

# Microsoft

## Case Study





## Summary

Gaming giant, Microsoft supports its XBOX network of gamers through points that can be purchased in retail channels for online redemption allowing players to enhance their favourite games with add-ons like new maps, levels, characters and more. They can also download HD movies or TV shows for an instant movie night or pick up and play arcade games.

## The brief

Microsoft made a strategic decision to switch their point of sale advertising (POSA) product range of XBOX Points from a 'boxed' product to a card based product in order to leverage the established gift card channel and at the same time reduce costs considerably. This meant moving away from a DVD case sized physical box to the M6 range of gift cards.

Given Microsoft decided to work with epay, to take advantage of their European distribution network, it made commercial sense for them to utilise the Green Gift Card, taking them from boxed product to an environmentally friendly, cost effective and easier to produce format.

Initially Microsoft and epay required assistance with developing a Microsoft approved specification and guidelines for their cards.

Microsoft wanted to test the Green Gift Card in a retail environment in France, Germany and UK to be sure the strategic change was the right one for their brand as well as test the viability of the distribution channel.



## The execution

### We provided fully managed services for this project that included:

**Consultancy** – worked closely with Microsoft and epay to create a robust set of Microsoft approved technical and data specifications.

**Prepress** – provided full prepress and technical assistance ensuring compliance with print, data, environmental and processing guidelines.

**Proofing** – created PDF and digital proofs for client and processor approval.

**Data** – advised on application of data files for POSA integration with epay.

**Testing** – assisted Microsoft, epay and French, German and UK retailers to test data. Advised on formatted digital data proofs. This was followed by physical proofs sent direct to the retailer for compliance and EPOS testing.

**Production** – M6 long snap format of Green Gift Card printed, eco laminated, ram punched and cut with patented snap and data applied for 18 versions across three languages and multiple values.

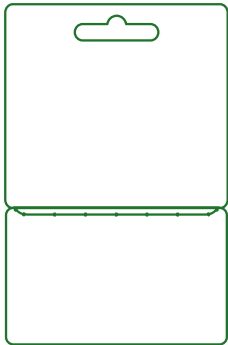
**European deliveries** – the cards were packed and labelled in accordance with Microsoft and destination retailers' specifications and delivered to retailer distribution centres.



## The outcome

We successfully assisted Microsoft and epay with a trial of 40,000 M6 long snap Green Gift Cards for a retail trial across 18 variations, three languages with French, German and UK retailers. The project was completed over a six-week period and included creating design and data guidelines, data testing and production of a number of variables designed to assist Microsoft in making commercial decisions about the future of their POSA products.

Following a successful retail pilot, Microsoft have now switched their POSA products to the M6 long perforated snap and M6 long no snap cards throughout Europe.



### GGC8

#### M6 long snap

Size:	86mm x 133mm
Material:	Value Green Card (VGC) 660mic





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