

Microsoft Campus Recruitment 2008

OXUS Portfolio

Microsoft China Research and Development

Campus Recruitment 2008

Brief

To use web-based and on campus events and lectures to attract the best of the 2008 graduating year to apply for positions at Microsoft following the completion of their studies.

Messaging Strategy

Leveraging Microsoft's investment into their global "View<myWorld>" employer branding campaign, Oxus worked with 11 of Microsoft China's newest recruits to build a themed careers site. As with the previous year, these employees offered their own stories as a window through which graduates might envision themselves in 12 months time. Each participating employee was interviewed by Oxus' own Occupational Psychologist on a range of subjects relating to their employment at Microsoft as well as having the opportunity to participate in a fun-filled, half-day photo-shoot in a Beijing studio.

Microsoft[®]
View<myWorld>

Design / Implementation

With the main design elements being taken from the global brand guidelines, Oxus built in the images and stories of the featured employees in a variety of ways to produce a microsite and brochure that aligned with Microsoft China's unique candidate value propositions. To support the campaign, a variety of associated collateral including on-site installations, posters, gifts and a behind-the-scenes video were also produced and implemented online and onsite.



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Kaihua
Software Development Engineer
Ditu

Crystal
Development Evangelist
DPE

**Microsoft®
BizTalk**

Heidi
Software Development Engineer in Test
Biz Talk

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Jessica
Software Development
Engineer in Test Office

**Microsoft®
Office**

Crystal
Development
Evangelist

Jing
Software Development
Engineer SQL Group

Lynn
Program Manager Zune

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Zaiyue
Software Development
Engineer CSD Group

Kaihua
Software Development
Engineer Search -
Live Map

Meng
Post Doc Researcher
Internet Media Group

Jianbai
Consultant Service

Gifts

Gifts of environmentally friendly shopping bags designed to fit A4 sized books as well as View<myworld> T-Shirts and other goodies were all extremely welcomed by students on campus and drove additional traffic to the website.

Video

A Video of out-takes from the photo-shoot was created and posted to popular video-sharing sites to drive additional interest in the campaign and its characters.



Brochure

A mini brochure was also placed in the goodie bag given to students on campus.

Microsoft

View<myWorld>

www.joinMS.com

View<myOffice>

Jessica

Software Development
Engineer in Test
Office



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在微软·你的事业掌握在自己手中。在这里·我们相信你知道如何把工作做到最好。所以·这里为你提供了资源和机会来配合你的工作方式。只要在最佳工作状态下·不管是你是独立工作·参与团队工作还是做管理·都由你做主。你将会拍板做决定·主导自己的项目·与领袖打交道·并且选择合适你和你的团队的工作时间。

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Junping

Software Development Engineer in Test
Live Search Images



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View<mySQL>

Jing

Software Development Engineer
SQL Server



用创新影响世界

你会一直很难相信整个世界都正在使用你创造的技术进行交流互动。一个新的功能集·伙伴策略·灵感来自于你与世界分享的一串串代码。因为此时·在这个地球上·只有很少数的人不在使用微软的产品。我们看到了这些·现在我们有机会做自己喜爱的工作·同时也可以帮助世界各地的人。这让你倍感振奋·并想做得更多。

Results

Well on track to meet campaign targets, Microsoft revised down its target intake following the seriousness of the financial turmoil in late '08 and met the target number comfortably with high-caliber applicants.

