



OECD



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF YOUR CASE STORY

Working With Microsoft: Windows 8 Digital Launch Campaign

Q2: CASE STORY ABSTRACT

GraphicPeople collaborated with Microsoft to deliver advertising production support for their windows 8 launch in Asia pacific region covering 12 countries, 12 languages and a total of 1300 production units, within 10 working days.

Q3: LONG DESCRIPTION OF THE CASE STORY

Partnering with the World's Most Valuable Company

Working with a product that carries the seal of the Microsoft legacy requires meticulous planning and caution with all players involved. For the digital launch of Windows 8, GraphicPeople was tasked with producing Flash and rich media banners, Flash video for kiosks, electronic direct mailers (EDMs) and landing pages for internet presence. The sheer coordination and technical aspects associated with the digital launch of the world's most popular operating system meant that every step of the process had to be correctly implemented the first time. Project briefs had to be spot on and contingency plans had to be seamlessly integrated in case of a lapse in the production cycle. However, these complexities were dwarfed by another simple but critical challenge: time.

Work Cut Out

Microsoft Windows 8 Operating System Digital Launch Campaign, simultaneous activation across 21 Asian countries in 12 languages, a total of 1300 production units, within 10 working days.

Results Delivered

Ten working days and 4000 man-hours later GraphicPeople's 16-member digital production team delivered 1300 production units of Flash banners and videos, EDMs and webpages for the launch of Microsoft Windows 8 in 21 countries across Asia in 12 languages. Operating from Dhaka, Bangladesh, the studio's time zone management helped optimize product review, feedback and brief preparation sessions with colleagues in Singapore, which was two hours ahead of Dhaka time. Products were readied for review early morning in Dhaka so that review and feedback could be completed during the first half of the working day in Singapore. New product briefs were sent out to Dhaka during the second half of the day. In all, planning, communication and delivery schedules all came together perfectly for the launch of the world's most popular line of computer operating systems.

"Working with a great company like Microsoft has made us all learn and grow during this project" says Imtiaz Ilahi, Managing Director of GraphicPeople. "And working with a great brand like Windows has inspired us to sustain GraphicPeople's excellent track record of delivering mega projects within near-impossible timelines."

PRIVATE SECTOR CASE STORY TEMPLATE

Q4: Please add here web links to project/programme materials. *Respondent skipped this question*

PAGE 5: C.1) ABOUT THE CASE STORY

Q5: YOUR CONTACT DETAILS

Name: Imtiaz Ilahi
Company or association: GraphicPeople Limited
Country: Bangladesh
Email Address: imtiaz@adpeople.com

Q6: FUNCTION Private sector

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Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME Tick the appropriate box(es) Company financing

Q8: Additional information *Respondent skipped this question*

Q9: START DATE OF PROJECT/PROGRAMME october - november 2013

Q10: STATUS OF PROJECT/PROGRAMME Fully implemented

Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME Less than 6 months

Q12: COST OF PROJECT/PROGRAMME Between US\$50,000 - US\$200,000

Q13: Additional information *Respondent skipped this question*

Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME *Respondent skipped this question*

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Q15: PROJECT/PROGRAMME TYPE Regional

PRIVATE SECTOR CASE STORY TEMPLATE

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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	<i>Respondent skipped this question</i>
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Q17: REGION(If the region does not appear in the drop down menu, please enter manually)	Developed Asia
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Q18: MULTI-COUNTRY(Enter all countries or customs territories) Singapore, Malaysia, Indonesia, Thailand, Taiwan, China, Japan, Korea, India, UAE, Australia and New Zealand

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Q19: CASE STORY FOCUS Tick the appropriate box(es)	Improving skills levels in service sectors
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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box	Very successful
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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	Services sector skills
Q22: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>

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PRIVATE SECTOR CASE STORY TEMPLATE

Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in service exports

Q24: Additional information(maximum 300 words)

Respondent skipped this question

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Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in foreign investment,
Increase in employment,
Increase in women's employment,
Export market diversification

Q26: Additional information(maximum 300 words)

Respondent skipped this question

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Q27: LESSONS LEARNT Tick the appropriate box(es)

Importance of good project design

Q28: Additional information(maximum 300 words)

Respondent skipped this question

Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

Impact assessment

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Q30: How did you receive this case story exercise and the electronic link? Please indicate the organization that sent to you the information:

World Trade Organization