



Multi-screen campaign is perfect fit for TOMS Shoes



Imagine living a life without shoes, one in which you have to watch every step you take to minimize cuts, scrapes, and infection. In many developing countries, children grow up barefoot, a situation that exposes them to constant physical hardships and dangerous, soil-transmitted diseases.

TOMS, a company that gives a new pair of shoes to a child in need for every pair of TOMS Shoes a customer purchases, uses its full-day event, One Day Without Shoes (ODWS), to spread awareness of the impact that a single pair of shoes can have on a child's life.



Challenge

To raise awareness of One Day Without Shoes and drive registrations, TOMS Shoes partnered with Microsoft® Advertising. TOMS knew that reaching its target audience, young adults, 18-34, was no easy task, especially when those consumers are splitting their time across numerous websites, as well as electronic devices, such as their PCs, TVs, and mobile phones.



Solution

To achieve the ODWS objectives, Microsoft Advertising developed a multi-screen campaign that would allow TOMS to connect with its target consumers wherever they were living their digital lives and through the screens that those consumers preferred. On the PC screen, that included portal properties such as MSN® Lifestyle, MSNBC Entertainment, and Fox Sports, and robust communication and social tools such as Windows Live™ Hotmail® and Messenger. On the mobile screen, the campaign ran on MSN Mobile. And on the TV screen, Microsoft Advertising gave TOMS access to two channels: Xbox LIVE® and Massive in-game advertising. The campaign ads were developed by JWT New York and based on the premise that “It’s Hard Without Shoes.” Humorous, yet poignant creative urged people to imagine how different their lives would be without shoes and to pledge to “Go Barefoot” for the ODWS event.

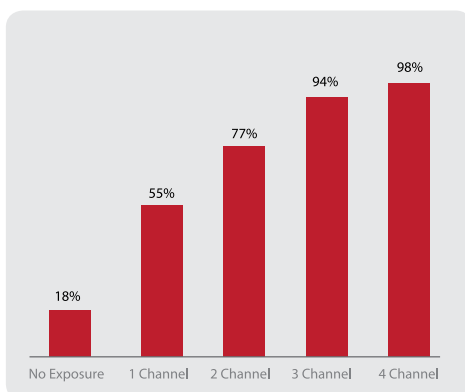
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Results

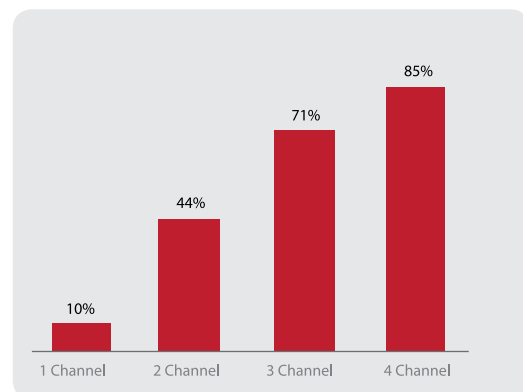
The ODWS multi-screen campaign was a success, connecting with the target audience and driving awareness and registrations for the TOMS event. The campaign benefited from Microsoft Advertising’s vast audiences, allowing TOMS to reach more than half (55%) of all US residents 18-34 online. While each component of the campaign added unique value, the most striking results are revealed when looking at all four channels of the campaign—online, mobile, Xbox LIVE gaming, and Massive in-game— together. From high-level awareness metrics through event registration results, and even purchase of TOMS shoes, a common trend emerges from the data: advertiser value increases incrementally with the addition of digital media channels.

Event awareness and ad recall increased with each additional channel

The more advertising channels to which consumers were exposed, the more likely they were to be aware of the event. Those who saw all four channels were 444% more likely to be familiar with the One Day Without Shoes event than those who were not exposed to the campaign at all, and 78% more likely than those exposed to the campaign on only one channel. The same was true of ad recall. Consumers exposed to the campaign on four channels were 750% more likely to be able to recall the campaign ads than those viewing them on only one channel.



Aided awareness: “One Day Without Shoes” by number of channels viewed.



Ad recall: “One Day Without Shoes” by number of channels viewed.

