



**XBOX** 360™

A Case Study by:  
Quasar Media Pvt. Ltd.

## Case Study: X-Box

Innovations Unlimited!  
Game ON!

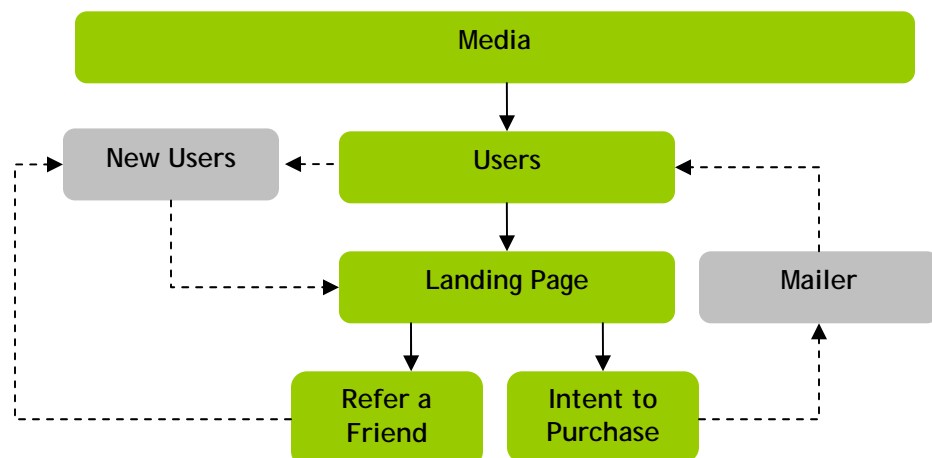
**Objective:** Bring the Worlds favorite Gaming console to India by introducing the category in an organized set up for the first time. The launch, divided in two phases - First Phase to focus on generating a pre launch buzz and demand through the interactive medium, while the Second Phase saw the launch campaign of the console focusing on brand building advertising & Viral Marketing.

### Interactive Mediums Used:

- Internet
- Mobile ( SMS + WAP )

### First Phase:

- **Challenge:** First Phase focused on generating demand for a category & brand which was getting introduced in India for the first time. Challenge was the time lag between user's intent of purchase and actual fulfillment. The campaign promised consumers a 10 % Discount + Amazing FIFA World Cup Freebies if they would pay upfront for the product which was going to be delivered to them after 3 months.
- **Interactive Solution:** Since the objective was to reach out to a fairly affluent, gizmo friendly, upwardly mobile audience a combination of Internet and Mobile Media was chosen to execute this campaign. Viral Marketing was weaved in at every step of the campaign to maximize the media reach both on internet and mobile platforms. Campaign was seamlessly integrated on the web, mobile and on-ground to synchronize the lead generation activity from across the three platforms
- **Online Solution: Campaign Planning, Viral Marketing and Media Highlights**
  - o **Campaign Planning & Viral Marketing:**
    - Keeping in the mind the single point focus of the campaign to generate qualified leads for X-Box, the campaign was planned to maximize the media reach through layers of multiple touch points. Once user submitted his intent to buy an X-BOX he was sent an immediate "Thank You" mail with an offer to induce buy-in and spread the word - Mail informing him about an offer on referring 3 friends for buying an X-BOX and if any one of the referred friend also buys an X-Box the referrer stood a chance to WIN\* an additional game.
    - To extend the media reach of the campaign a parallel viral marketing promo was introduced where by simply referring their friends to the offer users could win wireless mice and keyboards.



- Media Highlights

- Synchronized outbreak on all the major portals: Internet campaign launch was synchronized with the first day of the FIFA World Cup i.e. 9<sup>th</sup> June 2006. All major properties on the home pages of mass portals (all combined reaching almost 80 % of the Indian audience logging on the internet on a particular day) were booked to break the campaign. The break through was internet media coup of sorts.



