talented and educated enthusiasts for a dream job
  - Criteria: Microsoft users, product loyalty, bright living and REMOTE JOB ability
- Results:
  - SMM coverage
  - WOM generation
  - Attention attraction to the activity
  - Consultants recruitment
- Justification:
  - Remote consultants provide for the main activity deliverables:
    - ЖКТЛ ideology live
    - High technologic characteristics of Microsoft



# RECRUITMENT

Вакансия Консультант по продуктам

hh.ru HeadHunter

Примите участие в опросе и получите 3 МЕСЯЦА АНГЛИЙСКОГО В ПОДАРОК! Узнать больше SPEAK UP

Вход в личный кабинет Создать резюме Разместить вакансию

Откликнуться Вид для печати Поделиться В отобранные

## Консультант по продуктам

[Microsoft](#)

Уровень зарплаты <b>по договоренности</b>	Регион <b>Крупные города России</b>	Требуемый опыт работы <b>1-3 года</b>
--	--	--

Слишком много знаешь?  
Работай с удовольствием где бы ты ни был!

**Обязанности:**  
Консультирование клиентов по продуктам компании Microsoft.

**Требования:**

- Уверенное знание продуктовой линейки Microsoft;
- Возраст 22—30 лет;
- Грамотная устная речь. Умение формулировать свои мысли;
- Готовность учиться, стремление к совершенствованию навыков, чувство юмора;

**Условия:**

- Удаленная работа;
- Достойная оплата.

**Microsoft**

Дата публикации вакансии  
23 марта 2012

9 месяцев до KIA  
Optima, если устроишься  
на эту работу!

**Реклама**

[Модульная MBA для экономистов](#)  
по специализациям: стратегический менеджмент, маркетинг, управление

Живи как ты любишь!  
Придумай! Выиграй! Сделай!

**Microsoft**

# RETAIL IMPLEMENTATION

## INTERACTIVE BRANDED CORNER

- Idea:
  - promo branded corner
  - WOW ,edutainment
- Execution:
  - interactive touch screen - the main interaction, information and communication tool
- Interactive menu in METRO style with the following consumer options:
  - Watch viral series with cross-product demonstration and product benefits deliveries
  - Get specific information on products and cross product usage
  - Explore apps from Microsoft store, download apps (TBC)
  - Get interactive live conversation with a remote consultant

## REMOTE CONSULTANT

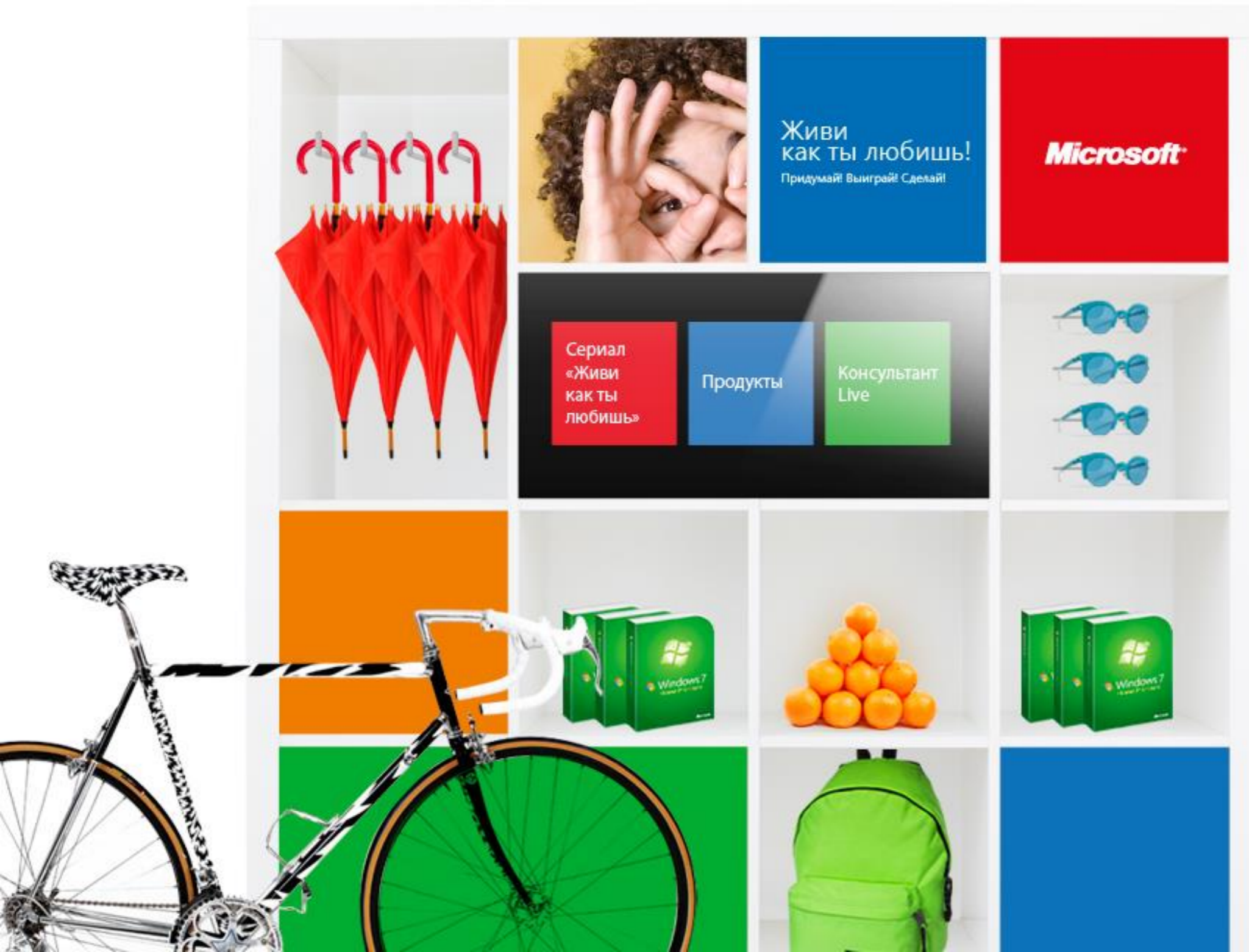
- Idea:
  - demonstration of third place opportunities given by Microsoft - live
- Execution:
  - Innovative non-standard approach
  - Non-limited promo-hours
- Consumer activated function:
  - System checks consultants available on-line
  - No of consultants – TBC (depending on address program and time difference issues)
- Function:
  - Full scale promo-consultancy and contest communication
  - Product delivery/consultancy
  - Cross-product tutorial and “better together” approach
  - Drive purchase



