



“Every single kid walked out of that gym smiling and saying ‘I want one’. I am so psyched about this event...we have to do it again next year!”

Carmen Saladin
Stonewall Tell Elementary PTO
College Park, GA

Case Study

KINECT™ FOR XBOX 360 Custom through-school-to-mom marketing campaign builds awareness and drives purchase intent.

THE CHALLENGE

Microsoft was looking for a powerful and contextual way to generate brand awareness and purchase intent for its new Kinect for Xbox 360 with moms who were actively looking for fun ways to help their kids be more fit.

THE SOLUTION

Event Marketing

Based on proprietary, market-demand research fielded by School Family Media, Microsoft and School Family Media created a custom, school based event program, Kinect™ Family Game Night. The program puts Xbox and Kinect equipment and games exclusively at center stage at school Family Game Night events nationwide. The unique and powerful connection that School Family Media has with influential PTO and PTA leaders provided the ideal marketing vehicle for Microsoft. Microsoft was able to promote and demo Kinect to families, providing a fun, interactive way to help kids stay fit, in a relevant and socially engaging school setting.



Print Brand Advertising

Microsoft augmented its custom event program sponsorship by leveraging several of School Family Media’s other through-school-to-mom turnkey programs to broaden their reach and maximize awareness.

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KINECT™

for  XBOX 360®

“I feel good after that. The games were awesome, what a great way to get everyone off the couch!”

Shandra Smith after boxing with her daughter
Stonewall Tell Elementary
College Park, GA

Back2School Program

Full page print advertisement for Kinect for Xbox 360 ran in *Jump In!* magazine, School Family Media’s popular, competition-free, uncluttered specialty magazine that is handed directly to 1,500,000 moms by PTO and PTA leader moms at back-to-school events.

Happy Healthy School Kids Program

Full page print advertisement for Kinect for Xbox 360 also ran alongside relevant healthy tips for families in School Family Media’s *THRIVE* digest, which is distributed to 500,000 moms at school health fairs and other school family events creating a powerful contextual message that resonated with moms.

THE RESULTS

School Family Media’s custom, integrated, cross-promotional marketing solution allowed Microsoft to immediately connect its “staying fit is fun” message with thousands of key influencers at K-8 schools and millions of parents of school age children nationwide.

Results exceeded expectations for brand advertising of Kinect for Xbox 360:

- Within a month, 1,270 Kinect™ Family Game Night planning kits were requested by PTO and PTA leaders at K-8 schools across the country and 44% had already begun planning their at-school family events.
- 55% of respondents planned to take action after seeing the *Jump In!* ad, with 21% considering purchase.
- 48% of respondents got the buzz going around Kinect after seeing the *THRIVE* ad by discussing it further with family and friends.



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