

<http://www.pocket-lint.com/news/16321/microsoft-vista-fight-back-advertising-revealed>

Microsoft's Vista fight-back ads revealed

"At one point, everyone thought the Earth was flat"

by Amy-Mae Elliott published on 22 July 2008

We previously brought you the news that Microsoft was planning a multi-million dollar "fight-back" ad campaign for Vista, and the first of these messages appears to have been revealed.

After admitting that the I'm a Mac versus I'm a PC advertising from Apple had hurt them, it seems Microsoft has decided to go down the re-education route with their troubled operating system with the slogan, "Get the facts about Windows Vista".

Presumably, from the "At one point, everyone thought the Earth was flat", we can assume this will be the start of the campaign about misconceptions, urging consumers to find out more and make up their own minds about Vista.

