

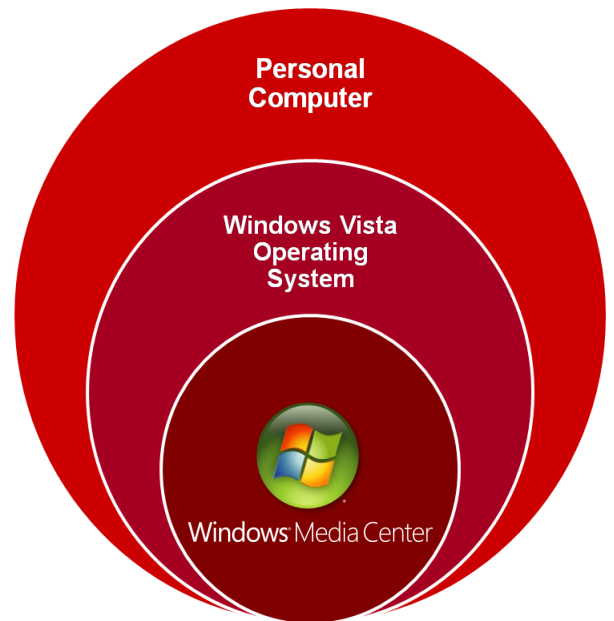


## Microsoft's Windows Media Center: Driving Usage of an Ingredient Brand

Windows Media Center—a software program that can help turn your PC into a TV and DVR—was first introduced with Windows XP in 2005. At that time, it was sold as a stand-alone product. With the introduction of Windows Vista in 2007, however, Windows Media Center's distribution method changed dramatically. The program was incorporated into the most prevalent Windows Vista skus: Home Premium and Ultimate.

With this new distribution method, Windows Media Center was now on millions of PCs, dramatically increasing its installed base. This shift made it necessary to re-think the marketing strategy to most effectively drive usage with new audiences.

**Lenati stepped in to develop and execute a new product marketing strategy for Windows Media Center to align with Windows Vista.**



### About Lenati

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and experiences that are valuable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients' needs.



## Business Challenge

Since Windows Media Center was a stand-alone product in Windows XP, the product, marketing and messaging strategy was solely targeted toward a very niche customer who was both technology and home theater enthused. Many of these customers used their Media Center PCs for their living room entertainment.

With the release of Windows Vista, Windows Media Center was included within the Windows Vista product. This brought large-scale distribution potential for Windows Media Center, however, customer purchase intent for Windows was primarily for productivity. These differences brought about some unique challenges:

- Rebuild its marketing strategy to account for the millions of new customers that could be potential users of Windows Media Center.
- Align itself better with Windows Vista from the ground up.
- Understand how to drive usage of a feature within an ingredient brand.

## The Solution

Lenati prioritized its solutions to most efficiently and effectively align with Windows Vista.

- Develop **one** simple message that resonated strongly with target audiences, while also communicating the differentiated value of the product.
- Conduct research to understand if Windows Media Center truly drives loyalty to Windows Vista, as well as fuels PC sales.
- Create and implement a new Windows Media Center brand, including a full bill of materials (e.g. brochures, posters, image bank, promo videos, brand guidelines, etc.).
- Research and develop new audience segments to bring together the techier Windows Media Center feature with the breadth Windows Vista product.
- Understand the barriers to adoption in the customer journey and work to minimize.
- Identify levers that drive usage—mainly in the TV content area.

## The Results

While Lenati's work with Windows Media Center continues into 2009, some highlights to date include:

- New brand identity, target audiences, and messaging adopted throughout the Windows and Windows Media Center organizations at Microsoft:
  - Through this work, Windows Media Center has received significantly higher prioritization within the Windows marketing organization—even resulting in a national 30-second television spot specific to Windows Media Center.
- Simplified and improved the user experience:
  - Worked with partners to reduce hardware set-up issues and simplify configuration.
  - Rolled out a more streamlined pre- and post-sales web experience to drive product purchase and support usage.