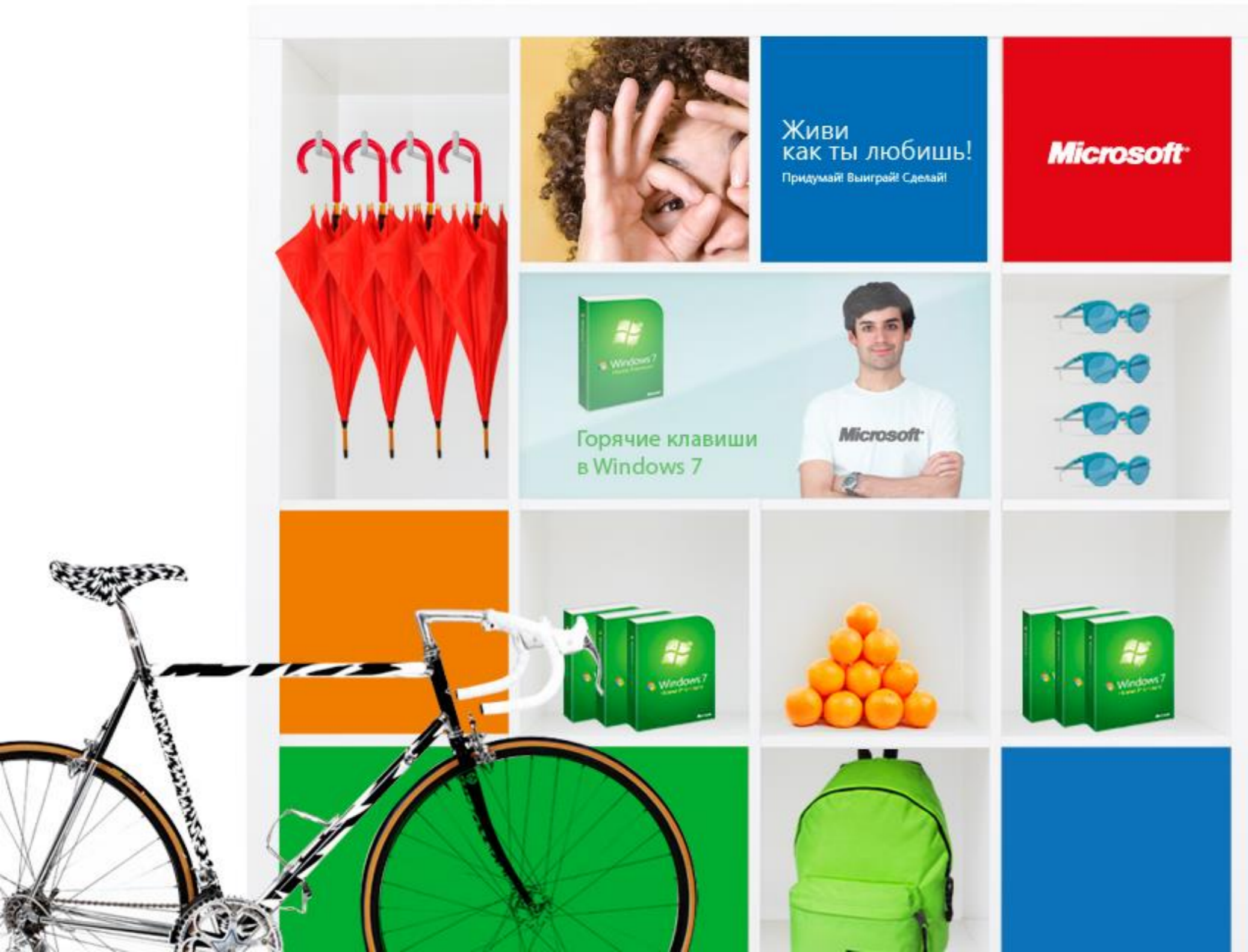
# RETAIL POSM SOLUTION

- POSM to be a substantial part of the communication
- Non-standard approach is recommended:
  - Complex of marketing materials (shelf-talkers, wobblers, shelf-stoppers, in-store navigation set)
  - POSM and give-aways communication ЖКТЛ ideology:
    - Fruit (give-away)
    - Sweets (give-away)
    - Umbrellas
    - Sun-glasses etc.
- Non-standard POSM to be placed both in the branded corner and on the shelves to indicate Microsoft and partners' products

# BRENDED CORNER



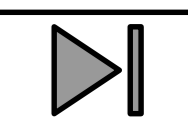
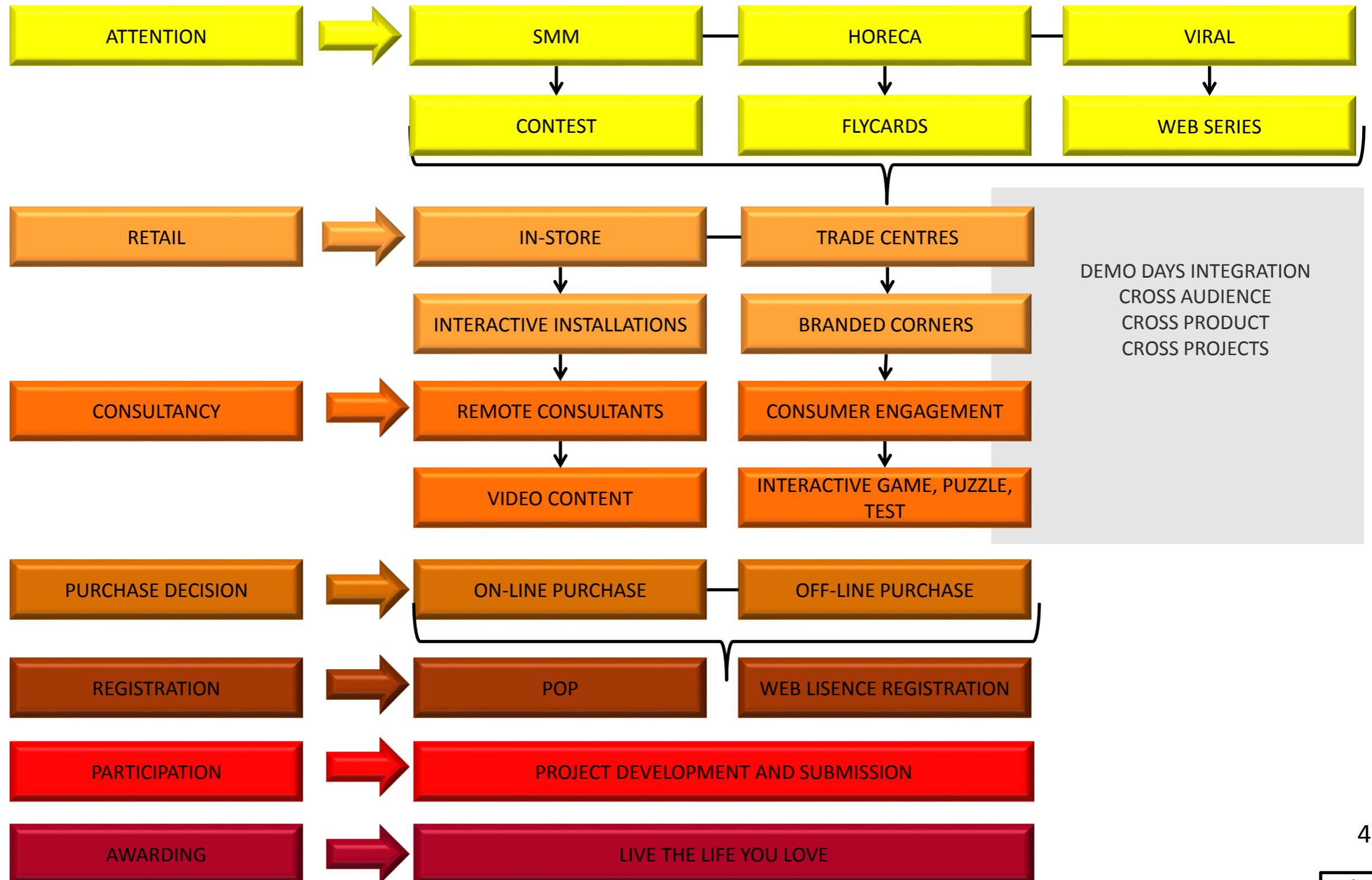
# REMOTE CONSULTANT



