



OUTLOOK POV

RESETTING PERCEPTIONS

What you asked us

“How would you market Outlook.com in order to drive usage of the integrated features?”

We did some investigation

- Conducted in-person interviews
- Reviewed industry research
- Audited the Outlook.com & competing experiences
- Conducted social conversation audit

People have Outlook.com, but accounts are under utilized

Email Client Market Share



Source: 997M opens tracked by Litmus Email Analytics (Oct 2014)

“Apple’s default Mail client remains firmly in the middle of the road...and it’s still my default email client—though mostly due to my own **inertia**.”

- Macworld

Consumers have busy digital lifestyles



We need to disrupt them in order to rekindle their relationship with Outlook.com.

We need to reengage existing account holders and give them a reason to spend more time in Outlook.com.

Google has captured many users' hearts and time

"Gmail is my identity"

"Google has created a world where I can host weekly wine hangouts with my friends"

"I love Gmail's integration with Google Chat. They have created an world that maps to my life"

"I use the email my friends use, and for most of my friends, that's Gmail"



They have turned peoples' love of their products into **Google customers**, and made Gmail the gateway to the Google world.

And over time...

people have established an emotional connection to



Many people see Gmail as the “key” to their digital life.

Meanwhile...

“Microsoft doesn’t have
Microsoft customers”

People see Microsoft as individual islands (e.g. Office, Skype, etc.) versus an interconnected world.

People see Outlook.com as an island

“When I think outlook I think business and work. I don’t think personal”

“I like some of the new [Outlook] features, but I really don’t remember them”

“I hate to say it, but Outlook is where my spam goes to die”

“I don’t know what I’m using? It used to be Hotmail, but now it’s Outlook?”



People don't associate with Outlook.com

They see it as a dated and corporate platform to which they have no emotional connection.

They don't see it as a key to a broader Microsoft world.

But email is still an important hub to life

- Updates on our favorite band tour
- Fantasy football roster reminders
- New Pinterest board for home remodeling
- A love letter from our sweetheart
- Our favorite chili recipe
- Family event reminders



Outlook.com is a better enabler of coordinating life through integration with:

- Office Online
- Skype
- OneDrive
- Social connectors
- Contacts/People

But people don't know
Outlook.com is the gateway
to these **life tools**.

It is the inbox of the future, but
people simply don't know it.



We must show account holders that...



= A way to enhance your life through your inbox.

WUNDERMAN

So, how do we do it?

Let's start by addressing the real question

“How do we get people to re-activate their Outlook.com accounts and make it a central fixture in their digital lives.”

Find the low hanging fruit

Identify and activate existing account holders, and empower them as influencers.



“If there was genuinely something new about the Microsoft inbox, I’d at least consider it”

Become a part of peoples' digital life

We know on average that people have 3.1 emails, and we know that we're not going to get them to completely switch their digital identity.

But we can convince them to consider adding Outlook.com to their digital life.



"I have many different emails that serve various purposes in my life."

Play on existing emotional connections



“Even as an Apple consumer, I could not live without Office.”

Lose the buzzwords; Talk to people like people



“The brands I listen to are those who talk to me like a human.”

Tell human stories that are relatable



“OneDrive makes it so easy to store and share my recipes with my friends and family”

Be a part of peoples' lives



"I get ideas from everywhere. Most of the time through Facebook, but even standing in line at Starbucks"

Own the simplified inbox narrative

The screenshot displays the Outlook.com interface. The top navigation bar includes 'Outlook.com', a '+ New' button, and action links for 'Reply', 'Delete', 'Archive', 'Junk', 'Sweep', 'Move to', 'Categories', and a menu icon. On the left, a 'Folders' pane lists 'Inbox 668', 'Junk 166', 'Drafts 81', 'Sent', 'Deleted', 'Apple 3', 'Childcare', 'Curb Appeal 1', 'Engenderd Telecenter...', 'FFL', and 'GJG04'. The main inbox area shows a list of emails with checkboxes, sender names, subject lines, and dates. The selected email is from 'Brit + Co' with the subject 'Not to Brag, But These String Lights are AWESOME'. The email content features the Brit + Co logo and a promotional banner for 'ONE DOLLAR BILL Y'ALL. ENDS TODAY. SHOP NOW.' with navigation links for 'NEW!', 'HOLIDAY GIFTS', 'ENTERTAIN', 'DECORATE', 'STYLE', and 'DIY'.

