



## Microsoft Office Live Creative Brief

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#### Real Life Tools

Creatives. Small business owners. Organizations.

Serving your clients right means using the right tools for the job, and Microsoft Office—Word, Excel, Powerpoint—is the trusted engine that has powered real businesses for decades.

With Office Live, you now have the tools to successfully take your business online—Web design, hosting and email—from a name you trust. And it's ready for you to start using today.

#### Your Mission

Create ads for Office Live Small Business that express any or all of these ideas in a light, fun and engaging way:

1. Real Life Tools for Business
2. A New Tool from a Trusted Source

#### Accepted Ad Formats

Video and print.

#### The Details

Office Live offers free web design, hosting and email services to small businesses and organizations. Microsoft Office is a trusted software suite that's known for delivering productivity.

You can find more info about their offerings here: <http://officelive.com>

#### Requirements

The objective of the campaign is to **increase awareness of and/or sign-ups for Office Live**, so please refer to the following guidelines while creating your ad:

The audience is made up of small business owners and small organizations that already use MS Office and are looking for a simple way to develop an online presence.

You should use one of the logos provided, at least one occurrence of “Real Life Tools” and a call to action in the ad to **Sign Up at officelive.com**.

Ads should **NOT** include testimonials of people talking about how they use Office Live to help their business or organization.

Office Live Small Business Awards					
<b>Video</b>					
<b>Community Awards</b>		<b>Zooppa Award</b>	<b>Office Live Small Business (Client Award)</b>		
1st	\$500	\$500	1st	\$3,000	
2nd	\$350		2nd	\$1,500	
3rd	\$200		3rd	\$1,000	
4th	\$150		4th	\$500	
5th	\$75				
6th	\$50				
7th	\$50				
8th	\$50				
<b>Print</b>					
<b>Community Awards</b>		<b>Zooppa Award</b>	<b>Office Live Small Business (Client Award)</b>		
1st	\$300	\$300	1st	\$400	
2nd	\$200		2nd	\$350	
3rd	\$150		3rd	\$200	
4th	\$75				
5th	\$50				
6th	\$50				