# SHELF BANNER



# CONSUMER PATH



# COMMUNICATION STRATEGY SUMMARY

## Attention

- SMM (ЖКТЛ interpretation contest)
- Viral Recruitment – job websites
- Flycards (ЖКТЛ) – HoReCa
- ЖКТЛ Web-series (Youtube, 2x2, etc.)
- Ambient (street art, flash mobs, outdoor workplaces)

## Interest

- Retail – POSM, branded corners: interactive screen/remote consultant
- Web-series + cross product episodes
- Kickstarter-like contest announcement: user generated dream projects

## Search

- Promo web: ЖКТЛ Postcards collection, Kickstarter-like portal, remote job search engine
- Retail – POSM, branded corners: interactive screen/remote consultant
- Branded corners in shopping malls

## Action

- On-line purchase
- Off-line purchase
- Product registration/licence
- Hotmail/SkyDrive account registration
- Kickstarter-like contest participation

## Share

- Kickstarter-like contest projects SM posting
- Kickstarter-like contest projects SM voting
- Ambient (street art, flash mobs, outdoor workplaces)

# PARTNERS



РЕСПУБЛИКА  
КНИГИ МУЗЫКА ПЕРСПЕКТИВА



Яндекс



SuperJob®  
www.superjob.ru

БЕЛЫЙ ВЕТЕР  
ЦИФРОВОЙ

# RATIONALE

<b>Objective</b>	<b>Tool</b>	<b>Sacle</b>
Change attitude to Microsoft	ЖКТЛ ideology	*****
Exciting, touching stories	Dream project realization	****
Deep emotional attachement	Social treds usage as instruments	****
Adoption of Windows based services	Mechanics of the dream contest	*****
Drive sales	Participation terms	****
Create territory	ЖКТЛ ideology, remote consultants	*****

# IMPLEMENTATION MS DEMO DAYS

# PROGRAM DESCRIPTION

## MAIN GOALS

- Support cross-product retail offers and **increase sales**
- Provide consumers with Microsoft live experience in point of purchase
- Show cross-product usage scenarios and “better together” benefits
- Optimize cost of retail execution for the range of products

## PERIOD OF ACTIVITY

- High Back-to-School season
- Mid August – Mid September

## COVERAGE

- 1M+ cities, including Moscow and St. Petersburg
- Big stores and/or trade centers

## TARGET AUDIENCE

- Families with children of school age, students



# Живи как ты любишь

Учись! Дружи! Играй!

**Microsoft**

# MICROSOFT FAMILY OF CONSUMER PRODUCTS



**KINECT**  
for XBOX 360



Windows phone



Windows® Internet Explorer 9

 XBOX 360.

 Microsoft Office 2010

 Windows 7

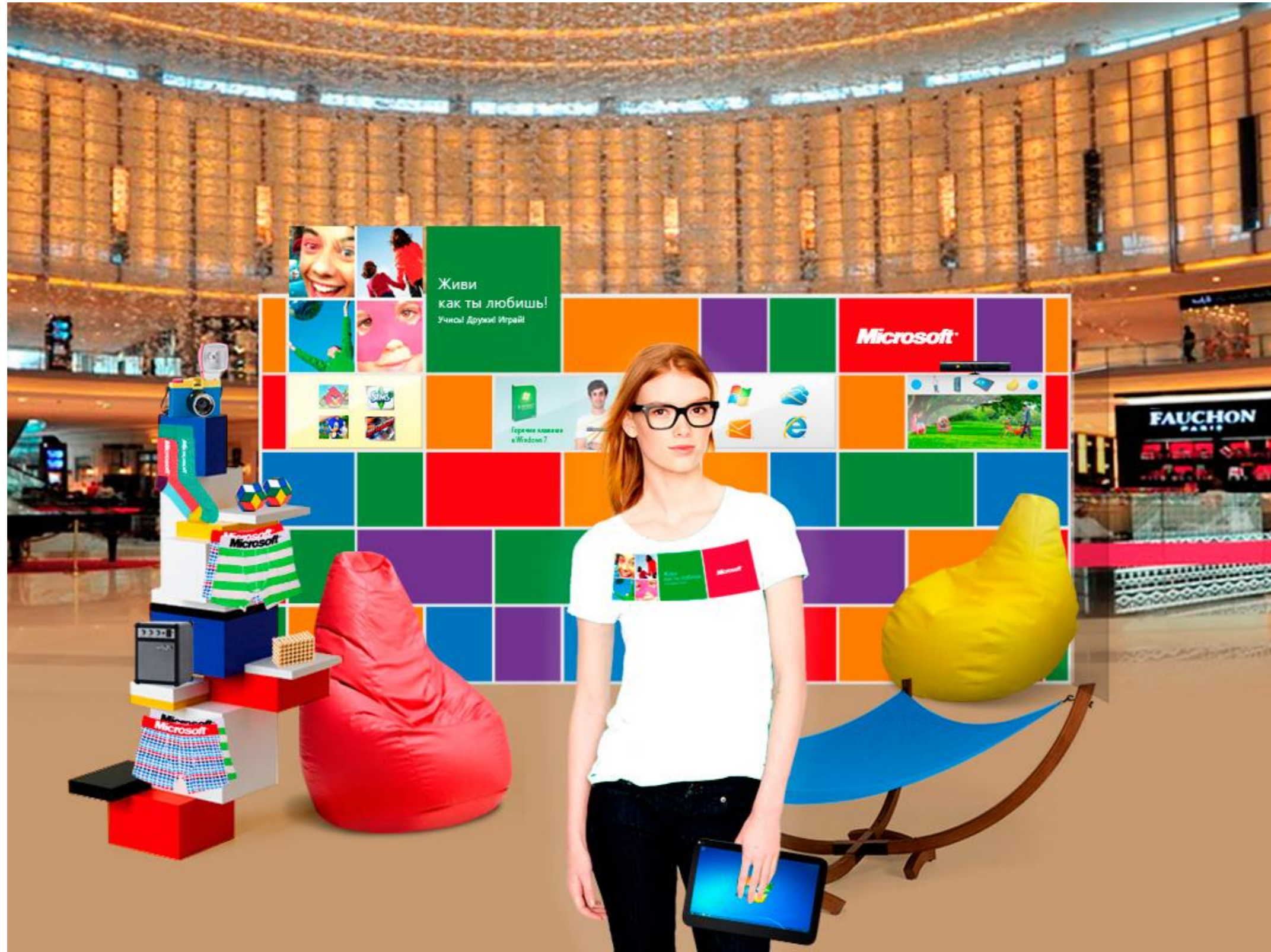
**Microsoft® Hardware**  
Discover the Difference

