

GENUINE THRILLER

Software licensing and piracy are not very exciting topics. What if we could incorporate them into an intriguing plotline that would both entertain viewers and inform them of the importance of genuine software and proper licensing?

A teaser campaign would direct viewers to the first installment of what will become a multi-episode adventure story:

A sales executive goes into an important client meeting in Japan. As he pulls up his presentation, he finds it corrupted, along with all of his sales figures and projections. Back at their headquarters in Texas, files are missing from the servers, and email systems are bogged down with viruses. In their Paris office, computers are crashing left and right. Things are beginning to spiral out of control. How could this be happening?

Further episodes would follow this company as they attempt to stabilize their systems, restore their credibility, and determine who is responsible for causing this catastrophe. While it may come down to a single IT worker that decided to save his budget by using pirated software and skimping on licenses, you come to understand that employees at all levels were responsible – either by behaving improperly, or just not having an understanding of licensing and copyright laws.

While Microsoft would never be officially inserted into the plotline, the materials surrounding the story would link to Microsoft licensing and piracy resources. Customers would be able to use this information to solve the mysteries presented in the plotlines, as well as make sure their businesses do not suffer a similar fate.

This narrative format helps us engage customers and change their perceptions over time. As the story builds, so does awareness of issues surrounding licensing and piracy. Customers at all organizational levels learn the value of knowing – knowing the rules in place concerning licensing and intellectual property, and knowing exactly what activities are going on within their organization.



Episodes: The initial video or animation segment sets the stage with a dark, graphic novel-style theme. Episodes could be subtitled in the each market's native language.

KEY ELEMENTS:

