

Vision: clarity

Efficient communications lead the user elegantly to just the information they need.

I'm continually educated on emerging technologies and enthusiastic about compelling media experiences.

David Delmar

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Fred Hutch | newsletters and videos

defeatHIV newsletter

Fall/Winter 2012

Welcome to the first defeatHIV newsletter, a biannual publication of the Delaney Cell and Genome Engineering Initiative. Founded in 2011 and based at the Fred Hutchinson Cancer Research Center in Seattle, WA, defeatHIV is a consortium of scientific investigators and clinicians from both public and private research organizations who are committed to finding a cure for HIV. We are supported through a new program sponsored by the National Institutes of Health and the National Institute of Allergy and Infectious Disease in honor of AIDS activist Martin Delaney. This program, called the **Martin Delaney Collaboratory: Towards an HIV-1 cure**, focuses on providing support for HIV research strategies that are curative and foster partnerships between public and private research organizations. defeatHIV is one of only three funded Martin Delaney Collaboratories, along with the **Collaboratory of AIDS Researchers for Eradication (CARE)** based at the University of North Carolina at Chapel Hill, and the **Delaney AIDS Research Enterprise (DARE)** at the University California, San Francisco.

The success of our mission to pave a way toward an HIV cure depends heavily on our connection with the HIV community. Our intent for this publication is to inform the community about the most current research progress, technologies, and events that evolve from our collaborative efforts. Future issues will contain the following sections:

- **Focus Point** Discover more about particular areas of scientific discovery within our collaboratory through in-depth feature articles
- **Publications** Learn about the work our collaboratory publishes in academic journals
- **Special Report** Significant breakthroughs are reported when they occur
- **Events** Stay informed about past and future events within the collaboratory

We hope you enjoy this first issue and will look forward to reading about our most current, exciting work in future newsletters and at defeatHIV.org. To become a subscriber, sign up at defeatHIV.org/newsletter. Your feedback and comments are most welcome and can be submitted to: info@defeatHIV.org.



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Chair for Cancer Research
Fred Hutchinson Cancer Research Center
Professor of Medicine / Oncology
Adjunct Professor of Pathology
University of Washington School of Medicine

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Presentations

Microsoft

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Microsoft Advertising



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MICROSOFT ADVERTISING

Back-to-school 2019 insights


Successful strategies for digital marketers

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MICROSOFT ADVERTISING




Cruise Ads

Feature guide

Tech Mahindra

Tech Mahindra

Creating memorable digital experiences everyday



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Holiday 2020 insights

Your pandemic guide to holiday sales success

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Tours and Activities Ads

Feature guide


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give

MSA GIVE NEWSLETTER NOVEMBER 2019





David's corner

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One minute tip

Body copy is used for large amounts of information and reading in detail. The body copy should always be legible by following the Microsoft accessibility.



Why we do this

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Local event highlights

Atlanta
Bellevue

Quick links

GIVE
MSA site

DAVID PANN | General Manager
Global Advertising Business Team
[I give to XXX](#)
[aka.ms/give](#)

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Microsoft



Microsoft

MICROSOFT ADVERTISING ELEVATE **LET'S RISE**

Save the Date!
You are invited to be our honored guest at 2020 Microsoft Advertising Elevate

As a Microsoft Advertising Elite/Select partner/partner/client, I invite you to be our guest at the 2020 Microsoft Advertising Elevate (formerly the Microsoft Advertising Partner Summit) from **March 30 to April 1, 2020** at the **Microsoft Headquarters** in Redmond, Washington.

Microsoft Advertising Elevate is Microsoft's largest and most exclusive global event for the advertising industry featuring thought-leadership, industry insights, direct access to product experts and a peak into future Microsoft offerings.

What to Expect

March 30

- Join us for an evening welcome reception at the Seattle Art Museum located in downtown Seattle where you will be able to connect and network with other clients and Microsoft employees from around the world.

April 1

- Learn from Microsoft leaders and partners as they explore Microsoft's proposition in the advertising industry through trusted search, browser and news.
- Celebrate our Global Partner Awards winners where we recognize global innovation, leadership and growth demonstrated by partners who participate in the Microsoft Advertising Partner Program.
- Engage in more opportunities to connect with Microsoft and top partners and clients from around the globe.

Registration will launch soon and will include more details such as agenda, travel and hotel guidance, things to do around Seattle and more. Expect to hear from us shortly!

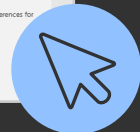
We look forward to having you join us for this amazing event!
AE/AM Signature

f t in s

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Microsoft Corporation, One Microsoft Way, Redmond, WA 98052 USA

Microsoft



MSA Today
Intelligent connections Date, 2021

Top story heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit ut aliquip ex ea commodo consequat.