# EXECUTION APPROACH



- Solution: branded corner placed in the high traffic trade centers with partner retail in-store
- Branded corner description:
  - Branded wall with shelves identifies the territory and serves as a stopper
  - The territory is organized with life-style item delivering ЖКТЛ ideology (same as in retail)
  - The corner is supplied with stands and bearers for partner products and cross product usage demonstration
  - The following equipment is required to run the corner:
    - Touch screen
    - Планшетник (не знаю, как по-английски)
    - Projector
- Corner is run by promo-personnel:
  - Product deliveries
  - Consultations
  - “better together” communication
  - Entertainment and consumer engagement

# BRANDED CORNER



# MECHANICS

- Consumer offer:

- Participate in entertainment activities in the Microsoft branded corner
- Get a consultation in the Microsoft branded corner on any Microsoft product or a related partner product, learn how to better use Microsoft products together
- Purchase any Microsoft product or any related partner product, submit POP to the promo-personnel and get a GP out of exiting ЖКТЛ Microsoft range:
  - Branded pants
  - Branded Socks
  - Branded puzzle
  - Microsoft hardware (optional)

- Personnel:

- 2 promo-persons x 1 branded corner
- 2 days per week:
  - Saturday, Sunday
  - 14:00 – 20:00



# CONSUMER ENGAGEMENT

- Developed based on ЖКТЛ ideology and reflects interests/needs of all potential TA groups
- Edutainment approach provides for involving non-commercial consumer communication to build positive brand image in consumers minds and deliver main promo messages:
  - Product benefits
  - Cross-product opportunities
- Consumer activities include:
  - Interactive test (operated by personnel on tablet PC)
  - Web Series (hook tutorial series on cross-product and remote job opportunities)
  - On-floor interactive puzzle
  - “Escape” interactive game
- Promo communication and consultancy is executed both by personnel and on the touch screen

# INTERACTIVE TEST

- The test is realized as an application to partner tablet PC (for example, Samsung)
- Idea:
  - Answer 5 multiple-choice questions to find out how much you love the life you live
  - Get a ЖКТЛ advise to enjoy your life even more (use Microsoft products – product and cross-product delivery)
  - Get a ЖКТЛ give-away (a fruit or a sweet)
- Questions:
  - Life-style questions
  - Travelling, hobby, general knowledge, cinema etc.
- The test is to attract attention of enthusiasts and office workers



# ON-FLOOR PUZZLE

- The puzzle is realized as an interactive projection
- Idea:
  - Moving the puzzle by foot organize them in a proper way to read the program slogan «Живи как ты любишь»
- The puzzle can be played by several people at the same time
- Main target: families with children

