

MS-DOS 6 PR PLAN
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SITUATION ANALYSIS

MS-DOS 6 faces a different environment than did MS-DOS 5. Due to pent-up demand and a compelling set of new features, MS-DOS 5 received many accolades from customers and the press. Challenges we face with the introduction of MS-DOS 6 include:

- Users may be satisfied with their current version of MS-DOS and not feeling need to upgrade
- Users may already be using third party compression, antivirus or backup products

To overcome these objections, we must communicate the benefit of upgrading to MS-DOS 6, and explain how we were able to improve compression, antivirus and backup by integrating them into the operating system.

OBJECTIVES

- Communicate MS-DOS strategic commitment and fit within Microsoft's systems business.
- Build momentum for MS-DOS 6 and pre-empt DR DOS 7
- Position MS-DOS 6 as:
 - the industry leader
 - the answer to emerging user needs
 - the "easiest to use MS-DOS" ever
- Broaden audience reach to the "next wave"

STRATEGY

- Communicate the close alignment and combined strength of MS-DOS and Windows
- Aggressively manage the MS-DOS 6 beta and reviewer programs
- Address "just a bunch of utilities" by showing growth of utilities vendors in market place, MS-DOS 6 direct result of users requests
- Proactively monitor competitive issues in the marketplace

MESSAGES

- MS-DOS makes computing and managing your PC easier
 - MS-DOS 6 doubles your hard drive capacity and optimizes your memory
 - MS-DOS 6 protects your data with antivirus and backup capabilities
 - MS-DOS 6 provides built-in networking and mail
 - MS-DOS 6 is a great integrated platform for Windows

TARGET AUDIENCES

Power users: Significant software purchasers, including PC power users, intermediate PC users, MIS, corporate PC users, and those who have not upgraded to MS-DOS 5.0. This audience reads the PC Trade publications.

Next Wave: PC users who purchase software with disposable income (over \$50K) but are less sophisticated than power users (88 percent are novices.) These people tend not to read PC publications (only 15 percent do,) and are hard to find and expensive to communicate with via traditional methods (advertising or direct mail). We will attempt to reach them through an extended reach program.

COMPETITIVE ISSUES

Objectives: FUD DR DOS with every editorial contact made.

Strategy: Position new features of MS-DOS 6 while positioning DR DOS as a less stable product with poor MS-DOS functionality.

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Champion MS-DOS within the networking community. Key influentials include: Burton Group, Forrester Research, Gartner Group, IDC, and Meta Group.

Communicate news tips to ensure DR-DOS "realities" are covered in the trade publications; casually drop news regarding DR-DOS in passing; monitor temperature.

Develop key DR-DOS FUD points for all press tours.

Message: DR DOS is incompatible, and if it's not compatible, it's not MS-DOS. It is a closed, proprietary system being designed for use with Netware and Netware Lite.

PUBLIC RELATIONS ACTIVITIES

Reviews Management - Editorial Buddy Program

Objectives: Demonstrate MS-DOS leadership and technical superiority by winning reviews.

Strategy: Reviews management: Maintain an open and ongoing communication environment between publication staff and the MS-DOS product team, through use of technical 'owner' available to each specific publication/review. Agency will manage product coverage and review status for all key trade publications below (Hot List.) Weekly activity reports will be distributed.

Editorial inquiries: To address the first and second tier publications/reviews and insure that answers are provided in a timely manner, editorial calls will be e-mailed directly to ScottQ and Ben as needed, copying BradC and RichF.

Hot List: *BYTE, Corporate Computing, Infoworld, NSTL, Network Computing, PC Computing, PC Magazine, PC Week, PC World, Windows Magazine, Windows Sources*

MS-DOS 6 PRESS TOURS

MS-DOS Lives "Talkers" Press Tour (August - September)

Objectives: Aggressively communicate that MS-DOS is an important part of MS's operating system strategy. Pre-empt DR DOS announcement, while taking "temperature" of editorial community with regard to MS-DOS and the competition.

Strategy: Visit key publications and analysts. Leave behind presentation and introductory beta letter for editorial reference to communicate Microsoft's operating systems vision.

