



EGG ON MSN.CO.UK

MSN.co.uk, the UK's number one website with 11.8 million monthly users (Nielsen February 2003), and Egg, the world's largest pure online bank (Nielsen Netratings), struck up their partnership in the summer of 2001.

The MSN partnership, which initiated a larger relationship between Egg and Microsoft, has now existed for almost 2 years. It has, in its time, tested new product offerings, innovative new advertising formats and many different types of online communication with customers.

Why Online?

Digital marketing is a significant part of Egg's marketing mix.

As well as offering cohesion between the brand and its marketing, the online environment also offers Egg greater flexibility than other mediums. Egg has been able to use online, when appropriate, to target specific user groups in cases where this could not be done offline.

Why MSN.co.uk?

MSN.co.uk is the only major site that Egg currently has a marketing relationship with.

Richard Cole, UK Sales Director, Egg, explains, "MSN.co.uk's status as the UK's leading internet 'portal' meant it was an obvious choice for Egg to approach. We were familiar with its well-respect-

ed MSN Money channel - a natural fit for Egg within the site."

"Egg also recognised that MSN is creative, flexible and not scared to try something new. We felt that MSN would treat the Egg brand as something individual, and not try to work us into pre-defined restraints", Cole explains.

MSN also demonstrated that it offers enormous reach into an audience that closely resembles Egg's own target audience.

The success of the MSN site, demonstration of tailoring of its content and format for partners and similar reach and focus combined to convince Egg of the relevance of a partnership with MSN.

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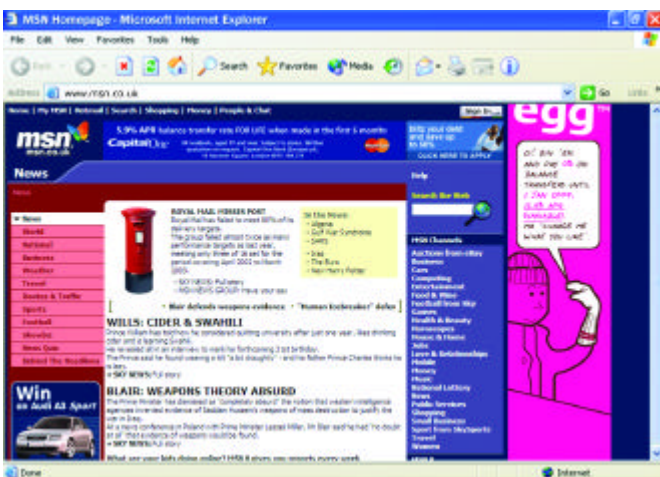


The partnership

To date Egg has used most forms of advertising available on the MSN site.

Initial bookings centred largely on traditional online inventory, with editorial coverage complementing this within the MSN Money channel. Egg has continued to develop these bookings, optimising placements and using innovative new ad formats and other promotional concepts from MSN as they have become available or relevant to the brand.

Innovatively promoting Egg's products and services



- Egg Credit Card

Egg's credit card is now its best-known product. It was the focus for some of the initial activity on MSN - a 3-month advertising promotion of the "Egg Card" beginning in January 2002.

Banner adverts and rich media adverts were used throughout the MSN site - particularly in the high-profile and well-used MSN Hotmail (the UK's most popular free web-based e-mail service with 7.3 million users in the UK) and MSN Search (with 12.9 million users per month).

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The rich media adverts utilised, for the first time in the UK, the scrolling text banner format. The scrolling text banner combines great brand presence, provided by a fixed logo on one part of the banner, with a call to action via the scrolling text unit on the other half, allowing the advertiser to promote multiple benefits.

- Egg Funds Supermarket

This advertising-based relationship was complimented with an innovative Funds Supermarket proposition, offering consumers a "hand-picked ISA". The Funds Supermarket is an integrated MSN and Egg proposition, co-designed and co-branded, and available to MSN consumers via the MSN site.

The Funds Supermarket product gave Egg the opportunity to make use of other promotional formats across the MSN network, as well as marketing it on banners across the site. Competitions and surveys were run from the MSN homepage and the MSN Money Channel ran editorial specials to link into the product.

Promoting the Egg brand

Further to a great deal of product-specific advertising and promotion, it was important for the Egg brand as a whole to grow due to exposure to MSN's huge number of users. As a result, Egg was the main sponsor of the MSN Money Channel throughout 2002.

It was also important for the Egg brand to be seen outside of the traditional MSN Money placement. As a result, Egg took up a "featured site" listing in the MSN Search Channel, to boost awareness and drive interested traffic. Tailored financial (insurance) content also ran across the MSN Cars and Travel channels at seasonal peak times.

What were Egg's results?

During the course of 2002, sales achieved directly through MSN



paings. This has lead to improvements in traditional metrics of CTR and conversion rates, as well provided invaluable learning that we have been able to apply through other campaigns" details Cole.

MSN and Egg into the future

As 2003 continues, Egg and MSN will continue to build on the work already started in 2002.

have increased Egg's total online sales for some products by 25%, and have achieved these within predefined cost targets.

By working closely with MSN to optimise activity, sales of Egg Card through MSN doubled between February and December of 2002, whilst the number of ad impressions used to deliver these has dropped by more than half.

Aside from this, Egg believe that some of the results from working with MSN speak for themselves - i.e. developing new product offerings (like the Funds Supermarket) due to liaison with MSN and making use of their technologies.

Other benefits of the partnership with MSN have included:

- Increased learning from various styles of advertising;
- The opportunity to test new ad formats, new placements / positions

These benefits have helped Egg to increase their understanding of cost-effective online activity, and how this differs by product.

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Contact Information

Email us: ukads@microsoft.com

Call us: FREEPHONE 0800 456700

Our business hours are:

Monday to Friday from 9.00am to 5.30pm.

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Microsoft

Our knowledge is your advantage

