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Hornall Anderson Delivers on the New Microsoft Office 2010

Anatomy of a global brand packaging assignment

SEATTLE, WA — How do you create an engaging packaging experience that resonates with users across the globe? This was the challenge faced by brand design and interactive firm, Hornall Anderson, when they partnered with Microsoft, the world's largest software developer, to design the global brand packaging for the newly launched Microsoft Office 2010 cohesive line of products.

More than a typical packaging request, this project came with an added twist. In addition to designing product packaging for the software aisle, Hornall Anderson was also tasked to design the messaging and packaging for a new method of installation called Office 2010 Product Key Cards (sans disc) which, when purchased, would be used to activate Office 2010 software sold pre-loaded on PC computers.

But before the design phase could begin, the Hornall Anderson team needed to understand how consumers shop for Office software. In-depth, strategic foundational research was invested in the project, as they sought to uncover insights on how to best elevate shopability of the portfolio, and simplify consumer comprehension across the entire shopping experience – online, in the software aisle and in the PC aisle. How did consumers engage with the packaging on-shelf? Would they get the difference between the product key and the traditional disc installation? How would consumers react to opening the package and finding no disc inside?

“No matter where you go, people have the same need for clear information,” said Andrew Wicklund, Creative Director at Hornall Anderson. “However, shopping environments and packaging expectations can be totally different. People move fast. So when it comes to packaging, every element needs to have a valuable and well-defined role.”

Strategic exploration shaped the design opportunity, which was to use fewer words to communicate more on the package, while inviting product exploration with simple, relevant messages, providing consumers with elements of discovery as they handle the package. The team focused their creative lens on a universally accepted approach for engaging with the box, and the creation of an experience that wraps from front to back, emphasizing consumer recognition through familiar visual cues and color-coding leveraged with bundled Suite products.

“Hornall Anderson leveraged key insights and developed a perceptive design concept and execution that helps drive equity toward the Office brand with greater product differentiation, translating the new Office 2010 positioning into an intuitive and emotional, branded packaging experience,” said Katie Jordan, Senior Product Manager at Microsoft Corporation.

The final creative is a healthy balance of brand-building consistency with flexibility aimed at the needs of the medium and the audience.

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About Hornall Anderson

Hornall Anderson is a leading brand design/interactive firm specializing in research-driven, creatively inspired business solutions. Founded in 1982, the firm serves a diverse mix of clients ranging from Fortune 100 brands to emerging growth companies. Hornall Anderson (<http://www.hornallanderson.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Microsoft Corporation

Founded in 1975, Microsoft (<http://www.microsoft.com>) (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.