Xbox One "4 Reasons" Platform Campaign

FY16 H1

Mini Execution Guide

4 Reasons Platform Campaign | Priorities for LOVED

Channel

Tell the Xbox Story: Refresh in-store and online merchandising with updated "4 Reasons" retail campaign. The creative also serves as an evergreen "Best Games" execution.

Labor

Drive sell-through by engaging Retail Pros and customers to share the excitement, benefits, value, and exclusivity of the Xbox One 4 Reasons Platform Campaign.

Online

Optimize the customer journey to maximize the share of voice online for the 4 Reasons Platform Campaign in terms of finding, driving demand, evaluation and attach.

Visual Merch

Find prominent locations to land the campaign that supports all Reasons as well as elements of the campaign that land smaller more relevant reasons to tell the complete story.

Evangelism

Drive knowledge of the Four Reasons to Recommend Xbox One that translate to increased recommendation rate in store.

Demo

Drive awareness in-store to both customers and retail pros the Reasons to Choose Xbox One.

4 Reasons Platform (X1 Copy Library) Messaging Framework

Headline	Jump Ahead with Xbox One

Copy T's & C's	Short	Medium	Long	Bullets
Use on materials in market on or after June 16, 2015 **Usage:** This copy is meant to be pulled and used directly in any number of marketing communications for the Xbox One platform, or specifically Xbox One with Kinect or Xbox One. Copy points reflect current features of the product. We will update the copy on as new features come available. If you need something different, use this copy as a guide to inform top messaging points and the voice and personality that should be used by the writer. This copy can be altered to meet your needs. New copy must be reviewed and approved by LCA. New copy and any imagery related to first-party and third-party games and experiences, must be reviewed by the relevant stakeholders prior to use. **The Best Exclusive Games:** Make sure that each game messaged or shown in connection with the claim, "the best exclusive games" is actually exclusive to Xbox One – and will not be available on any other platforms, including Xbox 360. For any use of any 3PP Titles shown visually in connection with this text, confirm that 3PP messaging is appropriate directly with the 3PP Marketing Team. **Communication Relevance:** for materials that are specifically for Xbox One (without Kinect) • Remove blue references of Skype. • If the copy is marked by magenta, it may either need removed due to features available in your region, or may need copy supplied relevant to your region. **App relevance:** Take care when discussing apps to ensure it is relevant for your region. Some apps do not support Snap. **3P Games:** Any use of 3P game IP/visuals/boxshots/screenshots must be approved by the 3rd party game publisher through the Microsoft/Xbox 3P marketing team. The text below is pre-approved for use. Please ensure your Microsoft partners or retailers are aware of this requirement. Note that this applies specifically to **Rise of the Tomb Raider.** **GLOBAL/MULTI-MARKET ASSETS:** For global assets, or multi-market assets, where Kinect voice is available in some, but not all markets, the following portion of the disclaimer must be used: Kinect voice functionality only available in supported locales and languages and varies by feature. See xbox.com/xboxone/kinect-speech-recognition. **Translation:** The below copy was written in US English. Use caution when translating to be sure the text is still meaningful in your language. Some copy points may not work as a direct translation. **LCA approval:** The below copy has been LCA-approved. You are still required to have LCA approval on all external marketing communications. Sections contain footnotes required by LCA to make the statement above it.	There's only one place to play the best exclusives like Halo 5: Guardians this year. Experience the most advanced multiplayer on Xbox Live, quickly switch between games and live TV, and instantly resume your game where you left off. *Compared to other current generation video game consoles. Advanced TV hardware required. Initial set-up, updates, and some games and features require broadband internet; ISP fees apply. Xbox Live available on Xbox One and Xbox 360. Online multiplayer requires Xbox Live Gold (sold separately). Games and media content sold separately. Halo 5: Guardians coming fall 2015. See xbox.com/xboxone.	There's only one place to play the best exclusives and biggest blockbusters this year, like Halo 5: Guardians, Rise of the Tomb Raider, and Forza Motorsport 6. Experience the most advanced multiplayer on Xbox Live, powered by hundreds of thousands of servers that maximize performance. Quickly switch between games, live TV, and apps. And instantly resume your game where you left off. *Compared to other current generation video game consoles. Advanced TV hardware required. Initial set-up, updates, and some games and features require broadband internet; ISP fees apply. Xbox Live available on Xbox One and Xbox 360. Online multiplayer requires Xbox Live Gold (sold separately). Games and media content sold separately. Halo 5: Guardians coming fall 2015, Rise of the Tomb Raider and Forza Motorsport coming late 2015. See xbox.com/xboxone.	There's only one place to play the best exclusives and biggest blockbusters this year, like Halo 5: Guardians, Rise of the Tomb Raider, and Forza Motorsport 6. Experience the most advanced multiplayer on Xbox Live, powered by hundreds of thousands of servers that maximize performance while reducing lag and cheating. Quickly switch back-and-forth between games, live TV, and apps. Instantly resume your game where you left off. And stream your Xbox One games to a Windows 10 PC or tablet anywhere in your home. With new features and enhancements added all the time, and over one hundred since launch, jump ahead with Xbox One. * Compared to other current generation video game consoles. Advanced TV hardware required. Initial set-up, updates, and some games and features require broadband internet; ISP fees apply. Xbox Live available on Xbox One and Xbox 360. Online multiplayer requires Xbox Live Gold (sold separately). Games and media content sold separately. In-home streaming to Windows 10 PCs coming soon. Halo 5: Guardians coming fall 2015, Rise of the Tomb Raider and Forza Motorsport 6 coming late 2015. See xbox.com/xboxone.	• The only one where you can play Halo 5: Guardians, Rise of the Tomb Raider, and Forza Motorsport 6 this year • The one with the most advanced multiplayer on Xbox Live • The one where you can pause your game and instantly resume where you left off • The one where you can quickly switch back-and-forth between games, live TV, and apps • The only one where you can stream your Xbox One games to a Windows 10 PC or tablet in your home * Compared to other current generation video game consoles. Advanced TV hardware required. Initial set-up, updates, and some games and features require broadband internet; ISP fees apply. Xbox Live available on Xbox One and Xbox 360. Online multiplayer requires Xbox Live Gold (sold separately). Games and media content sold separately. In-home streaming

