

5 September 2008

By: Filip Truta, Apple News Editor



A screen-grab from Microsoft's "Windows Not Walls" first-aired ad on YouTube

[Bill Gates Shakes It for Jerry Seinfeld in 1st 'Get a Mac' Counter-Ad](#)

The first "Windows, Not Walls" ad airs

It kicked off and, boy, does it suck! What do you mean "what"? Microsoft's "Windows, Not Walls" \$300 Million ad campaign aimed at putting a sock into Apple's mouth. The ad is only an "icebreaker," according to [Microsoft](#) SVP Bill Veghte, suggesting that future ones will be more tech-focused.

The ad stars famous comedian Jerry Seinfeld and Microsoft's own Bill Gates ([as promised](#)), and is very reminiscent of Jerry's old comedy show. Only towards the end of the commercial is the word "computer" heard coming from Jerry's mouth, namely when Jerry asks Bill to disclose details on the way computers are going to evolve. Jerry senses that Bill is not likely to talk specifics, and merely asks him to... "adjust his shorts," should he have anything to do with revolutionizing the computer industry.

The ad's goal is to reintroduce Microsoft to consumers, says an email from Microsoft's SVP sent out to all MS employees and obtained by TechCrunch. According to Veghte, Microsoft will be taking a deeper plunge with the campaign later this month, probably referring to actual Windows / PC-related topics.

"This first set of ads features Bill Gates and comedian Jerry Seinfeld," said Microsoft's Veghte. "Think of these ads as an icebreaker to reintroduce Microsoft to viewers in a consumer context. Later this month, as the campaign moves into its next phase, we'll go much deeper in telling the Windows story and celebrating what it can do for consumers at work, at play and on-the-go. At that time, I'll be back to share more information about our plans to further strengthen the bond between consumers and Windows - one of the most amazing products, businesses and brands of all time, and, with the right tenacity, passion and agility from all of us, a story that has many great chapters to come," Veghte added.

The ad is not a total failure, though, and that's thanks to Jerry Seinfeld. The same thing can't be said about Gates, who is just his old (boring) self all the way. The only thing that could be considered funny, in relation to Mr. Gates' presence in the ad, is this.

In the commercial, Bill Gates owns a Shoe Circus Clown Club Platinum Membership