

Microsoft – Concept presentation

A narrative for a new product and service that presents why and how it impact peoples lifestyle



Background

Microsoft was founded in 1975. Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more. Microsoft develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services. Our products include operating systems for PCs, servers, phones, and other intelligent devices; business solution applications; desktop and server management tools; software development tools; video games; and online advertising. We also design and sell hardware including the Xbox 360 gaming and entertainment console, Kinect for Xbox 360, Xbox 360 accessories, and Microsoft PC hardware products.

Services completed

- 1 Mission & Vision
- 2 ✓ Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 ✓ Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 ✓ Retail Store & Fixture Design

Challenge

The entertainment division of Microsoft in Seattle was seeking a pitch tool to present a new product and service concept in an effort to secure a \$400mill development budget from the executive board members.

"Thanks for all the great work your team did in such short order. All the work created certainly helped us deliver an effective message about our project [and secure support for further development]."

-Marketing Director, Microsoft

Solution

A benchmark presentation for a big-idea project was divided in two phases; the immediate pitch presentation needs and the follow-up with specific solutions.

The fast paced presentation solution was designed as a bound document with design features and material choices to reflect the product featured inside, shown together with a inspirational video. The follow-up project was the design for a complete launch concept with a logo, branding, tagline and a messaging platform, campaign execution, tactical ideas and a full in-store retail fixture and POP for a test market.