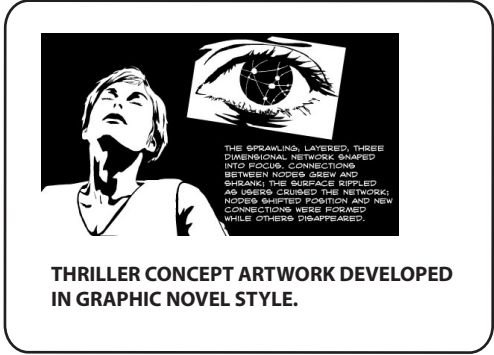
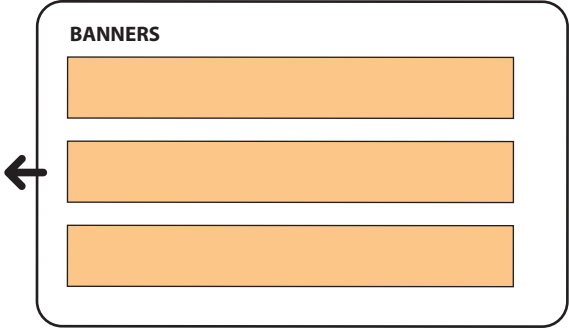
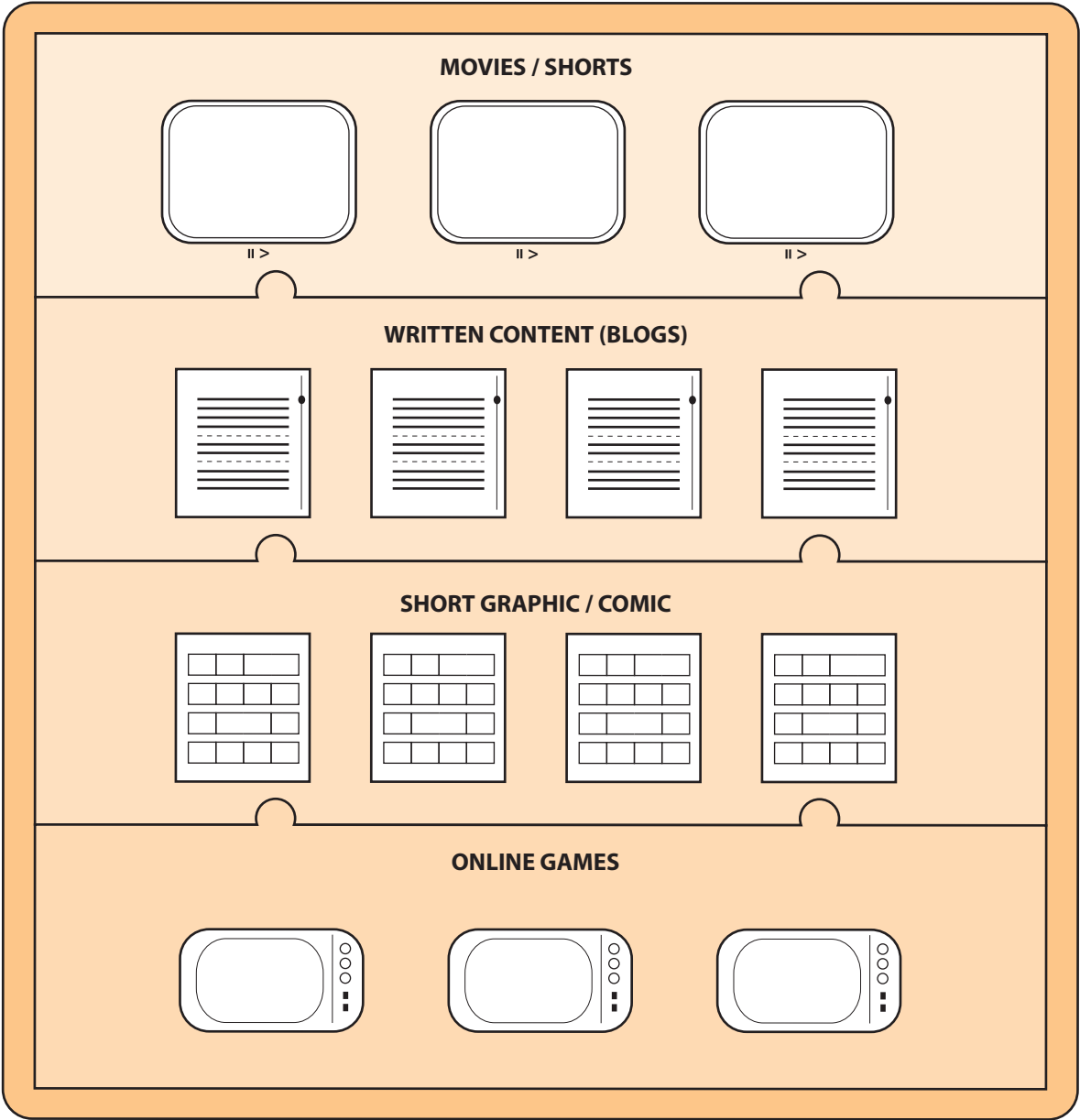
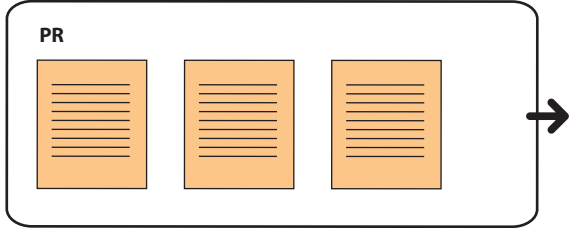
Teaser Campaign: Emails, DM, magazine ads, online advertising, PR, and other guerilla efforts will lead customers to start following this serial drama. At the main website, they can also register to receive emails whenever the next episode in the series is available.

Episodes: After the initial video segment setting the stage, further episodes could be in the form of online animation, graphic novel-style segments, fake blogs with postings revealing clues, and online games that expand the story.