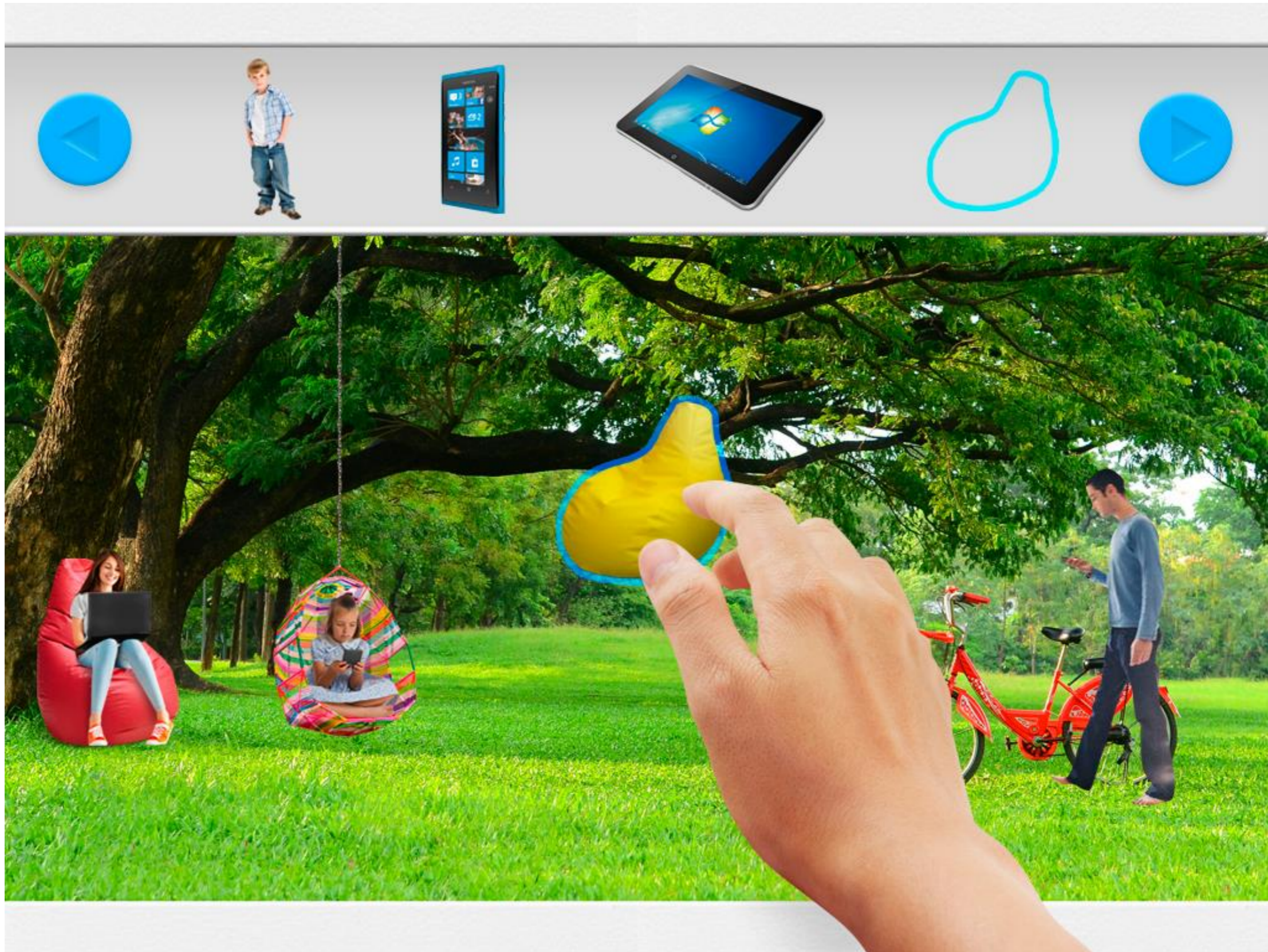


# ESCAPE INTERACTIVE GAME

- Tutorial on cross-project with related to life situations
- Interactive game is realized as an application and is played on the touch screen
- The game can be played by 1 family at the same time, the game play is approximately 40 seconds
- Idea:
  - Choose the place you'd love to live (beach, home, forest etc.)
  - Have all the members of the family properly occupied using Microsoft products and their combinations
  - Solve the task by dragging personages with Kinect



# THE GAME



# RATIONALE

Objective	Tool	Sacle
Support cross-product retail offers and increase sales	Branded corner, GWP, aspirational non-standard prizes	*****
Provide consumers with Microsoft live experience in point of purchase	Products consultations, video-tutorials	*****
Show cross-product usage scenarios and “better together” benefits	Video-tutorials, interactive games	*****

# IMPLEMENTATION TECHED CONFERENCE

# BRIEF SUMMARY

- The conference is the best place for the TA to get detailed information, practices, solutions and meet top experts on all key Microsoft technologies
- The conference is a well set up activity beneficial both for Microsoft and the partner brands
- Primary target audience:
  - Decision makers
  - IT directors
  - Technical directors
- Agency task is to suggest an innovative solutions to meet the same goals and keep to the same communication and organization level offering new experiences and possibilities for Microsoft, partners and participants

# OBJECTIVES OF THE PRESENTATION

- Offer an innovative solution in the frames of the selected ЖКТЛ ideology
- Demonstrate possibilities to manage intensive attendees flow within 2 days of activity
- Introduce a unique creative approach to space and event management suitable for any venue of reasonable scale

# OVERALL EXECUTION APPROACH

## VENUE

- Totally interactive zone with all activities integrated
- Digitally managed event

## PARTICIPANTS

- Managed by specially developed soft and navigation system: (for smart phones)
  - Regular navigation system will be offered for non smart-phones
- The soft will manage and coordinate all participants activities with in the event

# PARTICIPANTS INVITATION

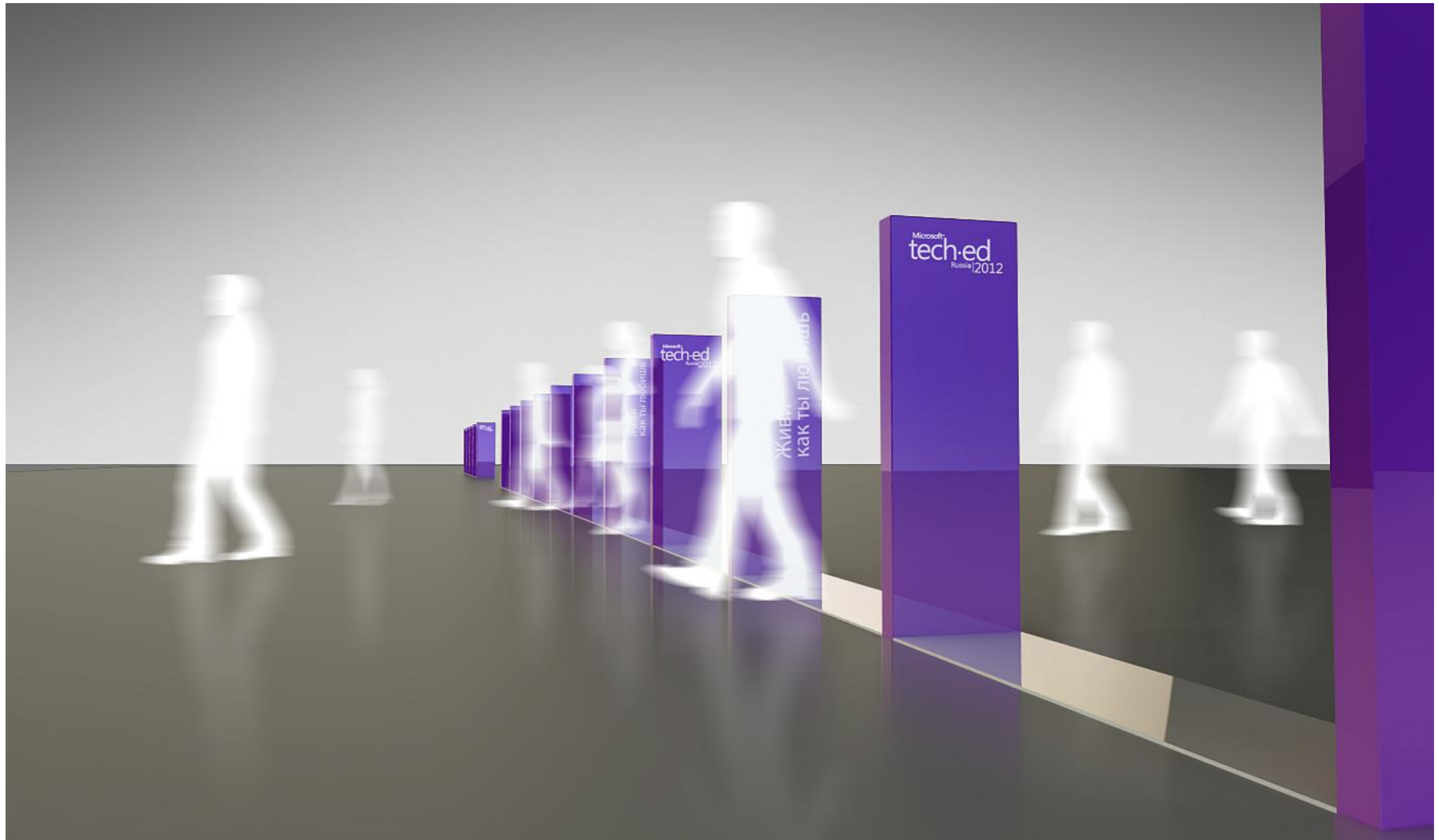
- The invitations are delivered on-line to each participant
- Possibility to download the event soft is available:
  - the soft is installed as a regular application and to be activated at the venue
- All the invitations are coded
- Each unique code to be exchanged to a personal RFID wristband tat the reception desk o have access to all the venue zones and activities
- To enter the conference participants will have to wipe their wristbands on RFID gates:
  - The DB of registered participants is updated automatically



