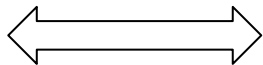
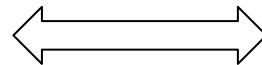


Problem



Insight



Strategy

Employees associate working platforms with feelings of **tiredness and workload** without fun

Working is not to **fight a lone battle**, it is a **collaborative journey** with your comrades

Show that Microsoft Teams are best for **having efficient communication, building families** at work, and **have fun** with each others

Turning the Tide of Work: Sailing Together with Microsoft Teams!

“Ughh, I have another meeting tomorrow.” “The meeting is gonna be long and boring.”

When workloads pile up, employees feel an overwhelming sense of tiredness when they think of video conference platforms. They don't really care about which platform they use for online meetings – it's just for work, and they just want to get those meetings done ASAP.

But what if the platform can be fun and engaging? Think of other platforms where people love to spend time – places where people connect with friends and family. People enjoy deeper connections and authentic communication, which motivates them to use those platforms consistently.

Employees tend not to prefer one platform over another when it does not create meaningful experiences in their lives – People don't care about the product itself, but what the product can bring into their lives.

Microsoft Teams has the opportunity to position the video conference platform distinct from any other. With our multi-functional platform, employees make better connections and see each other more than just work buddies.