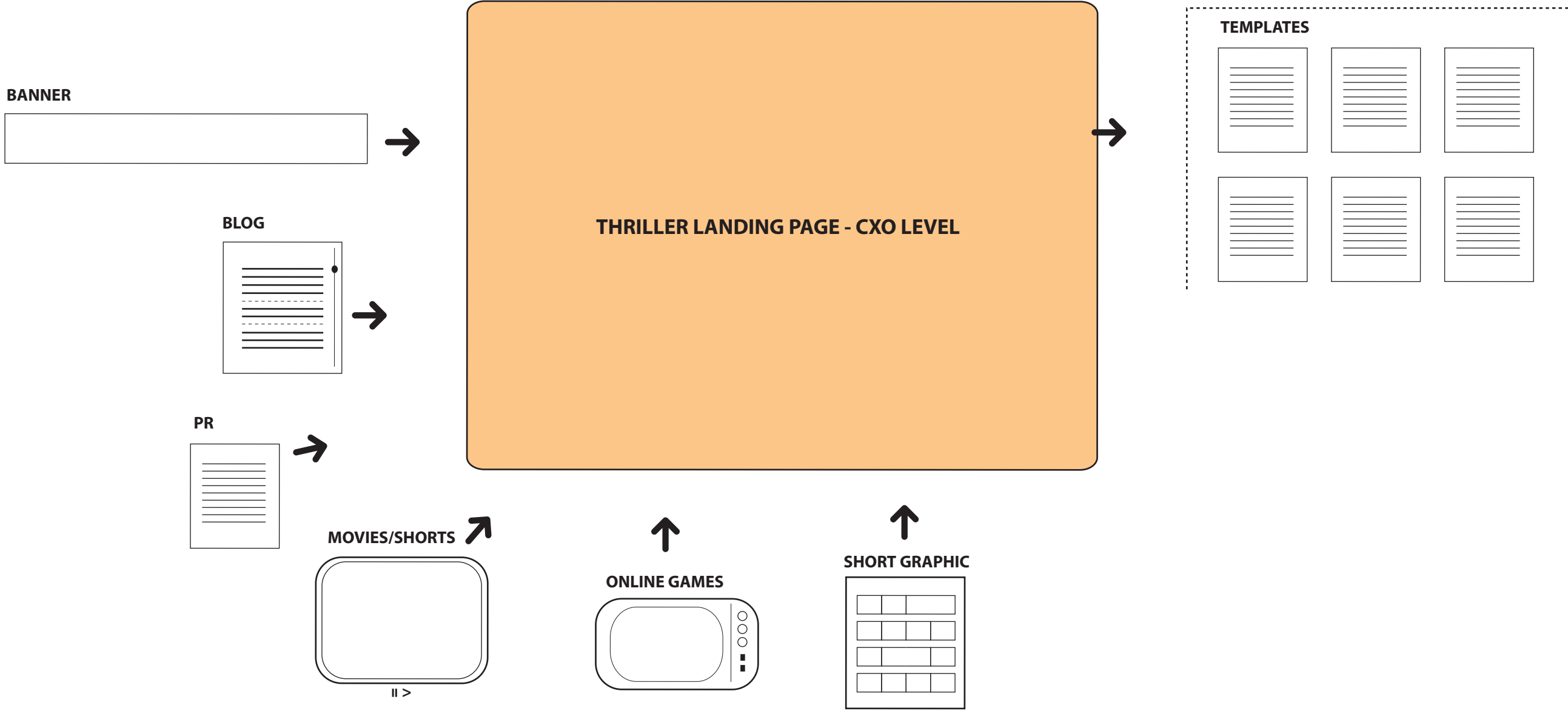
Website: This site will house or link to all of the episodes and plot elements as they are released. It will also include links to Microsoft piracy and licensing resources, including compliancy checklists, downloadable diagnostic software, upgrades and patches available only to licensed users, and instructions on how to “true up” your company.

Worldwide Templates: This “thriller” theme would be carried through all of the worldwide templates. It would both encourage customers to try and solve the mystery, as well as serve as a vehicle for promoting genuine software and compliance policies.