Customer Journey

Today's Xbox Mini Execution Guide shares the campaign objectives, messaging framework, LOVED guidance and LOVED Retail BOM. We want to expand the guide to share not only what assets, but when you should land LOVED assets within the Customer Journey phases.

Drive Demand & Awareness	Exploring & Finding	Evaluation & Purchase	Attach & Cross-sell	Experiencing & Post Purchase
• O&E: Email blasts • O&E: Newsletters • O: Banners • O: Featured placement • O: Gift Lists / Registries • O: Social campaigns • O: Mobile campaigns • D: Quiz Touch Screen • D: Curved touch screen Eco system • E: Fact sheets • E: Expert zone courses • E: Retail Pros meet ups • E: Manger Show training • E: Accreditations • VM: Front Windows	• O: SEO / SEM • O: Navigation optimization • O: Retail site search optimization	• O: Landing page (offer or promo) • O: Brand showcase • O: Product detail page • O: Ratings & Reviews • O: Mobile experiences • D: Track Loop • D: Endless Aisles • VM:Four Reasons Posters • VM: Xbox Live Signage • VM: Halo End Cap • VM: Halo, Minecraft, Forza, Tomb Raider, Quantum Break, Best Games, shippers and Kiosk displays • VM: Xbox experience Table • VM: Windows 10 Xbox inline	• O: Algorithmic attach • O: CRM mails with attach offers/ promos • O: Shopping cart offer / related product • D: Quiz Touch Screen • D:Curved Touch Screen Ecosystem • VM: Kiosks accessories and game attach • VM: Shippers to include accessories, live, and game attached • VM: Inline will have promo strips for bundles • VM: Halo end cap accessories and third party • VM: Experience Table	• VM: Forza Demo Experience • VM: Halo Demo Experience • VM: Halo E3 Experience

Labor Assets & Field Actions

Asset

Field Actions

EXPERTZONE TRAINING ASSETS AND REP TOOL REPORTING FUNCTIONS

Drive Demand & Awareness	✓ Breed excitement for new releases and ensure 100% merchandising compliance
Exploring & Finding	✓ Identify target audiences and find value propositions for the Xbox One games lineup
Evaluation & Purchase	✓ Create live interactions via demo kiosks, highlight exclusivity, and ensure availability
Attach & Cross-sell	✓ Drive product attachment and switch-sell the right consumers
Experiencing & Post Purchase	

Assets
✓ Monthly and Flash Guidance to inform field teams of all new Xbox assets, ExpertZone accreditations and training tasks
✓ Field Labor reps to use REP Tool app to access Xbox training tasks and assets while in store to train Retail Pros
✓ Field teams also use the Yammer network, weekly WWRCM Field Labor newsletter updates, Field Trainer calls and Field Labor Lead calls to stay current and communicate

Online Assets & Field Actions

Asset

PLAY THE 🎮 GREATEST
GAMES LINEUP
IN XBOX HISTORY

JUMP AHEAD WITH
XBOX ONE

XBOX ONE

Jump ahead with Xbox One.

