

Just in Time for the Holidays, Microsoft Bridges the Reindeer Language Gap in Cute New Ad



|
1 hour ago

Microsoft Translator is equipped to translate over 60 languages. When paired with the Surface, users can fashion their tablet into an assistive device that can break down just about any communication barrier.

Aside from the obvious, more practical benefits of having access to such technology, the idea of eliminating those hurdles takes on a certain magic during Christmas. Removing those linguistic blocks bring us one step closer to understanding each other, and there's really no better time to celebrate that newfound common ground than the holidays.

And for children, who so often just want a better understanding of the world around them, a chance to be heard and the freedom to seek that knowledge (one adorably invasive

question at a time) are invaluable gifts.

Microsoft's holiday campaign, created by McCann New York, introduces us to a curious 6-year-old named Lucy who watches as her mom communicates with great ease, despite the notable language barrier between herself and her Japanese-speaking clients.

When she later sees a pair of visiting reindeer wander onto the snowy lawn, Lucy quickly springs into action, grabbing the tablet just before heading outside to meet her newest hooved friends. Wonderstruck, she tests Microsoft Translator on the majestic creatures. Thankfully, one of the languages programmed into this particular version is North Pole Reindeer: Once she receives the affirmative, Lucy finds there is nothing in the way of her carrying out a friendly—and rapid—line of questioning. To be fair, we'd also like to know exactly what Santa does during the summer.

As younger children become more adept to technology by the year, centering the software's cross-generational appeal before the swell of gift-buying (and Black Friday madness) is ideal. The campaign will launch during the Macy's Thanksgiving Day Parade and run through December across TV, cinema, digital and social channels.

Credits:

Microsoft

Kathleen Hall – Corporate Vice President of Brand, Advertising and Research

Deana Singleton – GM, Global Advertising

Stacey Terrien – Director, Global Advertising

Jenny Leahy – Director, Social and Media Partnerships

Ron Schott – Senior Manager, Global Advertising

Hannah Westing – Manager, Global Advertising

Danielle Radcliffe – Manager Social Media

Dawn Novak – Sr. Product Marketing Manager, Global Advertising

m:united//McCann New York:

Creative

Sean Bryan – Co-Chief Creative Officer

Tom Murphy – Co-Chief Creative Officer

Shayne Millington – EVP, Executive Creative Director

Michael Achette – Executive Creative Director

Rick Ardito – Creative Director

Emmie Nostitz – Creative Director

Edu Lunardi – Senior Art Director

Hunter Pinnell – Copywriter

Nick Larson – Senior Copywriter

David Cliff – Director Creative Technology

Alicia Foor – Creative Technologist

Hiya Vazirani – Creative Technologist

Business Leadership

Kevin Nelson – Global Business Lead

Tina Galley – EVP, Executive Account Director

Rosemary Calderone – SVP, Executive Account Director

Jeremy Miller, EVP, Global Chief Communications Officer,
McCann Worldgroup

Ellie Choi – Account Director

Emily Swastek – Account Supervisor

Production

Carolyn Johnson – SVP, Head of Integrated Production

Mel Senecal – VP, Senior Producer

Nina Roussarie – Senior Producer

Project Management

Stella Warkman – SVP, Director of Project Management

Lauren Kosche – Senior Project Manager

Business Affairs

Eric David Johnson – SVP, Executive Music Producer

Jamie Jou – Music Business Manager

Dan Gross – Music Producer

David Halberstadt – Business Manager

Strategy

Joanna Schwab – EVP, Global Strategy Director

Jordan Berger – Social Strategy Director

Production: Hungry Man

Hank Perlman– Director
Kevin Byrne – Managing Partner/Executive Producer
Martha E. Davis – Producer
Editorial: Rock Paper Scissors, NY
Damion Clayton – Editor
Sebastian Zotoff – Assistant Editor
Eve Kornblum – Managing Director
Jenny Greenfield – Producer
Post/VFX: MPC
Matthew Loranger – Executive Producer
Chris Connolly – VFX Producer
VFX Supervisor/Flame Lead: Tim Crean
2D Team: Julien Aucouturier, Lawrence Merrill
VFX Team: Jaswan Prasath, Sathish Chellappan, Shyam Babu,
Yasasvini Vagampalli, Muruga T, Vishal Dark, Geetesh Tari
Color House: MPC
Ricky Gausis – Senior Colorist
James Tillett – Senior Colorist
Sasha Pace – Producer
Music: JSM Music
Joel Simon – CCO/COE/Co-Composer
Jeff Fiorello – Executive Producer
Jason Krebs – Co-Composer

<https://www.adweek.com/creativity/just-in-time-for-the-holidays-microsoft-bridges-the-reindeer-language-gap-in-cute-new-ad/>