"GENUINE THRILLER" CONCEPT



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1 RISKS OF
COUNTERFEIT

2
LEGALIZATION

4
INTELLECTUAL
PROPERTY RIGHTS

3
PROPER
LICENSING

**Genuine
Fact Files**

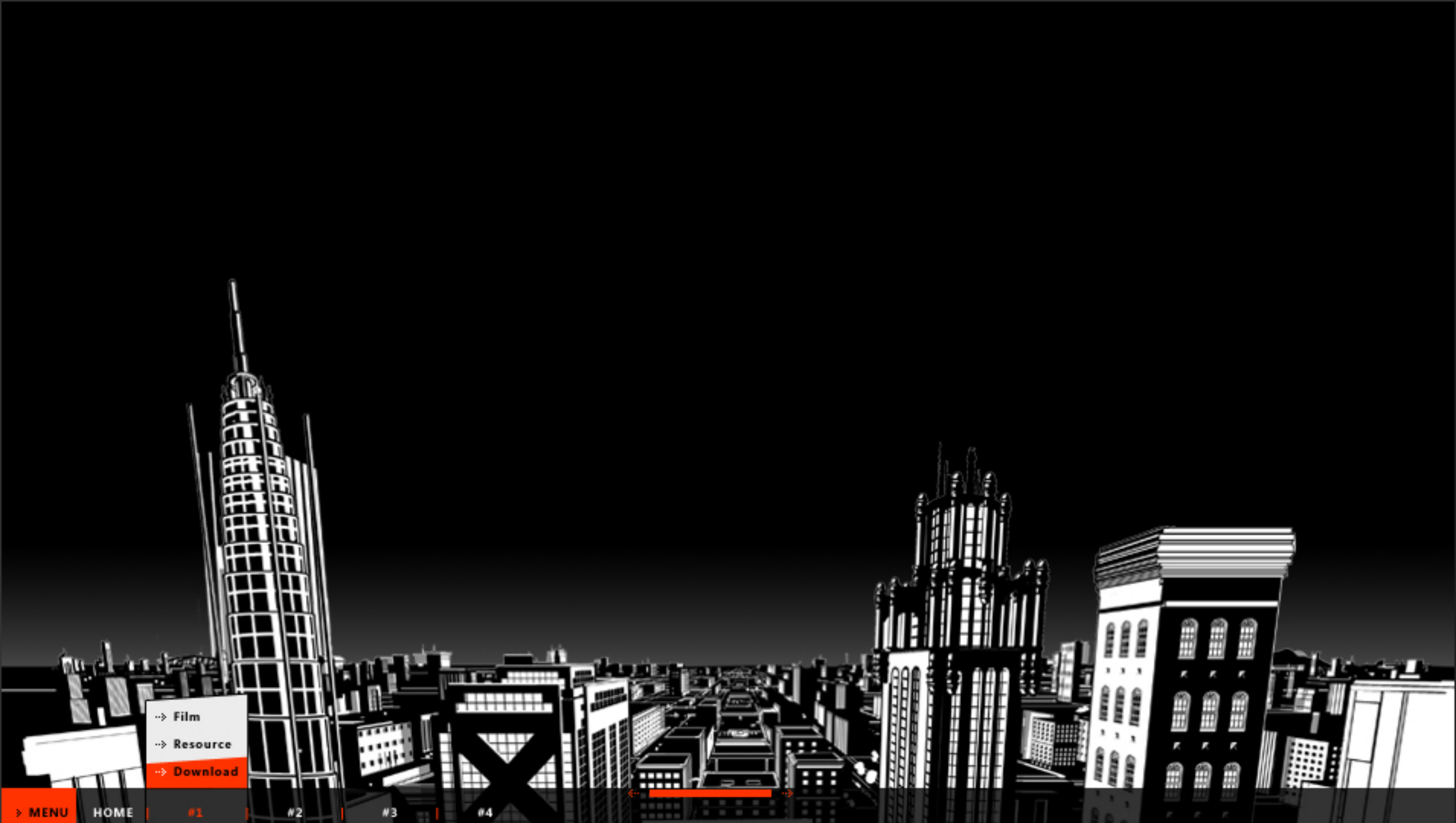
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1 RISKS OF COUNTERFEIT

LOREM IPSUM DOLOR SIT AMET, CON SECTETUER ADIPISCING ELIT. PRAESENT VESTIBULUM SCELER ISQUE MAURIS.