Completed: *BYTE, CRN, Computerworld, Creative Strategies, Gibson Research, IDC, Infoworld, PC/Computing, PC WEEK, PC World, Workgroup Technologies, Pournelle and Associates.*

Beta and Long Lead Tour (Week of October 19 and 26)

Objectives: Position MS-DOS 6 as the answer to users requests and the easiest-to-use MS-DOS ever. Disclose all new product features and silently pre-empt/FUD DR DOS.

Strategy: Communicate in one-on-one meetings with key long lead editors and influentials under NDA; demo Beta 3; deliver beta materials to key reviewers; discuss coverage opportunities and publication dates for March issues of long lead publications. Tier 2 publications - send materials and conduct phone meetings only. Post tour - begin reviews management, monitor progress, follow up on action items; conduct bi-monthly status calls; tailor messages as needed for each publication; encourage first looks; work with pubs under NDA on an ongoing basis.

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Monthlies: *BYTE Magazine, Corporate Computing, Datamation, LAN Magazine, LAN Technology, LAN Times, Network Computing, Network World, Networking Management, PC Magazine, PC World, PC/Computing, Software Magazine, Windows Magazine, Windows Sources, Windows User*

Analysts: *Burton Group, Creative Strategies, Datapro Research, Dataquest, Ferris Computing, Forrester Group, Gartner Group, Gibson Research, International Data Corporation, International Data Group, InfoCorp, Meta Group, PC Letter, Patricia Seybold Group, Soft*Letter, Technologic Partners, Workgroup Technologies, Yankee Group*

Columnists: *Knight Ridder*

Tier 2: *Home Office Computing, Computer Language, Computer Shopper, Dr. Dobb's Journal, PC Novice, PC Sources, PC Today*
(send materials and conduct phone meetings only week of November 9th)

Reviewers Tour (Week of November 23 and December 7)

Objectives: *Work with key publications to shape MS-DOS 6 product reviews. Address and FUD the "Microsoft is killing the utilities market" myth.*

Strategy: *Meet with key publications to query them on the status of review process; troubleshoot and provide technical assistance as needed; maintain weekly status calls until review is published; follow up meetings as needed through December and January. This tour will include need to include MS-DOS 6 technical contact for all MS-DOS 6 reviews.*

Reviewers: *BYTE, Corporate Computing, Infoworld Labs, National Software Testing Labs, PC Magazine, PC/Computing, PC WEEK Labs, PC World, Ziff Davis Labs, Windows Magazine, Windows Sources.*

Reseller Focus Program (Week of December 14)

Objective: *Drive momentum for MS-DOS 6 introduction; deliver these messages to key reseller publications:*

- *Microsoft is not selling direct; massive volume/revenue expected through the channel*
- *Microsoft is investing big promotional dollars to drive store traffic for MS-DOS 6*
- *Resellers better stock up - momentum expected to exceed any product in history*
- *Benefits to resellers and customers*

Strategy: *Work by phone with reseller publications; educate retail channel on introduction messages and product benefits; provide quotes from key resellers (Egghead, Merisel) about excitement, market potential and product demand.*

Reseller: *Computer Reseller News, Computer Retail Week*

Extended Reach Program (December, January and February)

Objective: *Obtain coverage in broad-based publications in order to reach the "next-wave" of users.*

Strategy: *Repackage product messages and materials to address needs and interests of next wave publication editors and readers. Write specific story concept / angle of interest for each publication. Pitch story ideas and work closely with publication via telephone; seed specific stories on MS-DOS. Based upon outcome, will revisit extended list and add publications. Work with radio and television through use of B-roll.*

Business Press Targets: *Business Week, Forbes, Fortune, New York Times, Newsweek, Wall Street Journal, Time, US News and World Report, and USA Today*

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Enterprise: *Business Marketing, Entrepreneur, Home Office Computing, Inc., Independent Business, Money, Nations Business, Success, Working Woman*

Broadcast: *Computing Success, PC Techniques, Craig Crossman's Computer America, Let's Talk Computers, National Public Radio, Sound Bytes, Tech Talk*

Television: *CNN/Moneyline, Computer Chronicles, PC/TV Live!, Computers Today, CNBC, CNN, Good Morning America, Today*

Next Wave: *Esquire, Money, Parade, Playboy, Reader's Digest*

Columnist Tour (Week of January 10)

Objective: Present MS-DOS 6 as the easiest to use MS-DOS ever. Disclose all new product features. Silently pre-empt/FUD DR DOS.

