

From jeffr Mon Mar 12 10:50:59 1990
To: bradc richab
Subject: Win3 Promo idea
Cc: lewisl
Date: Mon Mar 12 10:49:16 1990

If Mac dealers agreed to bundle mac Word with 80% of their Mac Pluses sold during the promotion, they could buy a special mac Word SKU at 50% of the retail price.

Mac Pluses were the high-end machine at that point in time. (This was early 1986). The special SKU was the shrink-wrapped manual and disk, no box, stickered "for sale only with a Mac Plus."

I was trying to take advantage of the dealer mind-set that a Mac always came with a word processor (Mac Write up until Jan'86). I was positioning Mac Word as the word processor to come with the high-end Macs.

We tripled our penetration and that carried through after the promo, so we tripled our revenue. Then a year later I doubled the price... and Mac Word became our dominant revenue producer on the Mac.

I think the same approach could be done with Windows.

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>From bradc Mon Mar 12 09:12:41 1990
To: richab
Subject: Win3 Promo idea
Cc: bradc jeffr lewisl
Date: Mon Mar 12 09:11:05 1990

I do not know what your plans are for Win3, but it occurs to me that a great promotional idea may be for you to do what Jeffr did with Mac Word a number of years ago. Jeff can give you the details, but what I remember is the following:

1. This was right after Apple "unbundled" MacWrite
2. We offered dealers a special price on Mac Word
3. They had to agree to bundle Word with a certain % of new Mac sales (Was it 75% Jeff?)

Obviously, this is a penetration pricing promo. I recall that it was very effective for Word. A promo like this could also have a very positive effect on all Win app sales and establish Win3 momentum very quickly...

Brad



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