Q1: TITLE OF YOUR CASE STORY
Working With Microsoft: Windows 8 Digital Launch Campaign

Q2: CASE STORY ABSTRACT
GraphicPeople collaborated with Microsoft to deliver advertising production support for their Windows 8 launch in Asia Pacific region covering 12 countries, 12 languages and a total of 1300 production units, within 10 working days.

Q3: LONG DESCRIPTION OF THE CASE STORY
Partnering with the World’s Most Valuable Company
Working with a product that carries the seal of the Microsoft legacy requires meticulous planning and caution with all players involved. For the digital launch of Windows 8, GraphicPeople was tasked with producing Flash and rich media banners, Flash video for kiosks, electronic direct mailers (EDMs) and landing pages for internet presence. The sheer coordination and technical aspects associated with the digital launch of the world’s most popular operating system meant that every step of the process had to be correctly implemented the first time. Project briefs had to be spot on and contingency plans had to be seamlessly integrated in case of a lapse in the production cycle. However, these complexities were dwarfed by another simple but critical challenge: time.

Work Cut Out
Microsoft Windows 8 Operating System Digital Launch Campaign, simultaneous activation across 21 Asian countries in 12 languages, a total of 1300 production units, within 10 working days.

Results Delivered
Ten working days and 4000 man-hours later GraphicPeople’s 16-member digital production team delivered 1300 production units of Flash banners and videos, EDMs and webpages for the launch of Microsoft Windows 8 in 21 countries across Asia in 12 languages. Operating from Dhaka, Bangladesh, the studio’s time zone management helped optimize product review, feedback and brief preparation sessions with colleagues in Singapore, which was two hours ahead of Dhaka time. Products were readied for review early morning in Dhaka so that review and feedback could be completed during the first half of the working day in Singapore. New product briefs were sent out to Dhaka during the second half of the day. In all, planning, communication and delivery schedules all came together perfectly for the launch of the world’s most popular line of computer operating systems.

“Working with a great company like Microsoft has made us all learn and grow during this project” says Imtiaj Ilahi, Managing Director of GraphicPeople. “And working with a great brand like Windows has inspired us to sustain GraphicPeople’s excellent track record of delivering mega projects within near-impossible timelines.”
Q4: Please add here web links to project/programme materials.

Respondent skipped this question

Q5: YOUR CONTACT DETAILS

<table>
<thead>
<tr>
<th>Name</th>
<th>Imtiaz Ilahi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company or association</td>
<td>GraphicPeople Limited</td>
</tr>
<tr>
<td>Country</td>
<td>Bangladesh</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:imtiaz@adpeople.com">imtiaz@adpeople.com</a></td>
</tr>
</tbody>
</table>

Q6: FUNCTION

Private sector

Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME

Tick the appropriate box(es)

Company financing

Q8: Additional information

Respondent skipped this question

Q9: START DATE OF PROJECT/PROGRAMME

October - November 2013

Q10: STATUS OF PROJECT/PROGRAMME

Fully implemented

Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME

Less than 6 months

Q12: COST OF PROJECT/PROGRAMME

Between US$50,000 - US$200,000

Q13: Additional information

Respondent skipped this question

Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME

Respondent skipped this question

Q15: PROJECT/PROGRAMME TYPE

Regional
Q16: SINGLE COUNTRY/CUSTOMS TERRITORY  
Respondent skipped this question

Q17: REGION (If the region does not appear in the drop down menu, please enter manually)  
Developed Asia

Q18: MULTI-COUNTRY (Enter all countries or customs territories)  
Singapore, Malaysia, Indonesia, Thailand, Taiwan, China, Japan, Korea, India, UAE, Australia and New Zealand

Q19: CASE STORY FOCUS  
Improving skills levels in service sectors

Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME  
Very successful

Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME  
Services sector skills

Q22: Additional information (maximum 300 words)  
Respondent skipped this question
| Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME | Increase in service exports |
| Respondent skipped this question |

| Q24: Additional information (maximum 300 words) |
| Respondent skipped this question |

| Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME | Increase in foreign investment, Increase in employment, Increase in women's employment, Export market diversification |
| Respondent skipped this question |

| Q26: Additional information (maximum 300 words) |
| Respondent skipped this question |

| Q27: LESSONS LEARNT | Importance of good project design |
| Respondent skipped this question |

| Q28: Additional information (maximum 300 words) |
| Respondent skipped this question |

| Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK | Impact assessment |
| Respondent skipped this question |

| Q30: How did you receive this case story exercise and the electronic link? Please indicate the organization that sent to you the information: | World Trade Organization |