

Solutions – Custom challenge campaign – Microsoft Band “Marathon”

OBJECTIVE:

- ✓ Lift awareness, education and consideration in UK and US markets for the Microsoft Band.

RUNKEEPER SOLUTION:

- ✓ Targeted Challenge promotion inviting users to complete 26.2 miles during April 2015 for a chance to be entered to win free Microsoft Band giveaways.

RESULTS:

- ✓ Proven lift in brand awareness & consideration
- ✓ Nearly 298,000 hours logged - that's 34 years worth of brand time spent!
- ✓ Over 1.6 million Challenge miles logged
- ✓ Earned social buzz / media impressions

