



Microsoft and Handango Mobile2Market Promotion



Goal: Drive additional awareness of software store

Offer: Free SplashPhoto software for your Windows Mobile device

Program Overview

After launching Mobile2Market, a new logo certification and market delivery program for Windows Mobile-based Pocket PC and Smartphone applications, Microsoft needed a way to showcase the benefits for software developers, mobile operators and end users. Microsoft wanted a promotion that created buzz around the availability of high-quality software for Windows Mobile-based devices; appealed to a wide audience, yet could be personalized; and could be delivered through both connected and wireless mediums.

Scratchcards distributed at major tradeshows, such as 3GSM, CTIA and MDC Europe, and at Microsoft's Demo Days directed attendees to visit a special landing page using either their desktop computers, Pocket PCs or Smartphones to download a free copy of SplashPhoto. The customized redemption site featured SplashPhoto, along with 30 other certified titles for Windows Mobile devices.

The landing page and co-branded microsite behind it were designed for desktop or wireless access. In addition, the site could be customized with a changeable banner and logo for specific events where Microsoft Mobile2Market was featured.



<http://www.handango.com/mobile2market>

Handango Responsibilities

- 1 Coordinate the scratchcard design and creation
- 1 Build and host the redemption Web site based on Microsoft's specifications
- 1 Negotiate with top ISVs to create a compelling offering of varied and robust software applications
- 1 Produce unique, trackable promotion codes
- 1 Manage software delivery
- 1 Handle first line customer support for software products
- 1 Coordinate payments and reporting

Microsoft Responsibilities

- 1 Cover the costs of splash page creation and scratchcard production
- 1 Coordinate distribution of scratchcards at tradeshows and Demo Days
- 1 Provide design specifications and timely approval of all promotional materials created by Handango

Results

This unique promotion was managed and produced entirely by Handango. For Microsoft, it was extremely cost effective and fast to implement, and it was successful in generating contagious excitement and increasing over-the-air software sales.

- 1 The scratchcards were in great demand when distributed at major tradeshows and other events
- 1 Members of the press received scratchcards with loaner devices
- 1 Consumers reacted enthusiastically to the special offer, sharing the cards with friends and family
- 1 26.8% of redeemed codes were used for wireless, over-the-air (OTA) transactions
- 1 Handango acquired the software at a fraction of the normal cost for Microsoft by securing special agreements with ISVs
- 1 Within weeks of receiving Microsoft's specifications, Handango was able to have the entire promotion up and running