Microsoft®

Protégé 2010

Microsoft Marketing Protégé 2010 Case Study Brief

microsoft.com.au/protege

In a nutshell

- Your task is to show us, via a written submission (e.g. PowerPoint presentation, Microsoft Word document or similar), how you would market the new Microsoft Office 2010 software to tertiary students. If you feel a written submission isn't enough to contain all of your fantastic ideas, you are free to support your written submission with additional supporting materials (please take note of the final submission file restrictions). We will not accept videos or any other multimedia ***instead*** of a written submission, but these can be included as supporting materials.
- You will lodge your written submission through the competition website (judging criteria can be found towards the end of the brief). Your written submission can be a marketing campaign document, a communications plan, a promotional strategy, or even a social media strategy as long as you address the judging criteria.
- You can enter on your own or in a team (ideally of no more than 3, as the first prize consists of one month's paid work experience for 3 people; see Terms and Conditions for further details).
- Microsoft will judge entries based on the written submission, and choose up to 65 entries from across Australia to present to a Microsoft judging panel. The top 6 entries will be asked to present to senior executives at Microsoft, Wunderman (part of the Young & Rubicam network of advertising, marketing and consulting companies) and other senior marketing executives to compete for the grand prize.
- If your submission is judged the best, you'll become the Microsoft 2010 Marketing Protégé(s), winning one month's paid work experience and mentoring at Microsoft. Now that's some advantage to have on your CV.
- Please read the full terms and conditions before entering. This Case Study Brief forms part of the terms and conditions.

Background

Microsoft® Office was first introduced in 1989. Since then, it has become has become the world's leading suite of 'personal productivity' tools for computer users.

Microsoft Office consists of a 'suite' of applications that help computer users be more productive in all kinds of ways. Some of the best known of these applications include:

- Microsoft Word – for word processing and creating great looking documents
- Microsoft Excel® – for creating spreadsheets and financial documents
- Microsoft PowerPoint® – for creating great-looking presentations

In 2010 Microsoft will launch Microsoft Office 2010, the latest version of the Microsoft Office suite. Office 2010 will be groundbreaking, as it is the first version of Office to make use of the Web. Office Web Apps is the online companion to Microsoft Office, giving the user the freedom to access, edit, and share Microsoft Office documents from virtually anywhere.

Microsoft Office 2010 will enable students to use Office virtually anywhere and get more done. It will integrate the technology of the PC, phone and browser through Office Web Apps and give students the most comprehensive suite of applications to help them make the most of their time and effort.

The Competition

Since Microsoft Office launched in 1989, it has become one of the world's leading personal productivity suites. However, Microsoft has seen some emerging competitive threats which include:

OpenOffice
www.openoffice.org

Google Apps
www.google.com.au/apps

Apple iWork
www.apple.com/iwork

The Target Audience

- The Tertiary education student market in Australia is made of 1,029,846 students of whom 55.2 per cent are female.[2] [3]
- 68 percent own a desktop computer and 64 percent own a laptop.[4]
- 23 percent don't buy a new computer until their old one breaks down, or becomes too old to do the job.[4]
- Not surprisingly, our target audience are pretty price sensitive. When it comes to buying a computer, 98 per cent of students believe that price is important.
- At the same time 47 per cent do not factor software into their budget – probably because they rely on pirate copies from their mates.[4]
- Before buying new software, 77 per cent of students talk to a friend or family member who knows a bit about IT and whose opinion they trust. [4]

How they relate to the category and product

Compared to all other users of personal productivity software, students are the most likely to use and prefer Microsoft Office. In fact 90% of students use Microsoft Office regularly (versus 55% of home users and 70% of small business users) – probably because they need it to tackle essays and assignments.[1]

You could say they can't live without it.

However, the majority of tertiary students use out of date versions. Just 30% use the current latest version: Office 2007. The remainder use earlier versions that lack the latest features.[4]

At the same time, of all students sampled, only 50 percent would consider an upgrade (possibly because they are unaware of the potential benefits – or consider legitimate software to be too expensive).[4]

For an audience who are really into having the latest things – including fashion and music – it's interesting that so many are prepared to use 'out of date' software. 61 percent of students openly admit to piracy as the preferred way of acquiring software.[4]

Marketing Microsoft Office to students

For the last few years Microsoft has marketed academically focussed versions of Microsoft Office software in a student friendly fashion.

In 2007, 2008 and 2009 the full packaged product (FPP) of Microsoft Office Ultimate 2007 was offered to Australian Uni and TAFE students for just $75 (Recommended Retail Price) through the **'it's not cheating'** program.

That recommended retail price is 90% OFF the recommended retail price (RRP).

Purchases were limited to 1 per qualified student.

To date, this approach has been very successful, generating a 20 percent increase in sales year-on-year from 2008 to 2009, and a 43 percent increase from 2009 to 2010.[5]

The 'it's not cheating' program will supply Office 2010 when it is released. Your submission can either choose to build on this program in some way or disregard it entirely.