🎮 Play the greatest games lineup in Xbox history   👥 Be a part of Xbox Live: The world's premier gaming community   ▢ Enjoy games, entertainment, and TV, all in one

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EMAIL, BANNERS, SOCIAL	EXECUTION GUIDE

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Field Actions

|				
🛒 Drive Demand & Awareness	✓ Use banners & email to drive customer awareness & demand ✓ Use social assets to drive customer awareness, generate conversations & demand ✓ Land Showcase atop search results, product list pages, and PDPs (Demo HERE)	🛒 Drive Demand & Awareness	✓ Use provided assets to create a strong product detail page on retailer's site ✓ Leverage videos & images to better position the product ✓ Use messaging to help provide differentiation ✓ Use keywords to provide SEO guidance and get Xbox Live attach deployed on the product detail page	
🚩 Exploring & Finding		🚩 Exploring & Finding		
✓ Evaluation & Purchase		✓ Evaluation & Purchase		
⧉ Attach & Cross-sell		⧉ Attach & Cross-sell		
🧍 Experiencing & Post Purchase		🧍 Experiencing & Post Purchase		

Visual Merchandising Assets & Field Actions

Asset

FPO

LARGE HORIZONTAL & VERTICAL EXECUTIONS
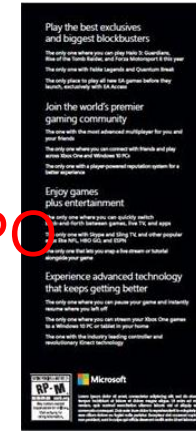
BROCHURE

Field Actions

Drive Demand & Awareness
Exploring & Finding
Evaluation & Purchase
Attach & Cross-sell
Experiencing & Post Purchase

✓ This reimagined campaign was designed to inspire and generate interest. The poster should be in a front window location if possible or a stanchion sign in the gaming aisle, shelf talkers inline, etc. Horizontal executions can be used where space dictates.

✓ NOTE: Any localization that takes place on released assets such as the change of game titles or other copy needs to be run through local approval channels.

Drive Demand & Awareness
Exploring & Finding
Evaluation & Purchase
Attach & Cross-sell
Experiencing & Post Purchase

✓ The brochure is the way to tell the whole Four Reasons story in a place where supporting information can be shared to elaborate on each of the reasons to believe. These brochures can go at the cash wrap, or inline if there is space. The Retail Pro's can use them to hand out to customers who are asking for more information.

Evangelism Assets & Field Actions

Asset

Field Actions

FACT SHEET	EXPERTZONE ARTICLE

Drive Demand & Awareness
Exploring & Finding
Evaluation & Purchase
Attach & Cross-sell
Experiencing & Post Purchase

- ✓ Learning resource for online (through ExpertZone and through email / uploaded as a resource to the REP Tool)
- ✓ In person print out for field to distribute to Retail Pros
- ✓ Can be used to assist Retail Pros as a reference tool when speaking to customers during the exploration and evaluation process

Drive Demand & Awareness
Exploring & Finding
Evaluation & Purchase
Attach & Cross-sell
Experiencing & Post Purchase

- ✓ Drive awareness of the four primary reasons to recommend Xbox One
- ✓ Assist Retail Pros in better understanding the value prop of the console. In order to recommend to the customer when they are asked questions or looking to purchase a console
- ✓ Attach messaging will highlight second key pillar of superior multiplayer service with Xbox Live Gold

Demo Assets & Field Actions

Asset

APPROVE ASSETS TO DEPLOY ON TOUCHSCREEN	KEEP VIDEO ON KIOSK ATTRACT LOOP

Field Actions

Drive Demand & Awareness	✓ Deploy Xbox One Kiosk Lockdown USB with Reasons to Choose Animation included in the track
Exploring & Finding	✓ Leverage Reasons to Choose Animation on in store TV monitors or endcaps and extend the video to online where possible.
Evaluation & Purchase	✓ Link to the Reason To Choose Animation is located HERE
Attach & Cross-sell	✓ English complete June 1, 2015
Experiencing & Post Purchase	✓ Localization by June 16, 2015

Drive Demand & Awareness	✓ Featured on Touchscreen Attract Loop
Exploring & Finding	✓ Explore through "Tips and Tricks" locate the RTC animation checklist to leverage to educate Retail Pros and customers
Evaluation & Purchase	
Attach & Cross-sell	
Experiencing & Post Purchase	

4 Reasons Platform Campaign Assets Across LOVED

Labor	Monthly and Flash Guidance | LINK REP tool App | LINK WWRCM Field Labor SharePoint | LINK
Online	Xbox One Showcase | Demo HERE - Contact Bradley Shelton for onboarding Execution Guide | RAD LINK
Visual Merchandising	Square Poster 20'w x 20'h | RAD LINK Vertical Poster 22'w x 28'h | RAD LINK Banner 43'w x 16' h | RAD LINK Shelf Talker 12x3 | RAD LINK A4 Poster 210x297 | RAD LINK Brochure | RAD LINK COMING SOON
Evangelism	Fact Sheet | RAD LINK ExpertZone Article | EXPERTZONE LINK
Demo	Kiosk Attract Loop | Xbox Video loops for kiosks can are shipped via USB. Please contact vmitten or v-odva as these are not posted on RAD* 4 Reasons Platform Trailer | SERVER LINK