



Agency:  
Mr. Youth, Starcom  
Mediavest Group

**Bing**, the search engine from Microsoft, brings together the best of search and the social networks people already use to help them spend less time searching and more time doing. The new three-column design focuses on providing information from the Web, experts and enthusiasts, and friends to help people spend less time searching and more time doing.

[facebook.com/Bing](https://facebook.com/Bing)

## Key Results

# 108%

lift in campaign awareness  
(Nielsen Brand Effect)

# 5x

more engagement compared to other  
digital platforms

# 166%

increase in daily people talking  
about this

**With the launch of its new social sidebar, Bing leveraged all aspects of the Facebook ecosystem, from integrating its product with the Facebook Platform, to launching a social advertising strategy with its Facebook Page at the center.**

## Approach

With the launch of its new social sidebar, Bing brought together the power of search with insight from friends. Research shows that 90% of people consult with a friend or expert before making a decision. While this notion is at the core of the social sidebar, it also influenced Bing's marketing strategy on Facebook. Bing leveraged all aspects of the Facebook ecosystem, from integrating its product with the Facebook Platform, to launching a social advertising strategy with its Facebook Page at the center.

## Pre-Launch

With 2.3 million fans already connected to its Page, Bing continued to grow its base using Facebook media, acquiring users within its desired audience, who could help spread the word about the brand and its product innovation during the campaign.

- Bing developed an always-on fan acquisition strategy through Facebook Preferred Marketing Developer, Unified Social.
- Bing acquired quality connections within its target persona through the use of Facebook targeting. For the fan acquisition campaign, Bing mainly focused on age and likes and interests targeting.
- The Bing Facebook Page grew by more than 339,000 fans in just two months ahead of the social search launch campaign.

## Launch

Understanding the importance of engaging with its fans in a meaningful way, Bing partnered with its social media agency, Mr. Youth, to develop a comprehensive conversation calendar, which included creative designed specifically for Facebook. Bing, with the help of Starcom Mediavest Group, then boosted this content through high-impact and sustained media.

- The reach block ads highlighted different use cases of the Bing social sidebar, such as planning a trip to New York City or discovering new music through friends.
- Bing leveraged the most engaging placement on Facebook – the news feed, on both desktop and mobile.

### Key Insight

On day one of the campaign, Bing used a Reach Block to generate broad awareness among its target audience of 18-34 year-olds in the United States, reaching 31 million unique users in one day, or 41% of the total audience.

### Sustaining Momentum

Following the initial launch, Bing continued with sustained media, using the Facebook homepage, which includes both right-hand side and news feed, to drive engagement through a two-pronged creative approach. The first was focused on the product features, highlighting the unique benefits of social search. The second was a lifestyle-focused campaign, called the “Summer of Doing.” This creative featured summer themes and verb-based search terms, such as “Food Trucking” and “Tree Housing”, encouraging users to engage with the sidebar and their friends.

- By entering the daily search terms on Bing, users could experience the social sidebar and be entered to win themed giveaways.
- Bing leveraged the Facebook Open Graph to tap into the power of friends influencing friends. Whenever someone searched for something on the sidebar and allowed that search to be shared on Facebook, it created a story, ‘Help Maggie with her search on Bing’, which drove engagement and adoption with sidebar.
- When users chose to share their actions within the social sidebar back to Facebook, Bing was also able to ensure that these stories were shown to people’s friends by turning them into sponsored stories.

### Results

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- **166%** increase in daily people talking about this



Company Page



Page Post



Mobile Ad

*“The Summer of Doing was the most shareable campaign we’ve done and I credit that to the unique & engaging creative coupled with a smart use of Facebook assets.”*

Natalie Bowman, Marketing Director, Microsoft Bing

### Tools Used

- High quality creative & publishing
- Connect: Marketplace placement for fan acquisition
- Awareness: Reach Block
- Engagement:
  - Boosted the quality creative with Page post ads
  - Added social context to the Page Post ads with Sponsored stories
  - Homepage placement: right-hand side and news feed (desktop and mobile)
- Integrate: Facebook Open Graph