For more information about the 'it's not cheating' program visit www.itsnotcheating.com.au

The Product

Microsoft has added a whole bunch of new features to Office 2010 that will help students be more productive and efficient in their studies. The following is an overview of key product features and benefits for students.

Office 2010 can be used virtually anywhere. No longer will students ever have to worry about losing their work by misplacing their USB drives, as Office is now on the Web. Office Web Apps are the online companions to Microsoft Word, Excel and PowerPoint that will let students review and make light edits to documents from a supported Web browser.

Office 2010 provides tools that help students ace their subjects. Presentations are a way of life for all students and Office 2010 has made it easy for the student to stand out among their peers. Photo and video editing tools are now present in PowerPoint 2010, which gives the student the ability to trim a video clip, turn a colour film into black and white, add artistic effects to photos and more, without the need for expensive third-party tools.

Office 2010 is a first class collaboration tool. Students are often asked to work on group reports and generally this places an administrative overhead on the group, as they need to ensure the report is coherent and makes sense given the group input. Office 2010 removes this administrative work as students now have the ability to co-author documents at the same time.

Below is a comparison table between Office 2007 and Office 2010.

	Office 2007	Office 2010
View and edit Office documents with a Web browser.	Not possible.	With Office Web Apps 2010 - online companions to Word, Excel, PowerPoint, and OneNote - you can review and make light edits to documents from a supported Web browser.
Work on Office documents simultaneously.	With Microsoft Office OneNote 2007® people who are geographically separated can work together in real time through a Live Sharing Session, or a Shared notebook. Shared notebooks can be stored anywhere that others can access them.	The co-authoring feature in Word, PowerPoint, and OneNote supports simultaneous editing, so that the administrative workload of team collaboration is reduced. In OneNote 2010, new content is automatically highlighted when multiple users work on a shared notebook, so users see the latest changes upon opening.
Edit videos from within PowerPoint.	Not Possible	With the photo- and video-editing tools in PowerPoint 2010, users can trim a video clip, bookmark it, turn a colour film into black and white, add artistic effects to photos, and more. They can also compress media to make file sizes smaller.

The Product

When Office 2010 is released, students will be able to obtain the product by purchasing boxed software (full packaged product or FPP) from a retailer, or purchasing a computer with Office 2010 pre-installed. The latter method is also referred to as an Original Equipment Manufacturer or OEM.

There is lot more to Office than we've been able to include above. Why not give yourself a challenge and use Office 2010 to create the written response and PowerPoint presentation for this competition?

The Challenge

If you had free reign over the Microsoft Office product, brand and everything in between, how would you respond to the following challenge?

Create demand for Microsoft Office 2010 amongst the Australian tertiary student audience (University and TAFE students).

- Encourage the student audience to use the latest Microsoft Office software to grow market share
- Encourage students with existing Microsoft Office products to upgrade
- Encourage students using pirated Microsoft Office software to switch to legitimate versions
- Compete against emerging competitors, including OpenOffice, GoogleApps and iWork

Your response should discuss the following:

- The Target Audience
- The idea and (if applicable) execution strategy to drive student upgrades to Microsoft Office 2010

If you are stuck for ideas on what to present, or how to approach the problem, think about the following:

- The 4 Ps of marketing (Product, Price, Place and Promotion)
- How do the benefits of the product meet the needs of the target audience?
- How do the target audience relate to the category?
- Genuine vs. pirated software
- Social media
- Viral marketing/buzz

Registration

www.microsoft.com.au/protege

We recommend a team of up to 3 members for this challenge. Register your team on our Web site www.microsoft.com.au/protege and follow the instructions. You may form teams where individuals study at different Australian universities if you wish.

Submission

Final submissions are due before 11.59PM on 23 May 2010. Final submissions will only be accepted via the submission tool on the Web site. Your response may consist of multiple files.

Judging

There will be three rounds of judging.

First round

In the first round, all written submissions will be judged. Up to 65 entries will be selected to proceed to the semi-finals presentations (second round).

Second round

Second round judging will require the finalists to present in front of executives of Microsoft and Wunderman for a maximum of ten (10) minutes, followed by up to five (5) minutes of questions from the panel.

Third round

The top 6 entries selected from the semi-final presentations will proceed to the grand final presentations (third and final round). The individuals of the winning team in the grand final will be awarded the title of Microsoft Marketing Protégé(s) 2010. All registered teams who make written submissions will be notified of their success in each round via email to the addresses supplied in the initial registration process.

Scores will be awarded in each round according to the Judging Guidelines set out below. Each round will be judged separately and scores awarded in previous rounds will not be included in that round's scores. Announcement of the final winning team will be made on 15 June 2010 and news of the winning team along with an executive summary of the submission will be posted on the Web site.

