

# Check out the coolest ads Microsoft has made over the last decade

Over the past decade or so, Microsoft has released a lot of interesting promotional videos about its products and this article will summarize those ads somewhat.

Microsoft has experienced a decade of ups and downs not only with its products but also with its advertising. It will be interesting to take a look at interesting Microsoft product ads over the last decade.



The Redmond giant is not the best company in terms of investment in advertising. The company's previous Windows Phone ads had very few positive effects, and the first Surface ads were weird. However, later ads show that Microsoft has invested more in advertising and product marketing.

## Microsoft Kin (2010)

This is probably one of Microsoft's worst ads ever.

## Microsoft Kin Advertising (2010)

Microsoft Kin is a phone running Microsoft's Windows CE-based KIN OS operating system. The goal of the device was to target social network users. Microsoft Kin is manufactured by Sharp and sold through Verizon.

## Madobe Nanami Windows 7 anime (2010)

In 2010, the Japanese branch of Microsoft made a series of ads in the form of very attractive anime. Microsoft has anthropomorphized various operating systems as cute anime girls.

Madobe Nanami Windows 7 anime commercials (2010)

The Windows 7 anime ad has somewhat boasted of the full range of Windows 7 features, including touch support.

### **Nokia Lumia 800 (2011)**

Advertising Nokia Lumia 800 (2011)

In fact, this is a Nokia ad, not really a Microsoft one. However, this ad partly showed Microsoft's efforts with the Windows Phone operating system at that time.

### **Microsoft "Productivity" (2011)**

Microsoft Advertising "Productivity" (2011)

This is not really an advertisement for a commercial product but it deserves to appear on this list. This Microsoft ad aims to share a vision of the future of technology and how technology enhances the productivity of all of us.

### **"Movement" Surface (2012)**

"Movement" Surface Advertising (2012)

Among the ads that have interesting ideas and are best expressed, perhaps the advertising ideas must be mentioned. Microsoft has mobilized a lot of people to participate in this advertising screen to show the outstanding features of the Surface tablet.

Through dance and choreography, the outstanding features of the Surface stand out are the convenience, the ability to fold, attach a removable keyboard and many impressive color options.

### **"Everything at once" Windows 8 (2012)**

"Everything at once" advertisement Windows 8 (2012)

Following Windows 7, Microsoft also released a lot of ads related to Windows 8. And one of them was the ad "Everything at once" Windows 8. In this ad, Microsoft skillfully introduced the Modern interface. New UI, Live Tiles or applications like Weather, Photos, Video, Email, Everyone, .

### **Internet Explorer 11-tan anime (2013)**

Ad Internet Explorer 11-tan anime (2013)

Anime is probably Microsoft's favorite topic, so in 2013, Microsoft continued to release a video promoting the Internet Explorer browser in the form of anime characters.

### **"Don't fight" Windows Phone (2013)**

"Don't fight" Windows Phone Ads (2013)

This is probably one of Microsoft's most successful ad vortex videos. The ad, titled "Don't Fight", means "Don't Fight" to highlight Windows Phone 8, specifically Lumia 920 and take down rivals such as iPhone and Galaxy smartphones.

### **iPad vs. Windows 8 (2013)**

iPad Advertising vs. Windows 8 (2013)

When Windows 8 was born and directed to mobile products such as Surface, Microsoft of course did not forget to "crack" Apple's iPad with restrictions such as no pen, no keyboard.

iPad Ads vs. Vs. Windows 8 is one of them. Microsoft has focused on highlighting Windows 8 on the Dell Venue 8 Pro with its impressive entertainment and multitasking features. And even the price of Dell Venue 8 Pro is also much cheaper than the iPad.

### **Xbox One (2013)**

Xbox One Advertising (2013)

The birth of Xbox One opened a new chapter for Microsoft's gaming division. However, most of the features featured in this video have been omitted from the latest version of Xbox One or simply never appeared. This is probably one of the worst gaming console ads in history and doesn't really bring any value.

### **Surface Book (2015)**

Advertising Surface Book (2015)

The first promotional video of Surface Book really showed the progress of Microsoft in advertising. The company focuses on introducing the unique hinge mechanism of the Surface Book to highlight one of Microsoft's most compact, professional laptops.

### **"Pure Imagination" Surface Studio (2016)**

## "Pure Imagination" Advertising Surface Studio (2016)

The all-in-one Surface Studio desktop ad makes viewers seem fascinated because it can be tilted or upright depending on usage. You can tilt it to use it as a tablet or stand up, connect to the keyboard to use it as a computer for a true version.

## "Minecraft Super Duper Musical" (2017)

The ad "Minecraft Super Duper Musical" (2017)

This is an interesting ad, but Microsoft probably wants Xbox fans to forget about it. Microsoft created an interesting song and dance in the Minecraft game to promote the Super Duper Graphics Pack.

This is a graphical package that is expected to help modernize the game and create more exciting new effects. Sadly, the Super Duper Graphics Pack has been discontinued and it is unknown when will appear again.

## Surface Duo (2019)

Advertising Surface Duo (2019)

With a dual-screen device called Surface Duo, Microsoft really caught the tech world by surprise. The device running Android operating system has really brought a breath of fresh air to Microsoft's mobile devices, while also alleviating nostalgia with the old Windows Phone.

## "Mac Book says" Surface (2019)

"Mac Book says" Surface (2019) Advertising

Continued to be another impressive whirlwind ad by Microsoft. The ad was shared by a guy named "Mac Books". The metaphor for this metaphor accidentally creates an interesting comparison between the Mac Book and the Surface Laptop 2.

The ad highlights the features on the Surface Laptop 2 that are impressive battery life, touch screen support and better performance.

## Lucy and the Reindeer Holiday (2019)

Advertising Lucy and the Reindeer Holiday (2019)

This is a Christmas ad for 2019. It's still an interesting story integrated to introduce some of the Surface Pro X and Bing Translate features.

## "We All Win" Microsoft Superbowl (2019)

Advertising "We All Win" Microsoft Superbowl (2019)

Microsoft moved millions of people to tears after watching the "Super All" Microsoft Superbowl commercial for the Superbowl event. The focused advertisement features disabled gamers over the past year.

At the same time, Microsoft did not forget to emphasize the accessibility features on Windows 10 operating system to help people with disabilities can contact the computer more easily.

*Refer to WindowsCentral*

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