



## WINDOWS PHONE BRIEF

We all want to live every moment to the fullest. Now Windows Phone is making it easier to do so. With **Windows Phone** you can keep in contact with loved ones, build new relationships *and* have access to a universe of information, all in the palm of your hand.

**Microsoft** has developed a phone that answers all these needs and now it's asking you to take on a challenge just as important. Come up with the most creative ideas to promote this product, **a real innovation in communications, made by one of the best-known brands in the world.**

Windows Phone offers all the features available on your PC. You can keep in touch friends with **Windows Live Messenger**, **read emails**, **surf** the Web and send **messages** no matter where you are. You can also work with **Office Mobile**, easily **synchronize** and **save** data at any moment, and **discover** and **download applications** from **MarketPlace**.

With the launch of the new version, Microsoft is redefining some key elements of its branding and they want YOU to create the first campaign of the new era. Highlight the way Windows Phone's simple, intuitive technical features make way for a **satisfying user experience**. It brings the people you love and the information you need closer to you.

Your ads should show how Windows Phone helps you interact with the colors, images and emotions of real life. Windows Phone is **new, different, innovative** and **easy**. It's up to you to show this in your ads.





We're sure you already have some great ideas. Now all you've got to do is make your ideas real in your choice of medium. Whether **videos, print ads, banners, radio spots** or **concepts**, Microsoft wants you to let your imagination run wild!

There's **\$14,000** at stake in this competition, to be awarded by community vote, by Zooppa and by Microsoft itself. You have **until October 5th, 2009** to join the competition. We can't wait to see your ads!

**TOTAL AMOUNT 14.000 \$**

**VIDEOS**

1° community prize 800\$

2° community prize 500\$

3° community prize 300\$

1° Windows Mobile prize 1,800\$

2° Windows Mobile prize 1,000\$

3° Windows Mobile prize 600\$

1° Zooppa Jury Award 1.000\$

2° Zooppa Jury Award 800\$

**PRINT ADS**

1° community prize 600\$

2° community prize 400\$

3° community prize 200\$

1° Windows Mobile prize 1,000\$

2° Windows Mobile prize 800\$

3° Windows Mobile prize 400\$





Zooppa Jury Award 800\$

**BANNERS**

1° community prize 300\$

2° community prize 200\$

3° community prize 100\$

1° Windows Mobile prize 500\$

Zooppa Jury Award 400\$

**RADIO ADS**

1° community prize 300\$

2 community prize 200\$

3° community prize 100\$

1° Windows Mobile prize 400\$

Zooppa Jury Award 300\$

**CONCEPTS**

Zooppa Jury Award 200\$