For more details please read the terms and conditions on the Web site carefully.

Judging Guidelines

In each round of judging, both the submission(s) accepted on the competition Web site and the presentation will be judged against 5 distinct criteria, which have different weights:

- **Understanding of the Audience (25%)**
  Demonstrate your insights on the Australian university student audience either with primary or secondary research
- **Demonstration of Impact (25%)**
  Think about the short and long term consequences of your idea when it is in market and the opportunity costs if Microsoft does not invest in your recommendation.
- **Innovation (25%)**
  Impress us with your out-of-the-box thinking. Whether it be focused on the fundamental idea behind your response, how it is executed, or simply the message you plan to tell students.
- **Methodology/Analysis (10%)**
- **Presentation (15%)**

Each of the criteria will be given a score between 1 – 10, where 1 is completely unacceptable, 5 is average and 10 is ultimate excellence.

- 1 - 3 = 'Did not address' through to 'Response failed to meet' performance expectations
- 3 - 6 = Average or expected performance
- 7 - 10 = 'begins to exceed' through to 'far exceeds' performance expectations

In each round, the team score is calculated by summing together each of the criteria's score. The maximum possible score any team can achieve in each round is 100.

Judging Guidelines

Understanding of Audience	**25%**
Quality of research - depth & breadth	
Relevance of research to the original brief	
Demonstration of Impact	**25%**
Clarity of Results	
Potential/actual business impact of research	
Innovation	**25%**
Originality	
Innovation and creativity of solution	
Other special 'oomph!'	
Methodology/Analysis	**10%**
Research was appropriately applied to the issue presented	
Depth of design of the solution	
Justification of approach	
Guideline for promoting implementation	
Presentation	**15%**
Organisation of materials	
Completeness of materials	
Clarity of entry	
Score	**Out of 100%**

Best of luck!! For more information please visit the Web site, which will be updated with responses to frequently asked questions from time to time until the final submission date

Appendices

Microsoft Office

Microsoft Office holds the dominant position in personal productivity software, with market share at 96 percent worldwide and 95 percent in Australia.

First introduced in 1989, Microsoft Office has 7 version releases (Office for Windows 3.0, Office 95, Office 97, Office 2000, Office XP, Office 2003 and Office 2007) since then. The latest version in the market currently is Office 2007 with Office 2010 available in BETA version.

Microsoft Corporation

Over 14,000 Australian businesses sell, implement, maintain or develop technology solutions running on Microsoft platforms.

At Microsoft, we're motivated and inspired every day by how our customers use our software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what's most important to them. Thirty years ago, Microsoft began with a dream of a computer on every desk and in every home. Today, for the more than 1 billion people we've reached, life has changed profoundly. Microsoft has helped people and businesses throughout the world realise their full potential by developing, manufacturing, licensing, and supporting a wide range of software products for computing devices. Headquartered in Redmond, Washington, USA, our most familiar products are our Windows operating system and Microsoft Office software, but the Microsoft product range now includes browsers, mobile phone software, and online services just to name a few. As a company, and as individuals, we value integrity, honesty, openness, personal excellence, constructive self-criticism, continual self-improvement, and mutual respect. We are committed to our customers and partners and have a passion for technology. We take on big challenges, and pride ourselves on seeing them through. We hold ourselves accountable to our customers, shareholders, partners, and employees by honouring our commitments, providing results, and striving for the highest quality.

The company was founded in 1975, to develop and sell BASIC interpreters for the Altair 8800. Microsoft rose to become industry leaders in the home computer operating system market with MS-DOS in the mid-1980s, followed by the Windows line of operating systems. Many of its products have achieved near-ubiquity in the desktop computer market. Microsoft is present in other markets; with assets such as the MSNBC cable television network, and the MSN Internet portal. Microsoft also markets both computer hardware products such as the Microsoft mouse and the Microsoft Natural keyboard, as well as home entertainment products such as the Xbox, Xbox 360 and Zune Video Marketplace. The company's initial public stock offering (IPO) was in 1986; the ensuing rise of the company's stock price has made four billionaires and an estimated 12,000 millionaires from Microsoft employees.

The Australian subsidiary was founded in 1983 employing only 20 people. Today, Microsoft Australia employs over 800 people working in capital cities across Australia, as well as ninemsn (a PBL and Microsoft joint venture).

REFERENCES:

1. Source: Alex Chen, Andrea Harrison, Michael Adams (2009) 'Edu Tracker' November. Research commissioned by Microsoft.
2. Source: Department of Education, Employment and Workplace Relations. Numbers for Full Year 2007.
3. Source: AC Nielson Panorama Survey, via www.studentmarketing.com.au
4. Source: PC Purchase Process, 5th Dimension Research and Consulting. Research commissioned by Microsoft.
5. Source: Student Hero (Total Sales) 2009