Strategy: Meet with key national and regional columnists in one-on-one meetings under NDA; deliver beta copy; encourage product reviews to coincide with product ship date.

Columnists: *Ask Dr. John, Boston Globe, Chicago Sun Times, Chicago Tribune, Dallas Morning News, Fort World Star Telegram, Knight-Ridder, Los Angeles Times, The New York Times, Pournelle and Associates, San Francisco Chronicle, San Francisco Examiner, Seymour and Associates, The Wall Street Journal, Washington Post, and Washington Times.*

Golden Tour (Week of February 8)

Objective: Deliver shrink wrapped copy of MS-DOS 6 as proof-positive the product is on its way; capture attention, relay momentum, positive product feedback, and excitement for launch coverage. Invite key editors to launch event, generate excitement. Silently pre-empt/FUD DR DOS.

Strategy: One week prior to product shipping, meet with weekly publications; deliver final product to editors/labs personnel; discuss news coverage and tailor story concepts to each publication; follow up with action items; conduct post-meeting status calls to top tier publications.

Weeklies: *Communications Week, Computer Reseller News, Computerworld, Federal Computer Week, Government Computer News, Information Week, InfoWorld, LAN Computing, PC Week*

Launch Event (Date TBD approximately February 18)

Objectives: Broaden MS-DOS Launch messages to larger audiences. Generate excitement and momentum for product availability.

Strategy: Work with events group to develop concept, timing and execution of event. Invite key press to event and provide on-site support. Develop press materials and obtain launch coverage. Conduct at-site launch meetings as needed with key editors.

Post Launch PR

Objectives: Monitor ongoing feedback for product. Support editorial needs to encourage additional product coverage and in-depth reviews and late breaking publications.

Strategy: Work with additional Tier 2 publications; continue to manage ongoing review process.

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Materials

(done) • **Future of MS-DOS Presentation**

A presentation that explains the operating systems strategy for MS; shows how MS-DOS fits into the Windows and Windows NT strategies. Copies will be made for leave behind.

(done) • **MS-DOS 6 Reviewer's Guide**

(completed for long lead tour)

• **MS-DOS Backgrounder**

This 2-4 page backgrounder gives a brief history of MS-DOS, explains why MS-DOS is the industry standard, and gives an overview of the product features aimed as a resource for the less-technical publication.

• **Editorial Presentation**

(Designed for long-lead tour and updated for short-lead tour.)

• **MS-DOS 6 Video B-roll and Audio Releases**

(For release on the day of announcement as a means to broaden audiences. Work with VisNews to capture television coverage.)

• **MS-DOS 6 Press Kit**

(completed by short lead tour)

- MS-DOS 6 Ships press release
- Historical Factsheet
- Partnership release (ISV's, OEM's etc.)
- Central Point press release
- Norton press release
- User profiles/stories
- MS-DOS 6 backgrounder (subset of reviewers guide)
- MS-DOS 6 folder
- Collins Hemingway and Delona Lang business cards

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APPENDIX

Talkers Tour (Competed)

BYTE - Andy Reinhardt, Rich Malloy
CRN - Ed Sperling
Computerworld - Chris Lindquist (phone)
Creative Strategies - Tim Bjarin (phone)
Gibson Research - Steve Gibson (phone)
Government Computer News - Cynthia Morgan (in Redmond at Strategy Day)
IDC - Nancy McShary
Infoworld - Stuart Johnston
PC/Computing - Dale Lewallen, Gina Smith (phone), Ed Bott (phone)
PC WEEK - Paul Sherer
PC World - Russell Glitman, Steve Fox, Eric Knorr, Karl Koessel, Shane Rau, Lincoln Spector, Scott Spanbauer
Workgroup Technologies - John Dunkle
Pournelle and Associates - Jerry Pournelle (in Redmond at Strategy Day)