# RECEPTION DESK



# RFID GATES



# CONFERENCE PERSONALIZATION

- Due to the soft management all the participants are to personalize their stay at the venue
- Having the application on the following services will be available:
  - Interactive map of the venue with zones; colors and names of the zones will coincide with the real venue organization
  - Time-table of each zone
  - Description of all the activities in each zone
  - Push reminders and information messages from the system
- Each participant can create a personal schedule of the conference and visit the most important and interesting activities; the system will direct the participant to all the location automatically sending the reminders and providing for rout (map/navigation)



# CONFERENCE INTRO

- To create a special atmosphere and entertain the audience before the formal part it is recommended to use a non-standard approach to intro organization
- Popular show music group performing in an urban techno style will be a perfect choice to deliver the ЖКТЛ ideology and to emphasize the new trends in Microsoft positioning



# BLUEMAN

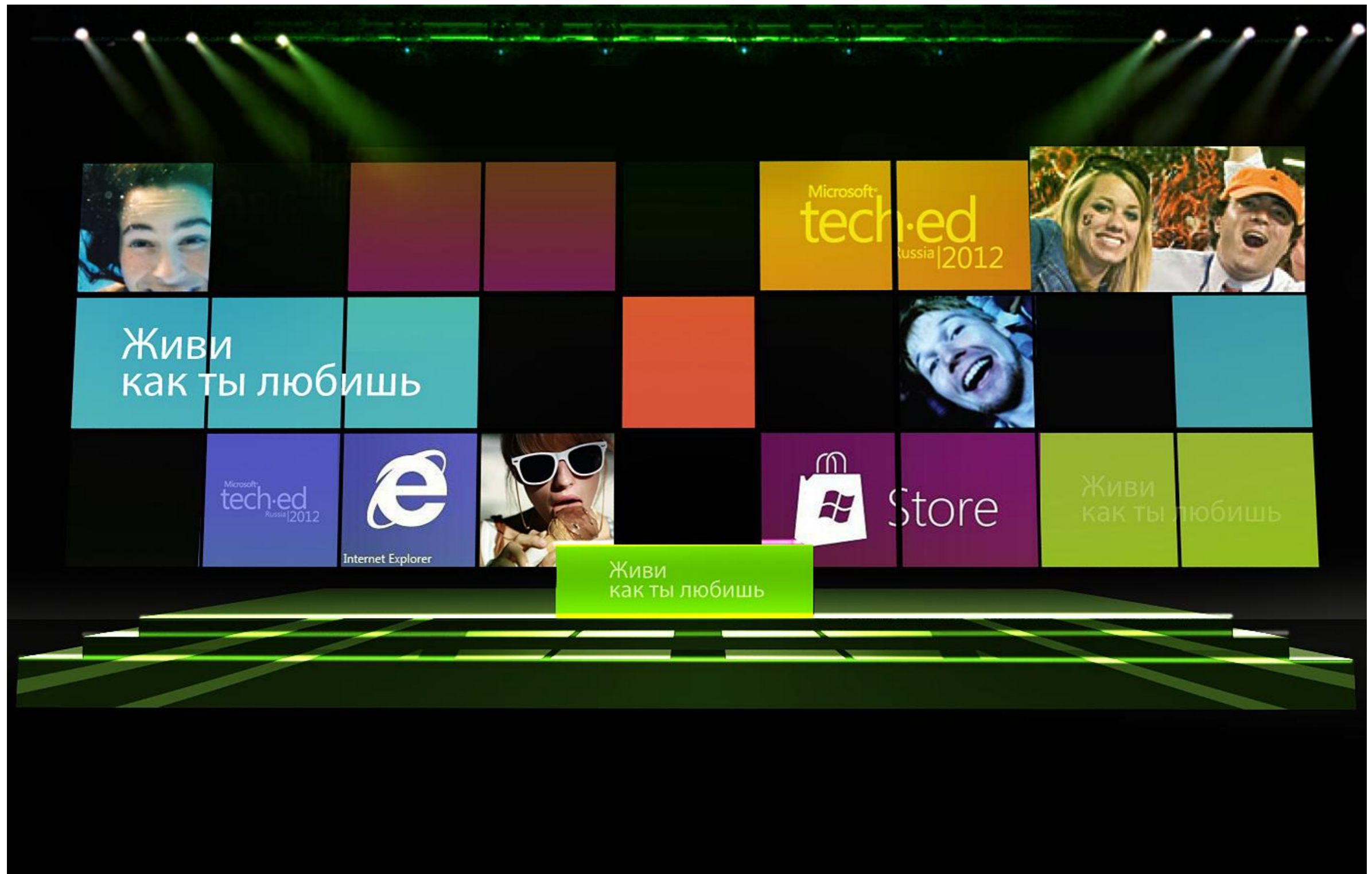


# PLENARY REPORT

- The plenary report to be supported by a huge video screen being part both of the main hall decoration, stage and the reporters speeches:
  - All the presentations to be demonstrated in a large-scale interactive format
- The video wall will be constructed out of regular set-up screens with powerful projectors to create a patch decoration and multi-picture presentation format
- Voting for the best report is available in the event application, all the participants can vote right after the speech is over:
  - The data is accumulated into the event DB



# STAGE FOR PLENARY REPORT



# LOUNGE ZONE FOR THE GUESTS

- **Green zone – relaxation, enjoyment, friendly socializing, communication of “third place” trend in ЖЛТЛ ideology**
- The lounge zone is created for the guests that would like to socialize in between the activities, exchange experience and impressions of the event
- Perfect place to interact on business in an informal place
- Coffee breaks and lounge music will be also available in the zone