Top Learning downloads

Item 1 Item 2 Item 3

[See the top Learning downloads](#) [Find the latest Learning content](#)

Products and features
GA releases, pilot updates and more news

Primary title

SUB-TITLE
Global Americas

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Primary title

SUB-TITLE
Global Americas

Primary title

SUB-TITLE
Global Americas

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Primary title


SUB-TITLE
Global Americas

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Spotlight
A weekly feature on a selected salesperson

Employee Name

EMPLOYEE TITLE
Employee Location



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Microsoft Hello, Dynamic

Microsoft Advertising Partner Program


140 MILLION SEARCHERS ARE HERE¹

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Note: This offer is exclusive for partners in the U.S. and you'll need to use your credentials to sign in to the partner program website to access this offer.



THEY'RE SPENDERS

22% more online spending than the average internet searcher¹

42% have household incomes in the top 25%²

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If you have any questions, please reach out to partnerwithmsfads@microsoft.com.

1. comScore eSearch, Explicit Core Search (custom), March 2021, United States. Data represents desktop traffic only. 2. GlobalWebIndex, Chart Builder, U.S., Q1 2021. The Microsoft Search Network represents unduplicated visitors to AOL.com web search, Bing web search, and Yahoo! web search. Data represents desktop, mobile web and tablet traffic.

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Microsoft



Print, graphics, display ads

Profiling the Anime Viewer

Gender

Among all anime viewers:

Overall, anime viewers skew slightly male, but there is definite appeal across genders. The heavy male skew in English-speaking markets like the US, the UK, and Australia suggests an opportunity for growing female viewership, especially in reference to comparable markets like France and Germany. Note that some markets like Vietnam, Russia, and France even see female majorities.

Country	Male	Female
US	54%	46%
UK	54%	46%
Australia	55%	45%
France	44%	56%
Germany	42%	58%
Vietnam	41%	59%
Russia	39%	61%
Japan	37%	63%
South Korea	35%	65%

Parental Status

Marital Status

Among all adult anime viewers:

Globally, about half of anime viewers are married and/or have kids, but on a market-to-market level, the life stage of anime viewers may vary enormously from only 2-in-10 who are married (in the UK) to nearly 7-in-10 who are married (in Vietnam) in line with overall market differences. Anime as a category reaches a broad range of people at different points in their lives, but generally appeals to those at an earlier life stage (less likely to be a parent or married).

[Learn More](#)

Note: Data is taken from Intercept's proprietary NEI MEDIA MEASURE™ GLOBAL PROFILES data which is fielded annually during the summer beginning in 2020.

Animeasure

MICROSOFT ADVERTISING Brand best practices

Audience targeting

Use your search campaigns to reach the right people.

Be clear

Lead with Microsoft Advertising. Only your message with a single image. Make data visual. Tell a story with photography.

Be people-first

Feature photos that focus on devices or represent technology, not abstract concepts. Use human expressions. Show faces and authentic interactions.

Be inclusive

Diversity and inclusion are central to Microsoft's mission and should be considered in every communication.

Don't be cliché

Empower holidays and occasions to an engaging line of people. Avoid cliché photos, use illustrations or an image with people. There is no need to be loud.

Brand don'ts

Guidelines and examples at aka.ms/msbrand

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Microsoft

Boost leads, revenue and customers with search advertising from Microsoft Advertising.

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bing

The power of Bing Ads

Travel company achieves 50% lower average cost per click with Bing Ads

Case Study
Client: Smart Destinations
Industry: Travel
Market: United States

Smart Destinations helps travelers save money and skip lines at the top attractions in nine U.S. cities. The company sells multi-destination packages for admission to museums, tours and amusement parks — at savings of up to 50% off combined retail gate prices.

"In the travel industry, buyers now expect more savings and purchase more online," says Fabio Angelini, SEM manager at Smart Destinations. "That trend has worked out well for us." Based in Boston, Massachusetts, the company has grown every year since it was founded in 2003.

Search advertising has been key to that success. "We know that search advertising traffic converts well; searchers have a high level of intent to buy," Angelini says. "So we've always wanted to make all the major search engines, including Bing and Yahoo Search, an important part of our strategy." The company has used Bing Ads since 2007.

80% increase in impressions

50% lower average cost per click

Travel search trends

- Unique visitors to travel-related websites up 9%
- 40% of U.S. online travel consumers start their purchase journey via search engines.
- About half of hotel website visitors, bookings and revenue come from search engines.
- Nearly half of all the checks for "in America are done online or mobile."

