

**CASE STUDY / ROXIO: PRODUCT LAUNCH VIRAL VIDEO**

# **SOCIAL BUZZ: ROXIO INCREASES SALES REVENUE BY GOING VIRAL**

Partnering together, Roxio and Microsoft wanted to introduce the Roxio Creator® 2010 product concurrent with the launch of Microsoft® Windows® 7.



Microsoft & Roxio "12 Tricks 1 Take" Viral Video featured on YouTube and the Microsite

## **CHALLENGE**

Roxio wanted to create a microsite and was challenged with developing a strictly social media launch, similar to viral efforts of Microsoft. For the launch of Windows 7, the goal was not to develop a site that appeared to be sponsored by or created by either Roxio or Microsoft. The goal of the microsite was to attract potential users of a value-priced media suite. All media had to be viral and needed to launch just ahead of Windows 7, to spread the word of the Roxio Creator 2010 product's being ready for use Day 1 of the Microsoft Windows 7 launch.

## **SOLUTION**

OIC developed all creative aspects of the microsite, scripted and produced the viral video and 15 minutes of additional content, and implemented the microsite with strict SEO/SEM consideration to measure the overall program's success.

The execution process and program deliverables included launching an integrated product that is meant to address existing individual creative needs in line with both the Roxio product and the Microsoft Windows 7 creative campaign. Viral videos and banner ads linking to the site were also created to generate awareness.

## **RESULTS**

The microsite received millions of views. Time on site averaged 3:17.

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**/ "12 TRICKS 1 TAKE" VIRAL VIDEO  
FEATURED ON YOUTUBE GENERATED  
AWARENESS AND SOCIAL BUZZ.**