More channels resulted in greater ad likeability and message impact

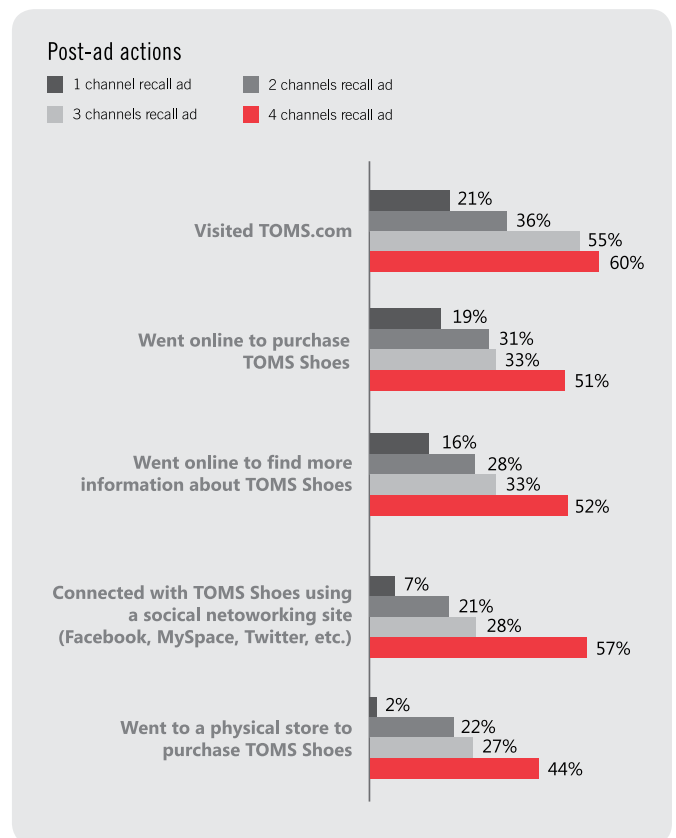
Viewing the campaign across multiple channels increased consumers' understanding of the event, as well as positive feelings towards the ads and TOMS company. Whereas one out of four people recalling the campaign on one channel indicated that they "like the ads a lot," that figure rose to three out of four for those recalling the campaign across four channels. Ninety-six percent of those recalling the ads on four channels indicated that they understood the event from the campaign, a sizeable jump from 58% who recalled the ads on only one channel.

Adding channels increased post-ad actions and event registration

Finally, viewing the campaign across more channels increased the likelihood that a consumer would register for the ODWS event or take other action after seeing an ODWS ad. Ninety-seven percent of those who recalled all four channels performed a post-ad action compared with only 58% who saw the campaign on one channel. Nearly two out of every three consumers recalling the campaign across four channels registered for the event—a 1500% increase over those viewing the campaign on only one channel. Consumers were more likely to perform a range of specific post-ad actions if they were exposed to more channels. More than one out of every two people who recalled the campaign across four channels went online to find out more about TOMS. The same was true for those who connected with TOMS via a social networking site and those who purchased TOMS shoes online.

Conclusion

The success of the TOMS One Day Without Shoes campaign demonstrates the power of multi-screen advertising. Advertisers interested in driving greater metrics across the funnel, from top-line awareness through purchase, should consider adding channels to their campaigns, and if possible, take advantage of all four. Multi-screen campaigns are the next evolution of digital advertising, enabling advertisers to connect with their audiences across a breadth of channels, on the screens that those consumers prefer, and increase ROI.



"I am very happy with the results that Microsoft generated for our ODWS campaign and the long-term partnership that resulted for us as an organization."

— Blake Mycoskie, Founder & Chief Shoe Giver, TOMS Shoes

"We were impressed by Microsoft Advertising's customized approach across diversified media properties, which not only met the needs of the TOMS brand, but also delivered for our annual One Day Without Shoes campaign."

— Candice Wolfswinkel, Chief of Staff, TOMS Shoes

All data in this case study was taken from the TOMS Shoes One Day Without Shoes Multi-screen Advertising Effectiveness Study, Interpret LLC, May 19, 2010.

About Microsoft Advertising

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