

# FY19 Father's Day Toolkit

Omni-channel

# Campaign Overview

## Positioning Statement:

Father's Day is a celebration praising fathers and honouring fatherhood, paternal bonds, and the influence of fathers in society.

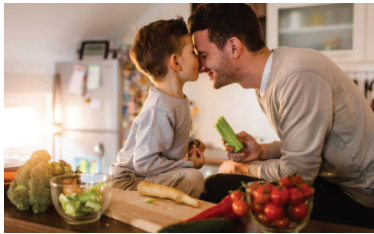
Microsoft Store is the place for gift givers to find a great tech gift for Dad or significant male. It is the destination for children and their fathers to engage in unique experiences.

## Campaign Dates

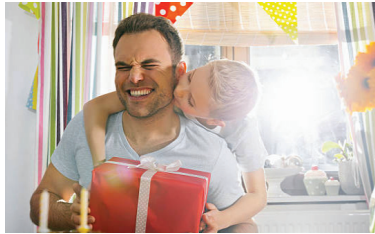
20 August – 2 September 2018

Campaign Creative

For the  
dad who loves  
to explore



Give dad a gift  
he'll really like



For the  
dad who loves  
to create



There's a gift for every kind  
of dad at Microsoft Store

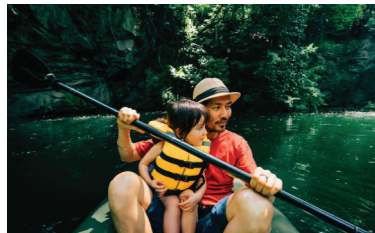


Say 'thanks  
dad' with a gift  
from Microsoft

For the  
dad who  
loves music



There's a gift for the musical  
dad at Microsoft Store



There's a gift for the creative  
dad at Microsoft Store



For the  
dad who loves  
to play



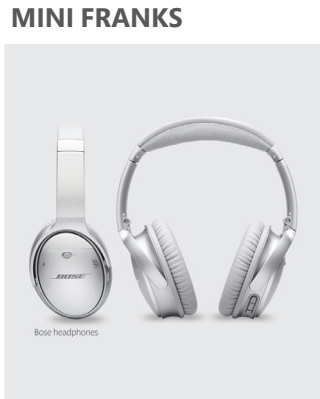
# Story 1 - Bose - For the dad who loves music



GENERIC PORTRAIT



GENERIC LANDSCAPE



FRONT



SIDE 1



BACK



B14



SIDE 2



STANDEE

# Story 2 - Xbox - For the dad who loves to play - Image option 1



GENERIC PORTRAIT



GENERIC LANDSCAPE



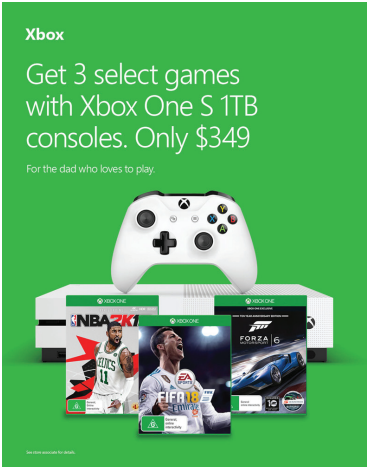
FRONT



SIDE 1



BACK



B14



SIDE 2



STANDEE



# Story 3 - Surface Pro - For the dad who loves to create

Save up to 15%  
on Surface Pro

For the dad who loves to create



Microsoft

Terms and conditions apply

GENERIC PORTRAIT

Microsoft

Save up to 15%  
on Surface Pro


For the dad who loves to create



Terms and conditions apply

GENERIC LANDSCAPE

MINI FRANKS



Surface Pro

FRONT



SIDE 1


For the  
dad who  
loves to  
create

BACK

Surface Pro

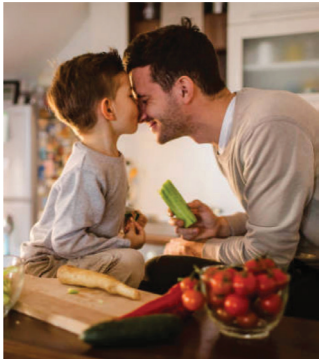
Save up to 15%  
on Surface Pro

For the dad who loves to create



See store availability for details.

