

Campaign for Microsoft Windows 7

Problem to Solve : Over 60% of microsoft users still use Windows XP . Microsoft wants it's users to upgrade from windows xp to windows 7 operating system .

Print ad 1

A majestic photo of Lord Ram , in which he is holding AK-47 instead of a Bow and grenade launchers etc are kept in his quiver instead of arrows .

Caption : Upgrade from XP to 7 , for better protection against viruses and spyware .

Print ad 2

A witch is sitting in an jet airplane reading newspaper , while her broom is neatly kept in overhead luggage compartment .

Caption : Upgrade from XP to 7 , for really fast internet speeds and data transfers .

TVC 1

A middle aged guy is desperately trying to kick start his old motorcycle , amidst a traffic jam and scorching heat . His bike refuses to start . It is really hot and our guy is sweating profusely . Suddenly he sees a young guy with a new motorcycle zoom past him at great speed zipping past all traffic . (Viewers think its an ad for motorcycle) .

Caption : Upgrade from XP to 7 , for a world of comfort and convenience .

TVC 2

A young couple is returning from a night movie show . On sidewalk , they see a family eating panipuri . The family looks happy , mother is helping her children gulp down the big balls of panipuri . Our young couple look at each other and smile . The boy nudges the girl and the girl blushes .

Caption : Upgrade from XP to 7 , to a world of multitasking .

TVC 3

A kid is doing his homework with pencil . His father enters the room , gives him a gift box and says "happy birthday son" . The kid opens the box , inside is a pen . He looks at his father . His father smiles and pats on the kid's head .

Caption : Upgrade from XP to 7 , to a world of open skies .

Guerilla Marketing Strategy 1

In a public place , at bottom of an escalator , windows xp logo is placed . At top of the escalator , logo of windows 7 is placed . When people use the escalator , it seems as if they are going up/upgrading from windows xp to windows 7 and vice versa .

Guerilla Marketing Strategy 2

In a public place , there are two revolving doors . On one revolving door , logo of windows 7 is placed . On other revolving door , logo of windows xp is placed . Revolving door on which windows 7 logo is placed , is really smooth and people can pass through it very easily . But the revolving door on which windows xp logo is placed , is rusty and cranky . People would struggle and sometimes get stuck trying to get pass through it .

Guerilla Marketing Strategy 3

It is common knowledge that to call elevator/lift , you have to press a button with upward sign arrow or a downward sign arrow . So , we put a logo of windows 7 beside upward sign arrow and a logo of windows xp beside downward sign arrow . When people have to call lift , they press button beside windows 7 logo to go up and similarly press button beside windows xp logo to go down .