

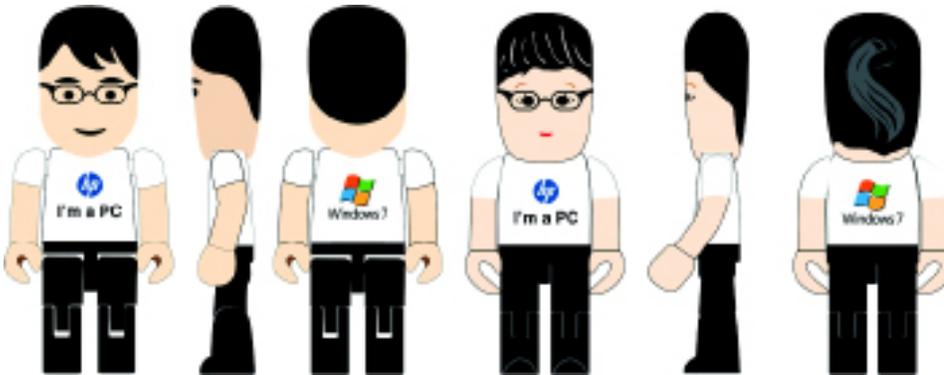
Boundless Network helped Microsoft raise awareness about its latest product with a comprehensive online/offline solution.

OBJECTIVE

Microsoft turned to Boundless Network for help developing a memorable event giveaway that would be used to distribute resource materials to an audience of engineering and technical professionals. They also needed a product that would be able to incorporate three logos and be useful and relevant for their recipients.

SOLUTION

Microsoft's Boundless Network sales professional came up with a product that would meet all of these goals: a 2GB USB flash drive in the shape of a technical, "geeky" person.



Microsoft's custom "I'm a PC" USB flash drives

The product was customized to Microsoft's exact specifications and was produced overseas to maximize the company's budget dollars.

The "I'm a PC" people were loaded with resource information about Windows 7 and will be distributed at technology events throughout the course of the year.

Microsoft®

Fortune 500 company
Software industry
\$61B revenue
91,000 employees

ABOUT US

Boundless Network is professionalizing the promotional products industry by offering innovative products and services. Find out more at: boundlessnetwork.com

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OBJECTIVE

Microsoft was looking for a way to encourage an audience of engineering and technical professionals to learn more about Windows 7, the company's newest product offering

SOLUTION

Boundless Network helped Microsoft develop a comprehensive solution that included both online and offline components. The campaign included a branded digital media download card pre-loaded with \$10 worth of downloads. The cards were distributed at several demo events.



Microsoft's customized media download card and landing page

To redeem the cards, recipients had to visit a web page and enter their personal information, as well as answer six questions about Windows 7 (correct answers were provided if they answered incorrectly). Recipients could also opt in to receive additional information.

RESULTS

Boundless provided Microsoft with a 24/7 online portal to access results in real-time. Of the 1100 cards that were distributed, 46% of recipients logged on and redeemed their points, and 21% of those who logged on opted in to receive more information.

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Visit www.boundlessnetwork.com or contact your sales representative for more information.

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