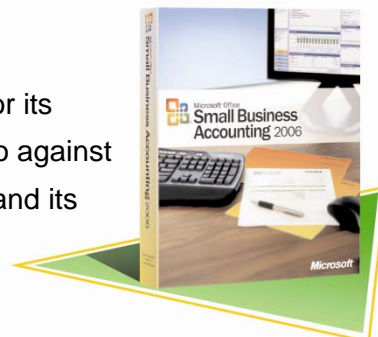


MICROSOFT SMALL BUSINESS ACCOUNTING 2006

> CHALLENGE

Microsoft needed a strong introduction for its small business accounting software to go against its number one competitor, Quickbooks and its “wall of green” at retail.



> INSIGHT

Small business leaders want to align themselves with products and companies that help them, as opposed to “pitch” them. They seek advice, turn off traditional advertising and pay attention to what goes on in their local markets.

> CRN SOLUTION

CRN produced a radio series of Microsoft-titled and billboarded small business advice programs and profiles of local business leaders in the fastest growing small business markets in America. Retailers were included in on-air elements and given links on a specially created campaign website in exchange for displays. Local stations gave away software daily to small businesses of the day, resulting in a non-traditional campaign that locked out the competition.



> RESULTS

Microsoft Small Business Accounting received unprecedented unaided awareness scores for a new product of **40.8%** in radio markets.

Perhaps more important, sales in CRN-supported markets outperformed other markets by **42%** as a result of this well organized, turnkey integrated campaign.

S U C C E S S S T O R Y