Key Monthlies

BYTE Magazine, Andy Reinhardt, Rich Malloy, Jon Udell, Mark Manasi
Corporate Computing, Rafe Needleman, Kevin Bachus
Datamation, Mark Schlack, Paul Pinella
LAN Magazine, Elizabeth Dougherty, Ken Mackin
LAN Technology, Mark Hall
LAN Times, Bill Brandel, Susan Briedenbach
Network Computing, David Strom, Steve Morse
Network World, Tim O'Brien, Margie Wylie
Networking Management, Irwin Greenstein
PC Magazine, Robin Raskin, Jeff Prosize, Ted Stevenson, Sal Ricciardi, Bill Howard
PC World, Russell Glitman, Steve Fox, Mike Hogan (Los Angeles)
PC/Computing, Dale Lewallen, Gina Smith, Ed Bott, Sebastian Rupley, Scot Finnie
Software Magazine, John Desmond, Debbie Mewleski
Windows Magazine, Fred Langa, John Ruley, Jim Powell
Windows Sources (new Ziff Davis publication), Gus Venditto, Karen Offerman, Chris DeVoney
Windows User, Rich Santalesa, Steve Bobker

Industry Analysts

Burton Group, Jamie Lewis, Jodi Mardesich, Craig Burton
Creative Strategies, Tim Bjarin, Mike Heylin
Datapro Research, Deborah Hess
Dataquest, Bill Kesselring
Ferris Computing, David Ferris
Forrester Group, George Colony, John McCarthy
Gartner Group, Doug Cayne, Johnathan Yarmis, Bernd Harzog, Brad Baldwin
Gibson Research, Steve Gibson
IDC, Mary Conti Lafredo
IDG, Eric Kessler
InfoCorp, Bill Higgs, Chris LeTocq
Meta Group, Jack Karp
PC Letter, David Coursey
Patricia Seybold Group, Patty Seybold, David Marshak, John Rymer
*Soft*Letter*, Jeff Tarter
Technologic Partners, Jack Wilson, Dick Schaeffer
Workgroup Technologies, John Dunkle
Yankee Group, Paul Zagaeski, Wayne Kernochan

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Columnists

Knight Ridder, Phillip Robinson
Wall Street Journal, Walt Mossberg
New York Times, Peter Lewis

Tier 2

Home Office Computing, David Hallerman
Computer Language, Larry O'Brien, Tom Murphy
Computer Shopper, John Dickinson, Rebecca Rohan
Dr. Dobb's Journal, Jon Erickson
PC Novice, Gretchen Boehr
PC Sources, Lynn Ginsburg, Jon Pepper
PC Today, Tosca Lee

Reviewers/Labs

BYTE - John Udell, Alan Joch
Corporate Computing - Kevin Angus
National Software Testing Labs - Bobby Joe Reff, Jim Hurd
PC Magazine - Rick Ayer, Jim Galley
PC/Computing - Sebastian Rupley, Ed Bott, Gina Smith
PC World - Greg Smith, Steve Fox
Ziff Davis Labs - Paul Freedman, Julian Milenbach

Reseller Publications

Computer Reseller News, Ed Sperling, Joel Shore, Heather Clancy
Computer Retail Week, Nancy Trespaz

Columnists

Ask Dr. John, John Heilborn
Associated Press, Bart Ziegler
Business Week, Evan Schwartz
Boston Globe, David Chandler
Chicago Sun Times, Don Crabb
Chicago Tribune, Dennis Lynch
Dallas Morning News, Tom Steinert-Threlkeld
Fort World Star Telegram, Steve Vonder Haar
Knight-Ridder, Phillip Robinson
Los Angeles Times, Larry Magid
The New York Times, Peter Lewis
Pournelle and Associates, Jerry Pournelle
Reuters, Sam Perry
San Francisco Chronicle, Don Clark
San Francisco Examiner, Paul Freiburger
San Jose Mercury News, Rory O'Connor
Seymour and Associates, Jim Seymour
United Press International, Luke Hill
USA Today, John Schneidawind
The Wall Street Journal, Walt Mossberg
Washington Post, Brit Hume
Washington Times, Mark Kellner

