
Excel for Windows Marketing Plan

December - June

Excel Marketing Plan

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International Mktg. Meeting, Dec. 1991

Agenda

Market Situation

Opportunities

Objectives

Marketing strategy

Programs

Budget summary

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Market Situation

Next 10 share points harder than the last 15

1-2-3/W vulnerable, Quattro Pro ships in Q1

Excel most successful with IEU/early adopter

Many early adopters have moved to Windows

"Rest of workgroup" (ROW) content with status-quo

GBUs transfer Lotus brand values to Win apps

123/W Opportunity

Negative press

Market share and earnings down

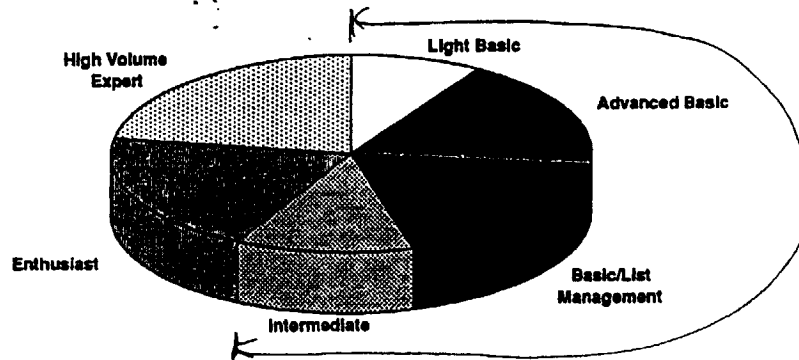
Broader awareness of problems is low

Product will improve (Chronicle)

Considered "adequate", low risk

Market Segmentation

Opportunity for share in low-end and intermediate segments



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Business Objectives

#1 in spreadsheet category (US)

40% unit share by September, 1992 (US)

100,000 units/month

Current run rate is 60,000/month

Check the share point / units

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Strategic Objectives

Be perceived as the best Windows spreadsheet

Build anticipation and excitement for 4.0

GBU awareness and trial

Force comparison

Make migration to Excel easy

Maximize customer satisfaction

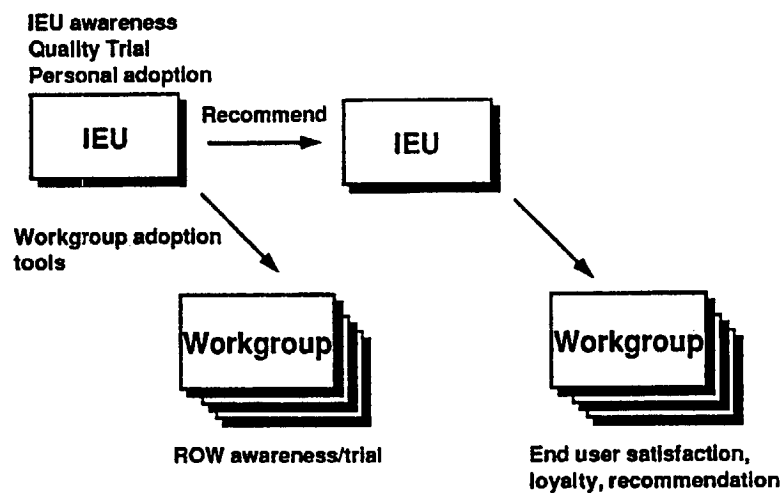
Entrench Excel in developer/ISV markets

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Strategy: Winning the Workgroup



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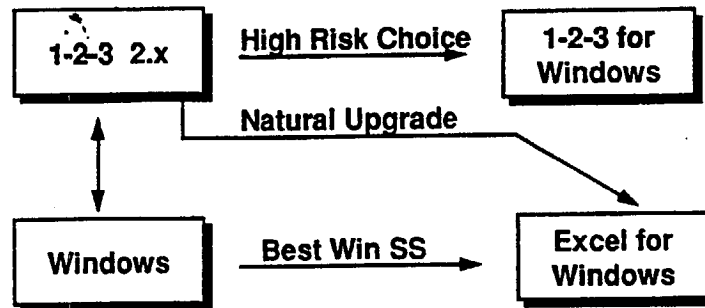
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Awareness