Outlook.com (+) New Reply | Delete Archive Junk | Sweep Move to Categories ...

Search email

View: All Arrange by

Deborah LeCuyer 6/05/13
RE: Inquiry from kelby johnson - Jul 12 to 14 - Listing #341491 →

Kirsten Flack 6/01/13
[MadronaMoms] Kid Birthday Party compile
Flagged 2 | Hide

Scott Jordan, CEO of SCOTTeVEST 2:28 PM
My New Book Pocket Man is Now Available!

Deidre Silva dandm11@msn.com [MadronaMoms] 2:22 PM
[MadronaMoms] 3 Free Tix to Town Hall Tonight

jlvierling@comcast.net [MadronaMoms] 2:15 PM
[MadronaMoms] ISO: 2 story cat perch/scratching post.

jennifer.m.loomis@gmail.com [MadronaMoms] 2:13 PM
[MadronaMoms] ISO: Portable clothes rack

Brit + Co 2:10 PM

Not to Brag, But These String Lights are AWESOME

Brit + Co (whatsup@brit.co) 2:10 PM | Groups, Newsletters
To: kelbysjohnson@hotmail.com

Make Holiday Yours
BRIT+CO

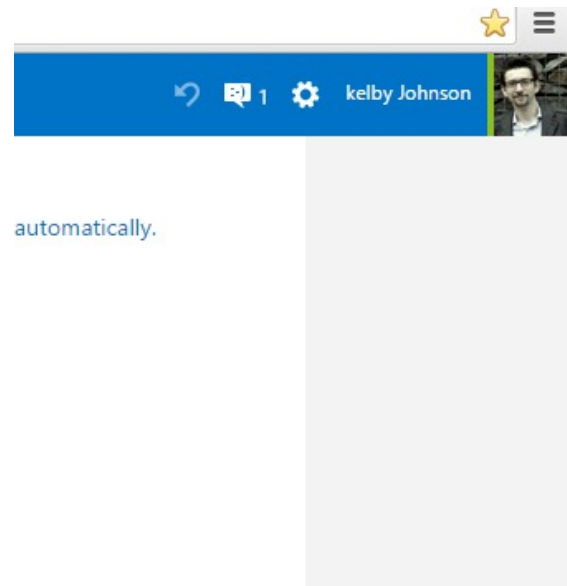
NEW! HOLIDAY GIFTS ENTERTAIN DECORATE STYLE DIY

ONE DOLLAR BILL Y'ALL.
ENDS TODAY. SHOP NOW.

Tactical Ideas

Owned Channels

In-product



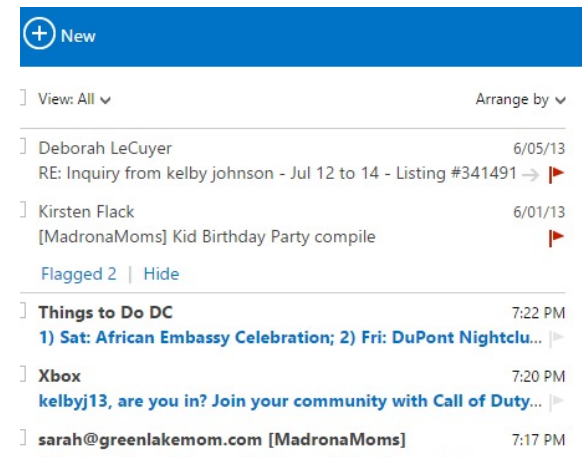
1. Run ads in right rail
2. Use interstitials to raise awareness of new features
3. Improve discoverability by making the app drop down auto expand upon login

Blog



Infuse humor and wit into the Outlook.com narrative in order to make them ore relatable and shareable.

Email



Send users messages from the apps (e.g. give them a persona) teaching account holders how best to use them to improve their digital life.

.com



Enhance the storytelling on .com to showcase more experiences and less product features. Showcase the people of Outlook.com.

Other Channels



Use the rich targeting features of social platforms to engage people who used Outlook.com to sign up.



Create 6-15 second videos to demonstrate easy ways to use the integrated features of Outlook.com.



Use subtle sidewalk graffiti and “concert” posters to prompt curiosity in high-trafficked public places.



Invest paid media \$\$ behind existing (and new) videos to showcase the enhancements to Outlook.com



Thank you