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Weeklies

Communications Week, Michael Dortch
Computer Reseller News, Ed Sperling, Joel Shore, Heather Clancy
Computerworld, Chris Lindquist, Rose Hamilton
Federal Computer Week, Anne Armstrong, Richard Danca
Government Computer News, Susan Menke, Cynthia Morgan
Information Week, Rob Kelley, John Soat, John McMullen
InfoWorld, Stuart Johnston
LAN Computing, Tom Smith
PC Week, Paul Sherer, Jane Morrissey

Business Press

Business Week - Kathy Rebello
CNN Moneyline - Kelly Ricknebauer, Steve Young
Forbes - Julie Pitta
Fortune - Mark Alpert, Brett Schendler
New York Times - John Markoff
Newsweek - Michael Rogers
Wall Street Journal - Udian Gupta, Walt Mossberg
Time - Claudia Wallis
US News and World Report - Dan Wiener, Ed Baig
USA Today - John Schneidawind

Enterprise Press

Business Marketing - Kate Bertrand
Entrepreneur - Erica Kotite
Home Office Computing - Crystal Waters
Inc. - Amy Shulman
Independent Business - Don Phillipson
Money - Kevin McKean
Nations Business - Al Hozinger
Success - Jenny McCune
Working Woman - Alissa Lappen, Alex Siegal

Next Wave

Esquire, Anita LeClerc
Money, Kevin McKean
Parade, Larry Smith
Playboy, David Stevens
Reader's Digest, Howard Dickman

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Budget

PR Plan

\$10K

- Strategize and write MS-DOS 6 introduction plan

Long Lead Press Tours

40K

- Plan and execute MS-DOS Lives press tour
- Plan and execute analysts and monthly press tour for East and West coasts
- Develop editor/ analysts contact list and coordinate meetings
- Review PR support slides and materials
- Provide on-site PR support and write analysis / recommendation trip report

Beta and Reviews Program

60K

- Develop target lists for key editors and analysts -- hot list, tier one and tier two
- Contact key reviewers and gather product feedback on a weekly basis
- Maintain ongoing phone conversations with all tier one beta sites
- Coordinate buddy system to troubleshoot installation
- Plan and execute reviews press tours - possibly several trips
- Edit and distribute reviews guide
- Coordinate beta shipments with Microsoft

National Analysts and Columnists Tour

40K*

- Identify key computer columnists and analysts
- Schedule press meeting to discuss product and install beta
- Develop non-technical press materials for this audience
- Maintain ongoing dialogue

Reseller Focus Program

6K

- Strategize ways to influence reseller to cover marketing campaign information
- Plan and conduct telephone meetings
- Develop materials to support angle

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Extended Reach Program

25K*

- Strategize angles appealing to audiences
- Develop list of key targets
- Develop messages and material to support story ideas
- Plan and execute support as needed, negotiate coverage
- Work closely with media to recommend introduction coverage, provide on-site support as needed

MS-DOS 6 Product Introduction

50K

- Work with events group on launch event planning, invitations for press
- Provide additional on-site PR support at launch event
- Schedule one-on-ones around launch event/news conference
- Assist in speech writing and slide development
- Coordinate third-party statements of support for launch
- Develop press kit for event - include product information and supplemental third-party material
- Write and distribute MS-DOS 6 product news release
- Write, produce and distribute video and audio news releases, track coverage results

\$231K

Maintenance PR/ February 1993 through June 1993

20K per month

- Ongoing PR support for reviews, product information
- Ongoing tradeshow support: Fall COMDEX, PC Expo, etc.
- Ongoing User program
- Ongoing Channel program
- Ongoing Competitive program and tracking

TOTAL

\$331K

*Not funded under current budget of \$292K.

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