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Microsoft Life (M365) Freemium - Creative brief

Our Audience

Our primary target

120 million professional consumers around the world looking for the best way to manage their personal finances, plan social time, organize travel, help kids with homework, keep up with friends and family, and stay healthy.

Our Product

What is this?

A free subscription to all our consumer online services and apps with an always available option to seamlessly upgrade and do more with others.

Our Objective

What are we aiming/attempting to do/be?

We make it super easy for you, your friends, and your family to manage the day-to-day details of life.

Our Proposition

What is our singular promise to our customers?

An organized life looks different for everyone, let's find yours.

Proof of our Proposition

Evidence/tactics

Work and life often overlap, do your tools need to artificially separate them?

Current free services aren't bundled together as a compelling, connected package with clear customer value.

One subscription experience to connect all Microsoft services and apps—simple and clear.

Device agnostic—we go where you go. Anyone can connect and get the most out of our services.

Tone

What we sound like

Crisp and clear, warm and relaxed, ready to lend a hand

Style

What we look like

Modern, nimble, appealing