



## What we did:

Microsoft wanted to deliver a unique, inspirational experience via an AI creative writing assistant conversational feature. Wanting to reach Gen Z, they turned to Wattpad and launched the #WriteWithZo writing contest.

## How we did it:

- ✓ We invited our community to interact with Zo to get inspiration for their next story.
- ✓ After learning about Zo, they were driven to interact with her via Facebook, Twitter, and other platforms, and then post their story to Wattpad, creating a wave of Zo-inspired tales.
- ✓ We created a @Zo profile with the contest story and promoted it through native ad units, including video, and on Instagram Stories.
- ✓ Two Wattpad influencers wrote original stories based on their conversations with Zo, and prompted their followers to do the same.
- ✓ As a campaign extension, we implemented a Zo activation at WattCon, Wattpad's highly anticipated conference for writers, where participants were able to chat with Zo to get their next story idea.

## Results:

The #WriteWithZo writing contest was a huge success, resulting in 802 global story entries! The campaign drove 247k reads on the #WriteWithZo contest story and the :6s video unit had an impressive CTR of 1.61%, 61% higher than the benchmark.

**5,000**

Interactions with Zo

**45 mins**

Average user engagement with Zo