# LOUNGE ZONE

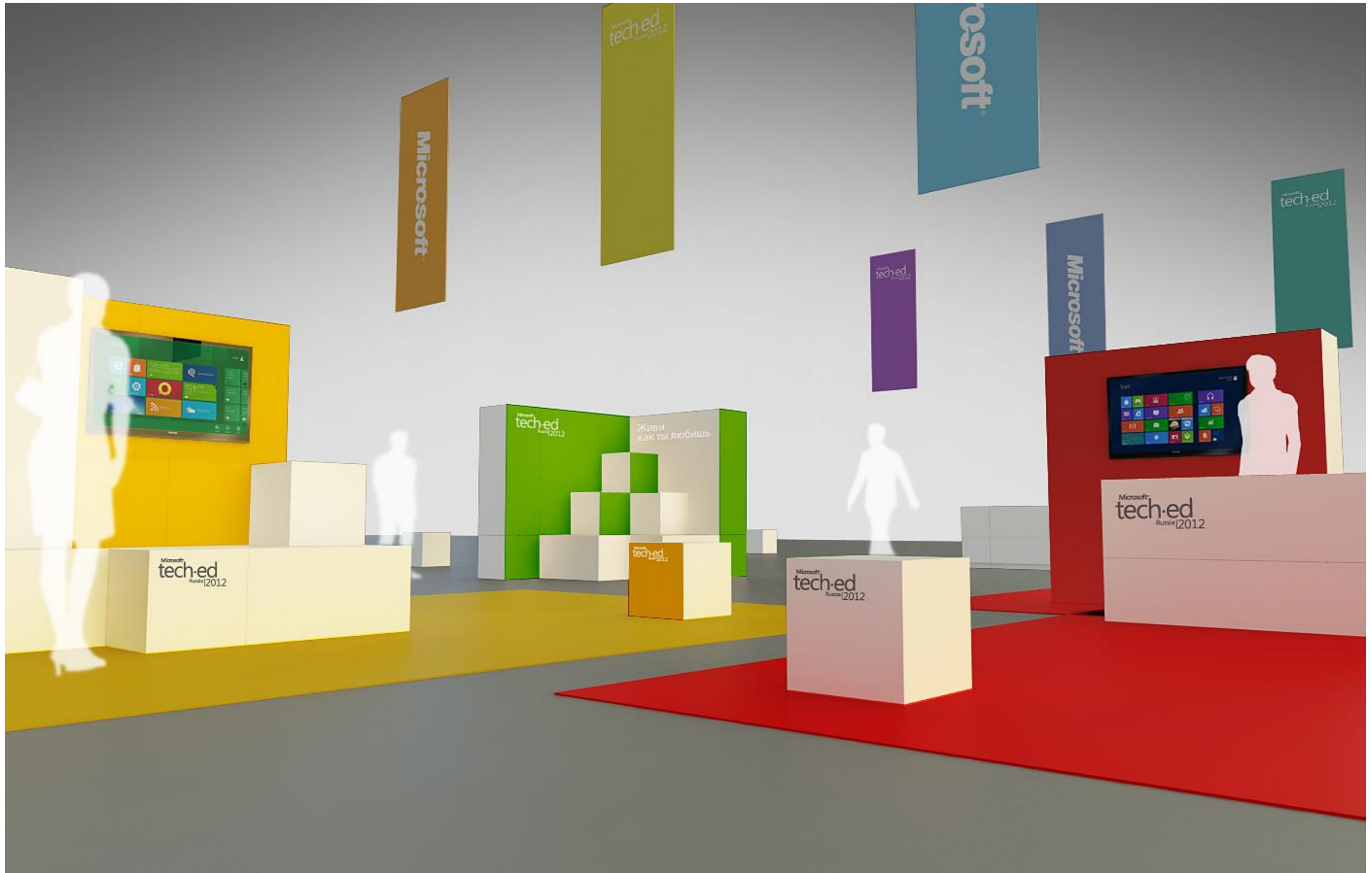


# PARTNERS' ZONE

- **Multi-color zone – socializing, business talk, information support, partner products exhibition**
- The lounge zone is created for the guests that would like to socialize in between the activities, exchange experience and impressions of the event
- Perfect place to interact on business in an informal place
- Coffee breaks and lounge music will be also available in the zone
- Broadcasting of the reports is organized on the screens



# PARTNERS' ZONE



# JOURNALISTS' ZONE

- **Blue zone – chill-out for journalists suitable for all their needs**
- The zone is equipped with sofas and other lounge attributes
- The following services are available in the zone:
  - Coffee breaks
  - Internet access
  - Interview corner (for speakers and guests sharing information and impressions of the event)
  - Broadcasting of the reports is organized on the screens
  - Stands with Xbox 360



# JOURNALISTS' ZONE



# CATERING

- Catering zone is operated all the time the event is on
- Service is available to any guest at any time:
  - No of meals per person to be planned according to a regular scheme
- Access to the catering zone is granted for wiping the wristband on the RFID gates
- The system indicates each participant having a meal and regulates further access to the service
- Main catering sessions are managed with the RFID except for the mini coffee breaks in the colored zones