Yahoo.co.in - Page Tear



Yahoo.co.in - Page Tear



Sify.com



Rediff.com



Indiatimes.com: Site Cap



Hotmail.com: Site Cap

- Media Properties' used first time in any Microsoft Campaigns:

- Yahoo Page Tear
- Indiatimes Site Capture
- Hotmail Over the Page ( OTP ) Banner
- Yahoo Messenger Banner
- SMS Tag Lines

The impact through size and visibility of these properties across the main portals made the X-box campaign an instant hit and a talking point in media circles. The response on day one itself was very promising with almost 20,000 users' visiting the website.

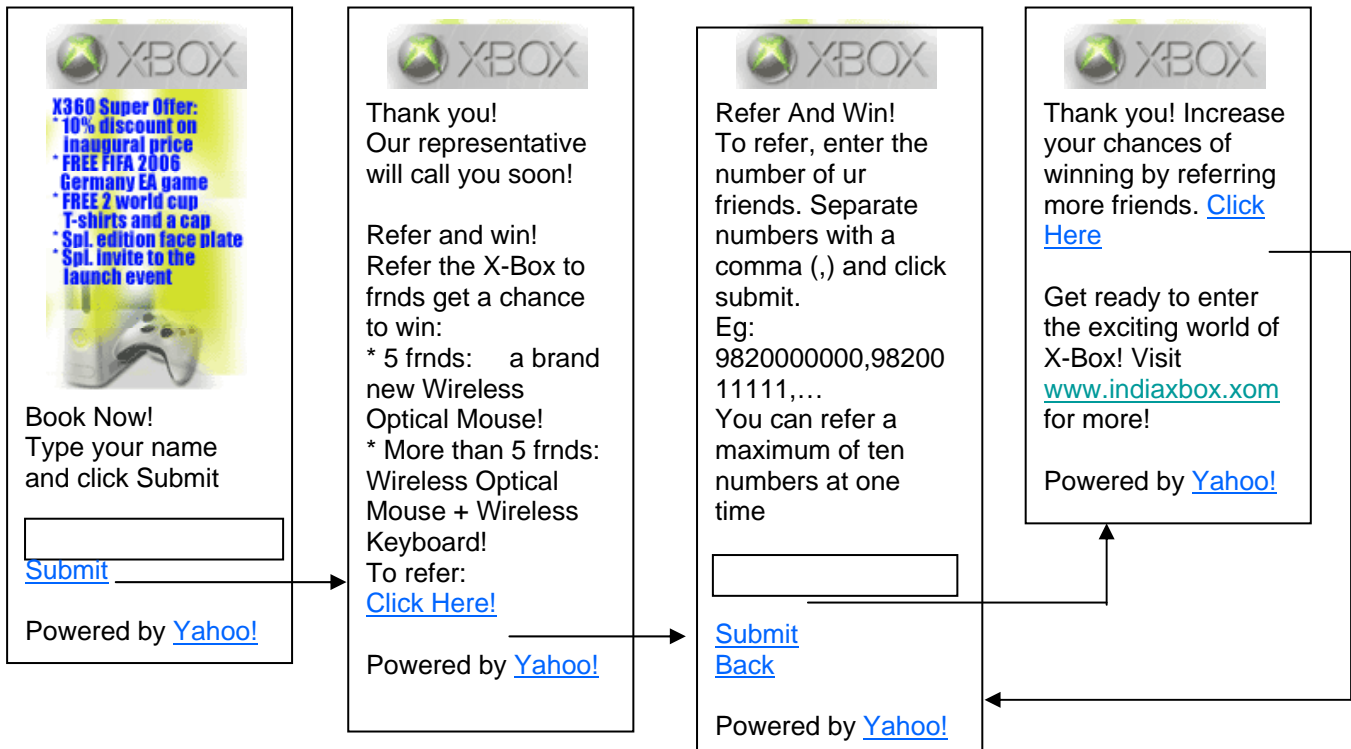
- Association with FIFA World CUP: Association with FIFA World Cup got close to 21,000 users to the promo website. Online events see a spike in traffic and FIFA World cup seemed to be a perfect event to reach out to the target audience.



