



Campaign Objectives

Microsoft Windows Mobile wanted to increase awareness of applications such as Office Mobile, GPS, Internet Explorer, Instant Messenger and games in the regional markets of Singapore, Malaysia, Hong Kong and the Philippines. The key objective was to market Windows Mobile as a one-stop solution for business travellers, multi-tasking as a virtual 'pocket' PC at work and at play.

AXN appeals to Windows Mobile's target audience of tech-savvy male users aged 25-45, and upscale, affluent adults. In particular, 'The Duke', a glossy men's magazine talk show, appeals to the modern sensibilities and upscale lifestyles of PMEB males, and was a great fit for a sponsorship in terms of branded content and fully integrated promotion.

The Duke rated well among male PMEBs, drawing 13.4 million viewers across Asia during its season run.

Content Integration

The charismatic hosts of The Duke, Marc and Rovilson, had hands-on moments in the show where Windows Mobile applications were demonstrated for their ease of use, even in remote locations overseas eg using GPS to find their way to Maid Bar in Akihabara, Tokyo and converting currencies, an essential tool for smart travellers.

Activities were also naturally integrated into the show, one example being the OhMyGolf! application. Its geo-localised course-maps function adds value to the golfing experience – allowing golfers to determine the distance to the next hole, as well as any potential hazards along the way, and enabling them to keep track of scores easily. The host demonstrated a stress-free shopping experience in Korea with the Windows Mobile SPB Travel application, tapping on its international clothing size charts and basic phrases in foreign languages.

Branding

With a 13-week programme sponsorship, Microsoft enjoyed extensive branding on-air (opening/ closing billboards and promo trailers with Microsoft tag), on-print (magazines and newspapers), online (microsites, banner insertions and email tags), on outdoor billboards, electronic direct mailers and viewer contests.

