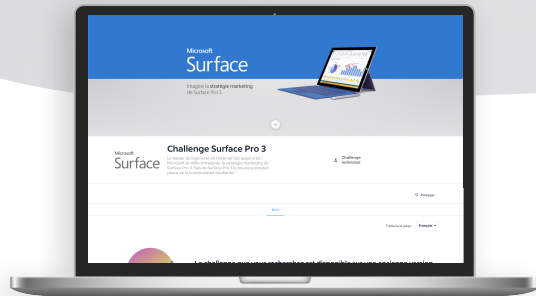


# Microsoft Surface



For the **launch of Surface Pro 3**, Microsoft and Agorize partnered to find an innovative way to **sell the product to students by involving them in the brand's marketing strategy**.

The French students were able to **bring a unique perspective** on how the Surface Pro could be used in their field. From positioning to competitor analysis to the launch campaign, they developed **winning marketing strategies!**

**The objective:**  
Attract the student target by involving them in the marketing strategy of the product, in order to turn them into Microsoft's brand evangelist.



5

Winners had the opportunity to have an HR interview with the Campus Manager of Microsoft France to integrate the team.

6

Finalist teams had the chance to present their project to Microsoft's Top Managers.

## Résultats

628

Students

249

Teams

92

Schools

The 6 finalist teams had the opportunity to present their project to an exceptional jury consisting of **Anne-Sophie Pionnier** (Adobe Regional Market Manager), **Marion Freixe** (MDS Head of Retail & Customer Market), **Amélie Lair** (Intel Strategic Accounts Western European Consumer) and **Cédric Chamayou** (Windows Consumer Product Manager) during an exceptional afternoon. In turn, they were able to explain their concept and their ideas for winning this last stage.

## Zoom on the Top 3 winning projects

### 1<sup>st</sup> place : «Magbed». École d'Art Maryse Eloy

The time when the young leave the nest is often a cause for concern. To make this stage softer, parents will offer them a survival kit: the Surface Pro 3. They will be able to move around easily, work, have fun, share, create a new professional network and stay in touch with their friends and family.



### 2<sup>nd</sup> place : «DEICO». ICD Business School

The idea is to attract high school students who will go on to higher education via a concept: "No matter what you become, the Surface Pro 3 will be there to support you". How can we do this? By assuring them, as well as their parents, that the Surface Pro 3 will be essential to help them in their choices of evolution, their desires and their success.



### 3<sup>rd</sup> place : Créasoft. ESG Management School

The project is based on two major assets of the Surface Pro 3: creativity and functionality. The first one is highlighted thanks to a contest (drawing an artist's album cover) during the Solidays festival. The second is based on the presence of ambassadors in the largest libraries in France, in order to familiarize students with the Surface Pro 3".



## About Agorize

Agorize is the **leading Open Innovation solutions provider**. Founded in Paris in 2011, the company has expanded globally, with offices in Singapore, Hong Kong, Japan, Germany and Canada. Agorize has powered more than **2,000 Open Innovation projects** for over **300 clients**, including Amazon Web Services, AXA, Clarins, Electrolux, Enterprise Singapore, The Hong Kong Jockey Club, Lego, LVMH Fashion Group, Melco Resorts & Entertainment.