

# M365 improve brand perception with a digital campaign after rebranding

## CHALLENGE

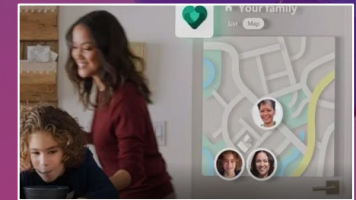
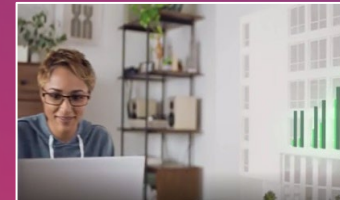
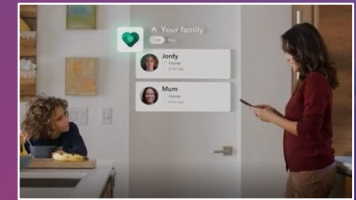
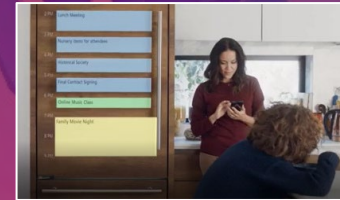
Office 365 has strong awareness, but after rebranding to Microsoft 365, Microsoft needed to shift key brand perceptions by showcasing its abilities to its target audience.

## SOLUTION



The campaign ran across Foxtel Media digital platforms Foxtel Now, Kayo and Tubi and specifically set out to showcase M365's productivity apps that keep users connected and versatile throughout their day.

## EXECUTION



## RESULTS

Foxtel's digital platforms **lift brand metrics** & have the ability to **convey complex messaging** up to **+11pp** increase in understanding key messaging

**+7% pts**

Increase in intent to subscribe vs. control

**+7% pts**

Increase in brand perception vs. control

**3 in 5**

more likely to consider M365

**65%**

felt more positive about M365



Microsoft 365

FOXTEL media