Messaging Strategy



We must mitigate "automatic upgrade" concept

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Awareness

1-2-3/W Attack

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Objective: Arrest 1-2-3 users. Reposition 1-2-3/W as risky, position Excel as natural upgrade

Target: ROW, considering Windows

Messages: 123/W is high-risk, Excel is natural upgrade

Media: National newspaper, business press, radio, pr

Tactics: Election style campaign, let the facts speak

Example: Testimonial ad -- "I tried 1-2-3/W and switched to Excel..."

proof or examples?

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Awareness

Excel 4.0 Business Press

Apr - Jun

Objective: Position Excel as the best Windows SS,
increase reach beyond core IEUs

Target: Excel users, non-trade press IEUs

Messages: Excel 4.0 is the best Windows SS

Media: WSJ, Business Week, Time, Newsweek

Tactics: Traditional product ads, usability, performance,
innovation

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Awareness

Excel 4.0 Broadcast

Apr - Jun

Objective: Reach ROW with Excel 4.0 message, make
receptive to IEU evangelism

Target: ROW, non trade press readers

Messages: MS = Windows = easy, Excel = Win SS

Media: Refer to broadcast proposal

Tactics: Joint Windows/Excel/Word effort

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Awareness

Public Relations

Dec - Mar

User group shootouts (Demo '92)

Leverage Lotus mistakes

Ongoing press efforts

Apr - Jun

Excel 4.0 launch event

Excel 4.0 launch PR

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Trial

Direct Mail

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Quick Feed program

Mail inserts in PC Week, Lotus Magazine

Ongoing competitive upgrade mailings

Apr - Jun

Version upgrade, mailing and incentive

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Trial

Seminars

Dec - Jun

Grow MCSS attendance

Apr

April launch blitz

Joint Windows 3.1/Excel 4.0 district launches

Win 3.1/Excel 4.0 launch events (168)

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Trial

Channels

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Resellers

Discretionary funds, RSP Incentive, Excel 4.0 pre-booking

Apr - Jun

Resellers

Hardware soft bundle, Excel 4.0 promo units

Corporate accounts/Share Drive

Seeding, Dept. Win

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nothing going on

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Trial

Upgrade Policy (proposed)

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Version upgrade \$99

Competitive upgrade \$129

Four SKUs

5.25" Full Retail, 3.5" Full Retail

5.25" Upgrade, 3.5" Upgrade

Same SKU for version and competitive upgrades

\$30 rebate coupon in box for version upgraders

*get disconnection to
exclude this from next
budget.*

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Adoption

Corporate Accounts

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LMI Guarantee program

Full penetration of top 25 high potential accounts

1 additional headcount

Local Marketing

Discretionary funds at district level

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Adoption

Direct Marketing

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Seminars

Excel 4.0/Windows 3.1 training tour

Excel/Word migration seminars

Direct Mail

Excel resource mailing to WTW lists _____?

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Satisfaction

Care and Feeding

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Excel Champs newsletter

Part of larger Winapps program

Targeted IEU communication and tool distribution

} Win Apps Champs w/
appropriate product focus.

User group program

Create IEU good will with Excel 4.0 launch

Referred sales program

MSFT shares for referred sales

| why not a
CA. referral program within the field?

PSS/toll free support

_____ WONT HAPPEN

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International

International

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\$TBD Incremental funding for Europe

\$TBD Incremental funding for rest of world

Spending areas:

Seeding

Competitive upgrade programs

Awareness programs

Focus on what has worked in the US of A

Other Programs Considered

1-2-3/W reject program: COGS now, pay later

Direct response TV, two minute spots

"Infomercials", 30" TV seminars in small markets

Lotus magazine disk insert

Local newspaper as a media choice

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