ALIQUAM. VIVAMUS PHARETRA FACILIS TURPIS. ALIQUAM ERAT VOLUTPAT. ETIAM DICTUM LOBORTIS JUSTO. IN PRETIUM. AENEAN ET LIBERO AT FELIS HENDRERIT PELLEN- TESQUE. CURABITUR EROS.

FUSCE FEUGIAT ENIM SIT AMET NIBH. SED ANTE ARCU, LACINIA SIT AMET, EUISMOD VITAE, PORTA SED, LIBERO. QUIQUE CONSEQUAT. PELLENESQUE MOLESTIE, ELIT SIT AMET FERMENTUM ELEMENTUM, MAGNA JUSTO VENENATIS DOLOR, ID INTERDUM ERAT RISUS QUIS ORCI. SED EU EST. VIVAMUS NEC NISL EGET NIBH FRINGILLA FERMENTUM.

SIGN UP

PLAY NOW

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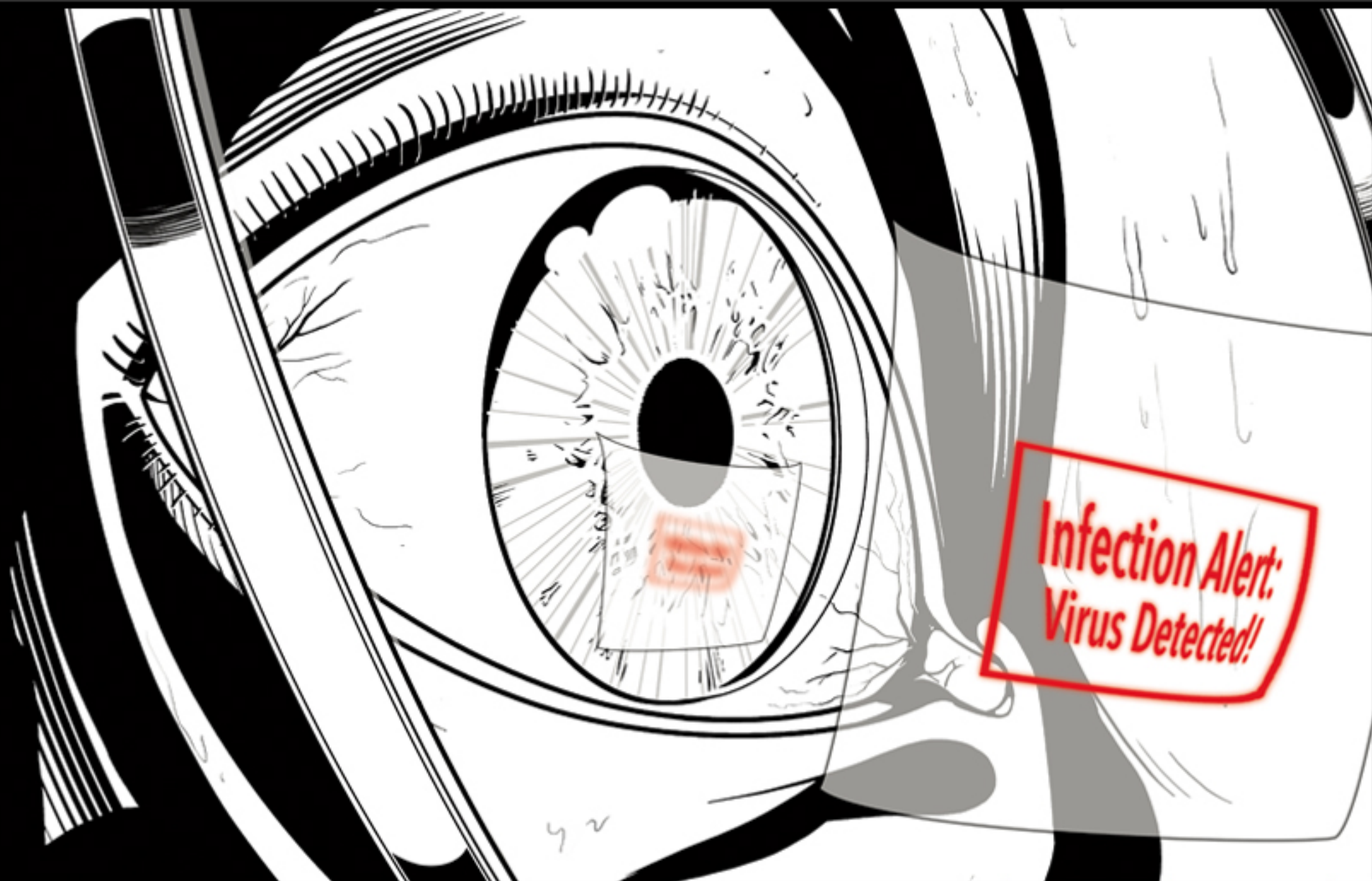
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**Infection Alert:
Virus Detected!**

