



campaign summary: microsoft (ireland)

Client Name: Microsoft Ireland
Campaign Name: Irish launch of Microsoft Vista,
Microsoft Office 2007 & Microsoft
Exchange 2007



Campaign Objective:
Demonstrate capabilities of new Vista platform. The Adwalkers invited delegates at the launch event to enter a quiz (vista, office and exchange based questions) and results were displayed on a leader board in each demonstration room.

Campaign Location:
Croke Park Conference Centre

Measurement:
1 engagement every 4.8 minutes

Client Comments:
First of all, on my behalf, I thought the day was a tremendous success! There was engagement between the attendees and the Adwalkers® all day (sometimes including multiple queues of people waiting to play!), and there was also interest in Adwalker's® technical solution, which integrated Vista-era technologies. In my work with the Adwalker® team prior to the launch, I was impressed by how rapidly they were able to integrate a number of Vista-era technologies, particularly the Windows Presentation Foundation, into their application. They quickly adapted the developer/designer workflow of Expression Interactive Designer and the new .NET 3.0 extensions to Visual Studio.

- Robert Burke, Microsoft Ireland Development Platform Evangelist
Thanks so much for all your help at launch the Adwalkers were a great success.
Louise Barr, Business & Marketing Organization, Microsoft Ireland

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