

## MSN case study:

# Fujitsu's online weather widget pumps customer enquiries

## Temperature drop initiates heat pump promotion.

<b>BRIEF:</b>	<b>Go beyond banners and create a more engaging format to promote Fujitsu's heat pumps</b>
<b>CLIENT:</b>	<b>Fujitsu</b>
<b>TARGET AUDIENCE:</b>	<b>Homeowners aged 25-44 years</b>
<b>PLATFORMS:</b>	<b>MSN.co.nz and Windows Live Messenger</b>
<b>AGENCY:</b>	<b>Total Media, Auckland</b>

### Campaign overview

In the race for attention, brand owners require smarter ways to spread ideas. And while banner advertising still has its place, online communications platforms offer much more scope for doing things differently. Most ideas are possible and not, as they were just a few years ago, beyond the capability of publishers' once rigid promotional formats. Exploring possibilities beyond banner advertising, Total Media and client Fujitsu figured its heat pumps were more likely to be noticed when the temperature dropped. The idea was to synchronise online promotion with colder temperatures. No problem. Working with MSN, a tailor made pop-up device embedded in the MSN Homepage four-day weather forecast window put Fujitsu's message in front of customers whenever the weather got a bit nippy. How sensible.

Combined with MSDR performance buys, and a Windows Live Messenger Text Link, Fujitsu covered all the bases, reaching a mass audience and satisfying click targets.

### MSN solution

A four-day weather forecast window pop-up embedded in MSN's Homepage, designed by the MSN technical team; Windows Live Messenger Text Link; standard banner MSDR performance buy.

### Execution

Online advertising isn't just about clicks. Measuring them indicates one type of response, but doesn't say much about changes to state of heart and mind. Wanting feet in both camps, premium buys – most notably the weather widget – were designed to grab attention, with the weather hook providing a catchy juxtaposition of external event and online promotion. The pop-up was triggered when temperatures dropped below 15 degrees. Text Links within Windows Live Messenger covered off social networking, and MSDR performance buys presented Fujitsu banners in the most sensible places to satisfy click objectives.

### Results

MSN's Homepage – one of New Zealand's busiest – guarantees advertisers bounteous impressions. Over the six-week campaign, Fujitsu's weather widget made 21 million impressions with MSN's 174,000 daily homepage unique browsers. The Text Link in Windows Live Messenger made an additional 480,000 impressions, generating a CTR rate of 0.15 percent. MSDR click goals were reached in four weeks.

### Lessons

Using an associated external event rather than customer segments to spearhead promotion is quite refreshing. It makes reasonable demands of an audience, who might be just that little bit more inclined to remember you when the penny drops and the connection between external event and advertising comes clear.

A national campaign with click and impression targets requires an online partner offering true national reach. MSN New Zealand, with three million-plus unique browsers using its network each month, offers audience critical mass required by big campaigns.

Unique advertising formats provide advertisers with additional firepower to generate cut-through and make meaningful connections.