- Mobile Solution ( SMS + WAP )

- o SMS: A short code campaign was activated through all “consumer-facing” on ground collaterals. Users could know more about XBOX by SMSing XBOX to 8243. A similar viral marketing campaign was conducted on Mobile where users could win wireless keyboard and mouse by forwarding the SMS with the XBOX offer to their friends. **More than 2,000 unique users referred the promo SMS to around 4400 unique users.** In all, the SMS engine saw 24,000 Hits with 16,000 Unique Users asking for the promo details.
- o WAP: WAP Platform was chosen to be used for the first time in any of Microsoft Campaigns for X BOX since the audience browsing WAP sites fitted in perfectly with XBOX’s target audience.

X BOX WAP Landing Page Flow



The WAP Site powered by Yahoo was promoted on Yahoo and Airtel WAP Sites

The WAP page got close to 120 K hits with 20 K Unique Users visiting the page during the two month campaign.

- First Phase Campaign Results

- o Exposures: Around 36 Million Exposures
- o Interactions:
  - 230 K on internet
  - 24 K on Pull SMS
  - 20 K on WAP Site
- o Cost Per Interaction on internet: 0.33 USD
- o Cost per interaction on Mobile: 0.22 USD
- o Media Used: Rediff.com; MSN.co.in, Yahoo.co.in, Indiatimes.com, Sify.com, Tectree.com, Agebcyfaqs.com, Exchange4media.com, Skoar.com
- o High point : Integration & management of complete data flow from ground events, mobile & online along with implementation of a unique “virtual salesman” referral program to increase reach.

- Second Phase

- o Objective: The second phase clearly chalked out the objective of introducing the product to the audience through brand building media properties and maximizing interactions.
- o Media Highlights: The launch phase saw a multi media campaign across radio, TV, OOH and internet. Since the TVC was really clutter breaking and had a viral appeal it was used as a video banner with astounding results. The same media property which used to give a 0.3 % CTR gave a 3 % CTR for video ads. Targeted Yahoo Messenger banner also gave close to 3 % CTR on a regular 300\*250 banner which other wise gives a 0.6-0.8 % CTR. The high CTR can be attributed to precise targeting. Campaign delivered almost 100 % more than the expectation primarily because of high level of targeting, good creatives & interactive Video Ads.

We plastered the internet with X-BOX (Most Visible & high access properties)



Video Banner



Rediff Home Page



Yahoo Home Page



Yahoo Home Page



MSN Home Page



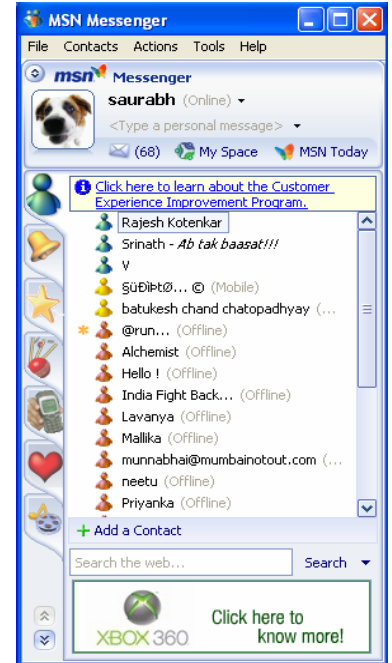
Indiatimes Home Page



Agency Faqs - Mast Head



Hotmail Welcome Page



MSN Messenger



Agency Faqs - Ticker

- Second Phase Campaign Results:

- o Exposures: Around 10 Million Impressions
- o Interactions:
  - 150 K interactions ( Initial Response )
- o Cost per interaction: 0.33 USD ( Maintaining the same cost per initial response for brand building campaign as for lead generation campaign )
- o Media Used: Rediff.com, Yahoo.co.in, MSN.co.in, Indiatimes.com & Agencyfaqs.com ( Instead of going too thin on media the strategy was to concentrate on 4 Mass Portals and reach to maximum users of mail on these portals which covers almost 80 % of mass Indian internet audience ).
- o High Point: Video Banners did exceptionally well for the campaign. Almost every impression resulted in some interaction from the user making the video ad i.e the TVC reach to almost 700 K unique users seeing it twice.

End of Case Study