

From w-pamed Wed May 20 08:56:07 1992
To: steveb
Subject: the ad
Cc: debbieh_garygi_jonl_w-clairl_w-pamed
Date: Wed May 20 08:46:20 1992
Status: RO

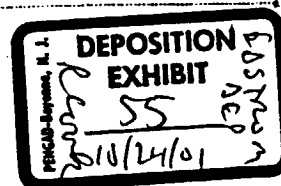
steve,

i think you have to ask what is the purpose
in doing this ad. and what is the benefit you hope
to derive from it. i dont' realistically think
anyone is going to be motivated to buy windows over
os/2 as a result over this ad.

i understand your impatience in wanting to see os/2 go down
in flames. however, to a certain degree you have to let
the market decide. in fact in some ways it is far
better for microsoft for customers to get os/2 and
interact with it in a negative way and then
complain.

this clearly makes ibm look bad. the ad is guaranteed
to get an editorial reaction that i beleive will be
negative for microsoft. microsoft and specifically
windows is perceived as the leader far outselling os/2
and ibm is in an underdog position. the industrys
sympathy is with ibm and this type of ad even without
trashing os/2 is guaranteed to get a negative comment.
it is very important for microsoft to act like a leader
and to not appear to be negatively impacting (intentionally)
os/2. it will be far better to identify historic big blue
supporters and use them in ads begin windows users. this
is a far better message coming from users. in fact, why not build
an ad campaign around users who have switched and allow your users
to articulate the benefits. look how far we got with art block at
manufacturers hanover trust. when he switched from lotus 1-2-3 to
excel. surely the sales force worldwide would be able to come
up with three users who could articulate our message.

pe



MS 5033551
CONFIDENTIAL