

MICROSOFT'S QUIRKY AD CAMPAIGN, AIMED AT WINNING BACK FORMER USERS OF INTERNET EXPLORER



Internet Explorer 9

As far as ad campaigns go, the recent ad, where Microsoft pokes fun at the Internet Explorer, is witty and clever. The ad refers to it as "the browser you loved to hate." The ad in a pretty engaging manner, uses charts and YouTube Videos, and rather modestly accepts that IE did not do justice to its potential and did acquire a bad reputation over the years. But it argues that it is on the verge of a comeback – the ad sounds very credible and this conviction comes through strongly, entwined in a generous, well conceived dose of wit and humor. The browser that most people use is Google Chrome and even though Internet Explorer had a lead of 13 years, Google Chrome briefly surpassed Internet Explorer as the most used browser on computers. According to ComputerWorld.com, Internet Explorer holds 41.7 percent of global average user share, while Firefox's share is 26.8 percent, and Chrome's share is 23.6 percent. The large share can be attributed to Internet Explorer being the browser installed with the Microsoft operating system, but the share has been declining for some time. It's pretty obvious that behind this seemingly inane advertisement, quite a lot of planning has been done, to enforce its underdog status and that it merited one more chance. The name of the site, "the browser you loved to hate," very cleverly acknowledges IE's unpopular reputation. Its three navigational tabs, are hilariously named, Curious?, It's Good Now and No, Really? The first two tabs have quotes from the media and some testimonials from users of the browsers who stress on its qualities of speed, security and simplicity. The ad also shows a hilarious video about a former IE-hater who goes to extreme lengths to prevent people from using the browser. "The only thing it is good for at all is downloading other browsers," he maintains. The site, also takes on Safari/Mac in a rather unabashed remark on the homepage, "I am a Mac user, but I am seriously jealous with how nice IE looks and how well it performs now. Never, ever thought I'd say that about Internet Explorer." Of late, the Microsoft browser has struggled with dwindling popularity, facing stiff competition from Mozilla's Firefox and Opera. Will this new campaign help turn IE's fortunes, or is it a discreet push, for the IE10 that's just around the corner?