RETAIL ADVERTISERS

Increase budgets to take advantage of syndication growth

62% more MOBILE CONVERSIONS

23% more CONVERSIONS ACROSS THE BRAND NETWORK

82% more MOBILE CONVERSIONS

21% more CONVERSIONS ACROSS THE BRAND NETWORK

84% Advertiser Love in 2019

644% Conversions through Bing

114% The AdClick through rate for Bing Search

[Learn More](#)

2022 Microsoft | Advertising

Partner

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Elite Partner

SILK ROAD ASSET MANAGEMENT

Digital313

OCEAN TONE

RIM advisory

Surati Management Group

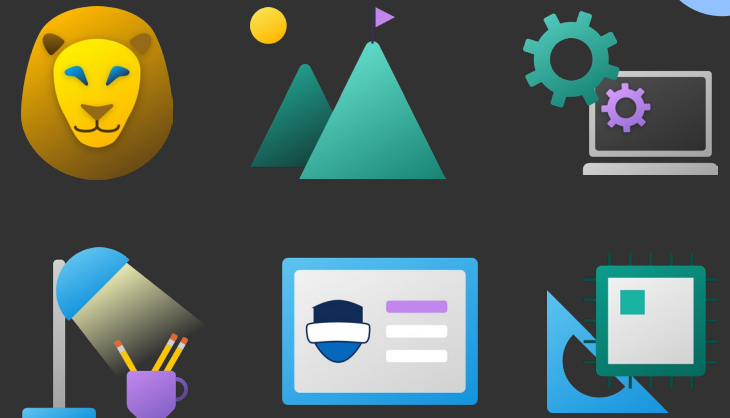
Microsoft

Go for the Gold

Microsoft Advertising sweepstakes

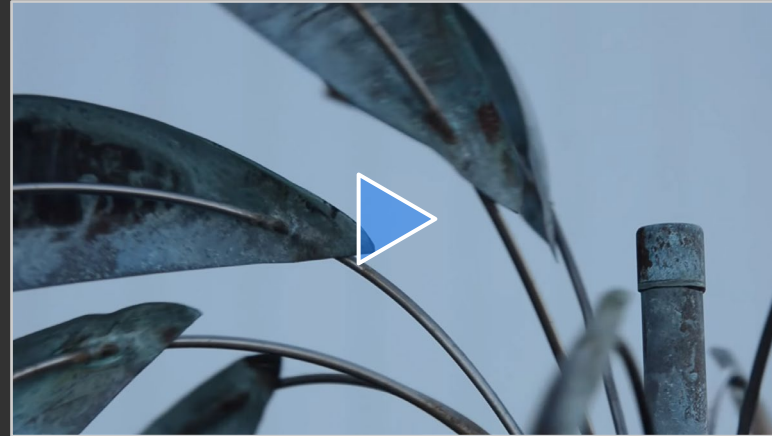
Sign up new accounts on Microsoft Advertising from January 1 - March 31, 2020, to be entered for a chance to win a trip of a lifetime to Charleston, South Carolina! The more accounts you sign up, the better your chances of winning.

[Check your email inbox or contact your manager for official rules.](#)



Marketing and music videos

Save time with
Microsoft Advertising Editor



Reach Mother's Day shoppers



Photography



Web applications and SharePoint



Physician Scorecard

Clear Filters » Time Period: Dec 2016 » Data: Inner Rim, Japrael sector, Japrael system, Onderon, Itzz

METRIC	NUM	DENOM	PERF	GOAL
Advanced Care Planning (360/540)	0	5	0%	<67%
Breast Cancer Screening (360/540)	10	0	50%	<65%
Capacity (360/540)	5	20	100%	>67%
Chronic Care - Statin (360/540)	15	10	0%	>65%
Chronic Care Composite (HEDIS-Like) (360/540)	10	15	25%	>67%
MyChart (# Active Accounts) (360/540)	20	5	50%	<65%
MyChart (Providence Only) (360/540)	0	10	75%	<67%
NQFO034: Colorectal Cancer Screening (360/540)	5	0	100%	>65%
Advanced Care Planning (360/540)	0	5	0%	<67%
Breast Cancer Screening (360/540)	10	0	50%	<65%
Capacity (360/540)	5	20	100%	>67%
Chronic Care - Statin (360/540)	15	10	0%	>65%
Chronic Care Composite (HEDIS-Like) (360/540)	10	15	25%	>67%
MyChart (# Active Accounts) (360/540)	20	5	50%	<65%
MyChart (Providence Only) (360/540)	0	10	75%	<67%
NQFO034: Colorectal Cancer Screening (360/540)	5	0	100%	>65%

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For immediate hiring.

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Job title or keywords

Find Jobs

Job seekers: Available **now** or within **30 days**?

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Transitioning after layoff Reskilled, cross-skilled, or upskilled In notice period, or with an opt

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Hiring in under 30 days.

Job title or keywords

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Employers post jobs free with target start date

Microsoft SharePoint

Commercial Execution Planning

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Managers

Planners