RESOURCES



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TRANSITION COPY

IF YOU THINK THAT BARGAIN PRICED SOFTWARE YOU FOUND ONLINE IS TOO GOOD TO BE TRUE, CHANCES ARE IT IS. RECENT STUDIES PERFORMED BY INTERNATIONAL DATA CORPORATION (IDC) SHOW THAT NEARLY 35% OF ALL SOFTWARE IN USE TODAY IS EITHER COUNTERFEIT OR OTHERWISE PIRATED. COUNTERFEIT SOFTWARE CAN SECRETLY INSTALL SPYWARE, ADWARE, OR OTHER MALWARE – ALL OF WHICH CAN RESULT IN DATA LOSS, CREDIT CARD AND IDENTITY THEFT, SYSTEM TAKEOVERS, AND COSTLY DOWNTIME. TO LEARN MORE ABOUT THE RISKS OF COUNTERFEIT SOFTWARE, [DOWNLOAD THE COMPLETE IDC REPORT TODAY.](#)

WITH GENUINE MICROSOFT SOFTWARE, YOU CAN HELP KEEP YOUR BUSINESS ON THE SAFE SIDE. IT GIVES YOU ACCESS TO IMPORTANT SECURITY UPDATES AND TECH SUPPORT, HELPS PROTECTS YOUR ORGANIZATION FROM LEGAL HASSLES, AND GIVES YOU THE CONFIDENCE THAT YOUR SOFTWARE WILL THAT WILL WORK JUST AS HARD AS YOU DO.

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INFO

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PHASELLUS ORCI MAURIS, DICTUM EGEG, LACINIA AT, LOBORTIS A, ORCI. CRAS SOLLICITUDIN, LIGULA RHONCUS CONSECTETUER TINCIDUNT, NIBH PEDE MALESUADA ARCU, ID AUCTOR MAGNA DIAM SIT AMET MI. VIVAMUS MATTIS, TURPIS AT NONUMMY POSUERE, QUAM QUAM MATTIS AUGUE, QUIS CONDIMENTUM ARCU PURUS NEC URNA. IN VITAE JUSTO. SUSPENDISSE POTENTI. PROIN ULLAMCORPER LIGULA QUIS URNA. CRAS RHONCUS LOREM VIVERRA LIBERO. MAECENAS ELEMENTUM, URNA SIT AMET BLANDIT PELLENTESQUE, ODIO ARCU PORTTITOR NISI, QUIS VARIUS DUI DIAM AT ANTE.


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