B14



SIDE 2

Surface Pro

Save up to 15%  
on Surface Pro

For the dad who loves to create

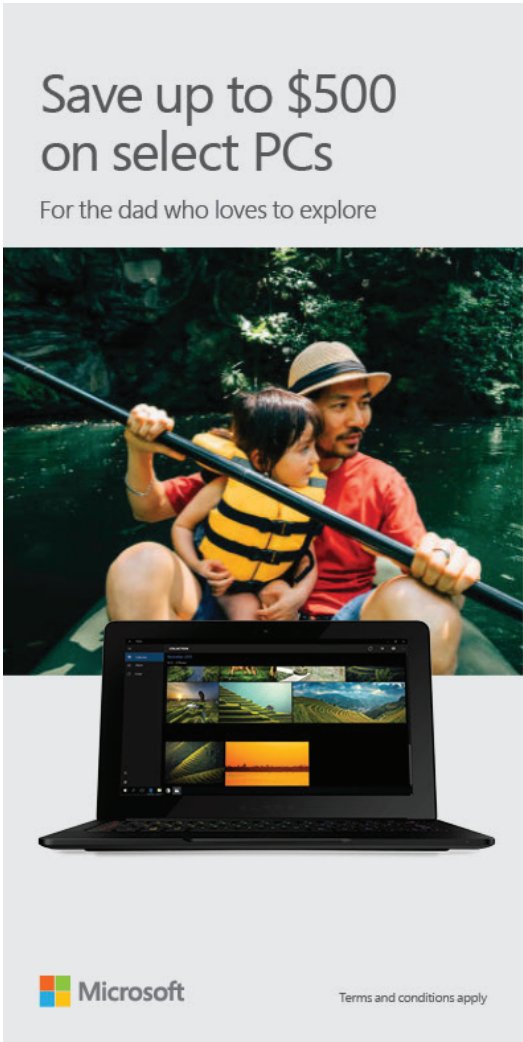


Microsoft

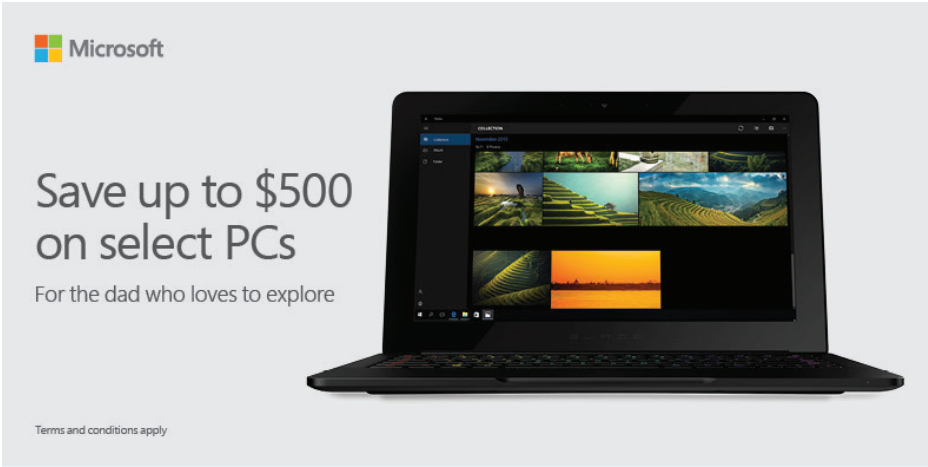
See store availability for details.

STANDEE

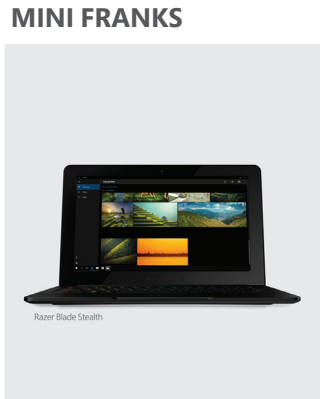
# Story 4 - Razer - For the dad who loves to explore



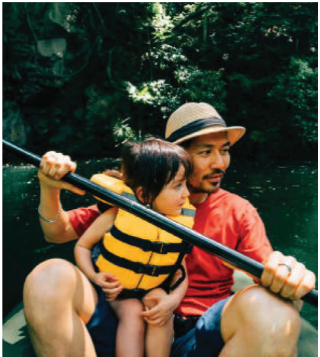
GENERIC PORTRAIT



GENERIC LANDSCAPE



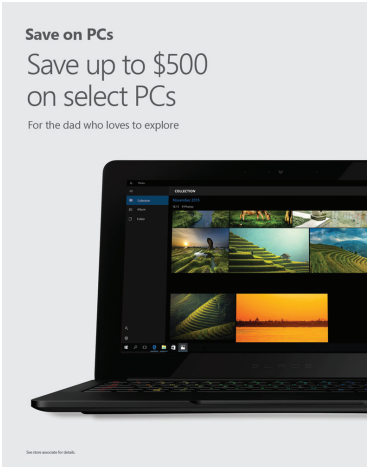
FRONT



SIDE 1



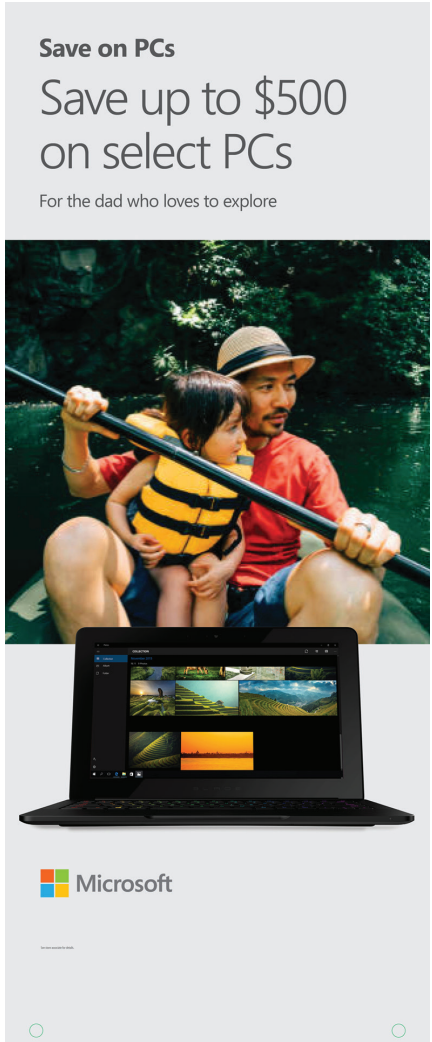
BACK



B14



SIDE 2



STANDEE





Thank you