

Pete Higgins

From: <PAMED@or.wagged.com>
To: <microsoft!garyg>; <microsoft!jeffr>; <microsoft!mikemap>; <microsoft!peteh>;
<microsoft!steveb>
Cc: <PAMED@or.wagged.com>; <microsoft!jeffsa>; <microsoft!martyta>;
<microsoft!monicah>; <microsoft!robbieb>
Subject: office event
Date: Friday, June 25, 1993 1:13PM

monicah and I met to discuss the elements of the office event and how billg can be used to leverage the overall effort and ultimately produce brilliant results.

everyone understands the importance of hte "office" to microsoft both from a revenue, customer and competitive perspective. our pr challenge is the messages aren't very exciting or sexy or "news" making. we spend time thinking about previous launches ex., NT, At Work, Windows and came up with a list of elements for pr to use to drive news attention, excitement and momentum.

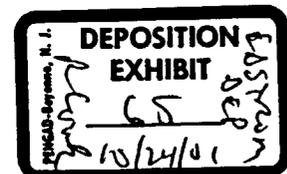
1) the "news" announcemetrn has importance beyond microsoft
--we need isvs, oems, etc who say, "yeah, we are excited this has Impact beyond microsoft"

2) wizzy technology
this is what editors don't necessary understand but get excited about. words like:
--32 bit
--true preemptive multitasking
--graphics kemal
--object technolgoy

3) code names
every important big technolgoy or product at microsoft has a code name. this code name always leaks to the pres and there is much speculation about what this thing is. if it's really a hot code name it makes it on the vapor list.

4) leaks or steveb says, "showing some leg"
whether microsoft intends it or not (sometimes yes, some no) any major, big, important, significatn technolgoy or product from microsoft always leaks. in most cases we use this opportunity to leverage the momentum

5) a single owner, driver, champion
for every really successful launch at microsoft there was one person at the company who slept, ate, drank, thought about this product technology. they helped really drive things to get done. make key decisions, pushed on pr, just really drove the project and had authority and responsibility to make it happen. and brought all the pieces together certainly for At Work, karenh served this role. but any really successful launch has a single champion.



6) technology visionary.

each product has also had the technology vision component. in win 3.1 we used several key developers for new york times article and photo. in win nt is was cutler but in every major role out there is a person or persons who articulate and stand for in the press, the technology component. chrisp might be good candidate for this but i would require him stepping beyond word processing gm role.

7) a product name or concept

with a new product or technology we name it or number it. win 3.0 was major because the 3.0 signified big change. for the at work we came up with a new name and logo. the above outlines the components that really assist in having a attention grabbing exciting news event. when we look at the "office" announcement we want to have all the above pieces in place. when thinking about the "office" we want to approach it as the thinking about combining two chemicals together and creating a whole new substance, word, excel, ole 2.0 support plus VB equals a new substance. whole is greater than the sum of the parts.

monica and i would like to approach this launch with the following mental perspective. if we were a brand new company and were coming out with the "office" what would we say? how would be position? we will be having a short brainstorming session next week and then would like to take those ideas and structure 1 hour with billg, ballmer, peteh and if possible nathan. (no that isn't random...nathan has a creative brain we could use on this difficult situation)

we believe by applying a lot of thinking and creativity we can build a "new product technology office launch" with associated strong messages and excitement.

assuming the above, we would want to:

- A) use steve as driver
- B) use steve for 6-8 press meetings prior to billg doing his whistle stop tour
- C) 4-day billg tour

the idea is for billg to visit major customer cities - laying out office vision for customers and then leverage visit with key press. we will want to use office as means of conveying technology shift in office and how in specific customer applications it can help with broader issues, such as health care, education, global competitiveness. we would build on the story as we move from city to city, eg., in first city, we would establish overall framework and then subsequent cities, we would reiterate framework and show how application of technology could solve specific problem. local events would be driven by field within framework that will deliver positive pr results

D) have newsweek follow billg around during whistle sotp and write up story which we could push for cover. model is special clinton campaign coverage.

steve, pete please input on your willingness to participate. let us know your thoughts.

pam