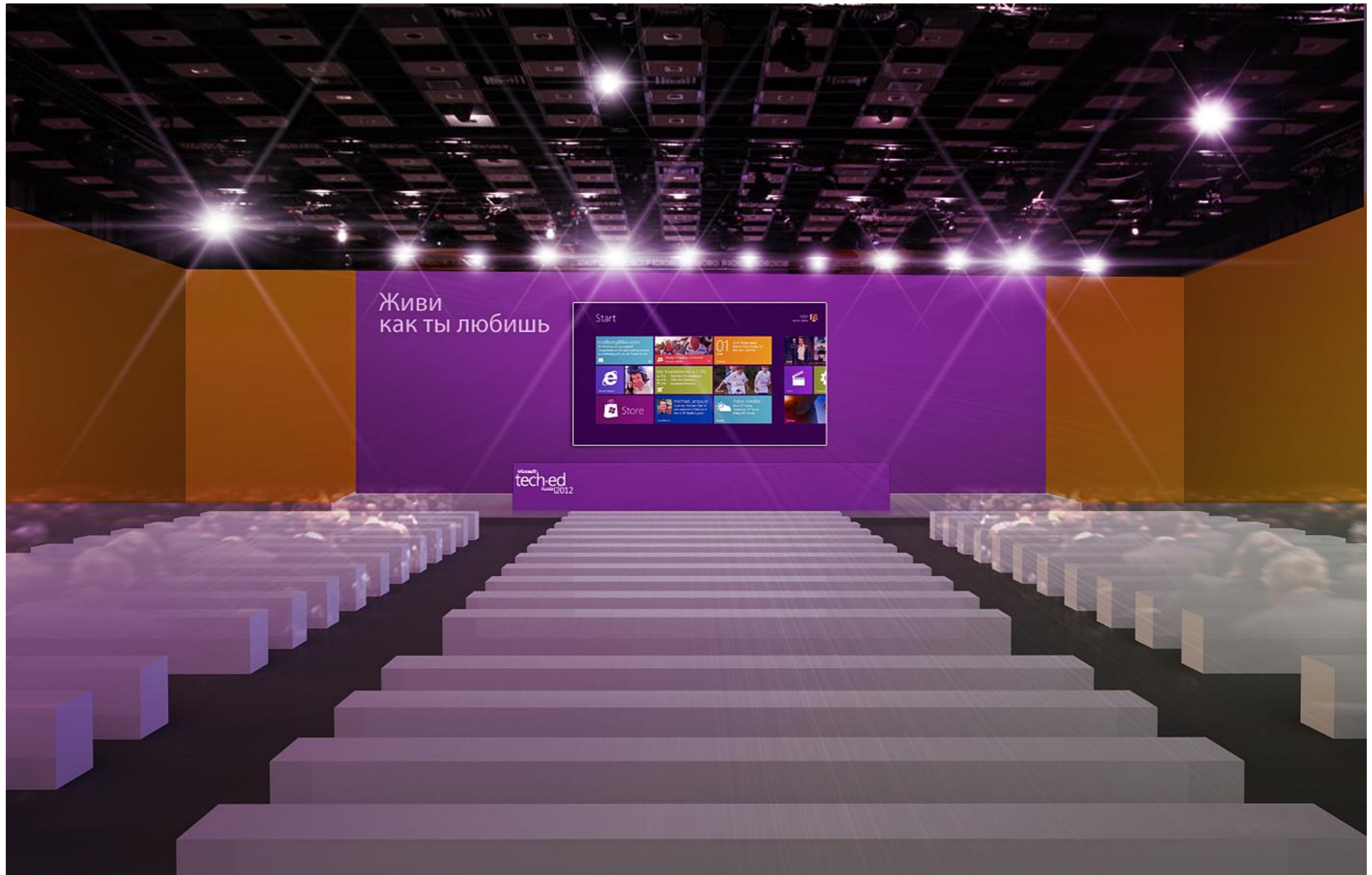
# CATERING ZONE



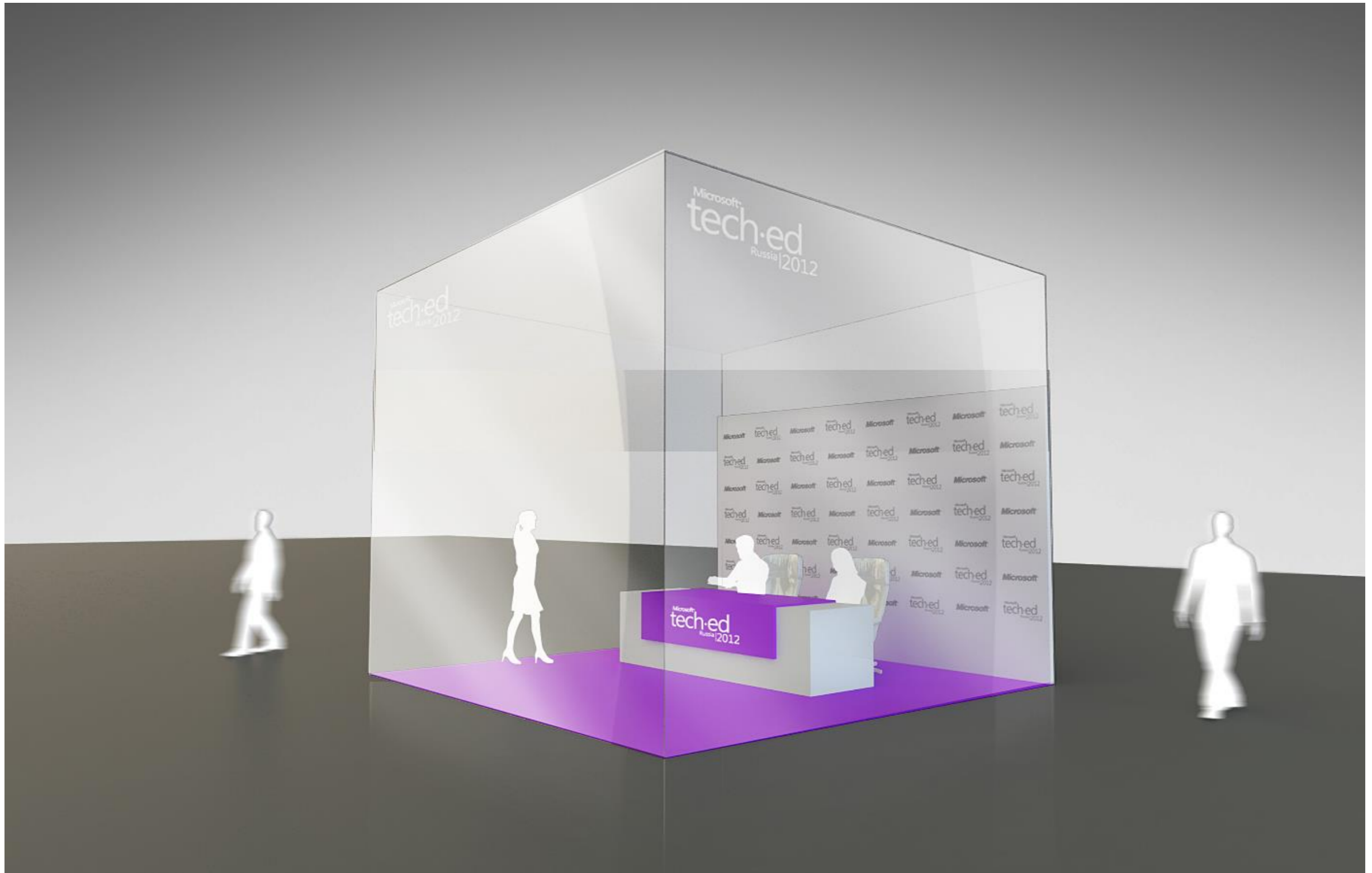
# PRESS-CONFERENCE ZONE

- Special zone to be dedicated to press-conference, where Microsoft leaders will be answering journalists questions and share information important for press
- The zone to be organized in a more formal and traditional way
- Near-by or as a part of this zone a press-center to be installed:
  - The press-center to be executed in a innovative non-standard way to be a part of the show and interaction
  - Activities in the press-center may be the following:
    - Interviews
    - Live broadcast
    - Photo-sessions
  - The press-center is executed as a glass cube

# PRESS-CONFERENCE ZONE



# PRESS-CONFERENCE ZONE



# RATIONAL

- The concept described above demonstrates a non –standard innovative approach and introduces hi-tech implementation solutions to improve participants traffic management and communicate Microsoft as an up-to-date brand
- Execution approach together with new positioning and information supplied by Microsoft is a sound PR potential and attraction for journalists
- Unique organization and venue management model provides for easy adoption of the event and has a high potential for technical improvement in the future

**LET IT BE!**

Brand Experience MA