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Live without Walls  
Microsoft

## [Download Windows vs. Walls Wallpapers](#)

*Courtesy of Microsoft*

On September 18 Microsoft kick started the second phase of the \$300 million Windows marketing campaign put together by ad agency Crispin, Porter + Bogusky. Moving away from the Jerry Seinfeld and Bill Gates "icebreaking" videos, the next step of the campaign is synonymous with the introduction of the slogan "[Life Without Walls](#)" along with the Windows vs. Walls perspective. [Microsoft's Brandon LeBlanc](#) played with the Windows vs. Walls master ad and created a set of new wallpapers that are now available for download.

"Microsoft today launched the next wave of its Windows advertising campaign with a series of print and out of home ads. [The] ads, (...) will run in print, on billboards and also in places such as JFK Airport and Times Square. The "Life Without Walls" tagline reaffirms the mission of the Windows brand to put fewer walls between people, their passions and the global community," Microsoft revealed.

The new "Life Without Walls" wallpapers come in no less than five flavors, according to their resolution: 1920x1200, 1650x1050, 1600x1200, 1280x1024, and 1280x800. "In light of tonight's new ad "Life without Walls" seen in newspapers today along with the new "Real PC" TV ads; I've decided to make wallpapers for folks so they can add "Life without Walls" as wallpaper on their PC," LeBlanc stated.

Microsoft is no longer a passive spectator at the consistent and relentless efforts to erode the value of the Windows brand, led by Cupertino-based hardware company Apple. Although the response to the first phase of the new Windows marketing campaign has not been immensely positive, the fact is that the signs of life from the Redmond giant were welcomed across the board. Microsoft is even gunning down Apple by using its own weapons. More specifically the "[I'm a PC](#)" label, which the Redmond company is attempting to turn to its advantage.

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