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Sent: Monday, February 15, 1999 12:31 PM
To: Craig Fiebig's Direct Report; John Vail (Exchange)
Cc: John Zagula (Exchange); Serena Glover (Allen) (Exchange)
Subject: This a.m.'s meeting



Craig Dir 2 15
presentation pp

Here are the slides from our meeting this a.m. Here are my notes:

- Today's discussion should be a catalyst for team to "reboot" on launch planning (both ODC and end user events).
- We may be moving away from making ODC as significant an event as previously discussed due to product timing. SteveB may not be keynote speaker if event is going to take on a lower profile.
- There may be another trial version of product made available, maybe RC1. Chris Gibbons to follow up with more info on this.
- "Pre-ordering" timeframe may be too early to do launch event. Launch event should probably coincide with retail street date after all. Need input from Channel and PR folks.
- Degree of confidence in a June retail street date is shaky. This means we need to do smart contingency planning for launch event, ad and web timing. Subject for follow-up meetings.
- Business campaign is good oppty for Office visibility--Johnza team needs to key Craig & team updated at key milestones and set appropriate and clear expectations about degree of Office support in this campaign.

Anything else? Pls reply all.



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Situation—Key Dates

- Bill's book launches week of 3/22
- Office Deployment Conference scheduled for 3/29
 - Deployment Momentum ad & other mktng planned for IT media to coincide with event
- Est. Office 2000 RTM is now 3/15-3/22
 - Select and Open *ordering* would begin in May
 - Retail 'Coming Soon' pre-ordering in May (30 days prior to street date)
 - Retail street date 6/3 (or later, depending on RTM)
- KM Strategy Day slated for early May
- Broad Microsoft Business Ad Campaign to break week of 5/10
 - \$12MM in network & cable TV plus \$3-4MM in print, May-June
- Broad Office 2000 ads and web site revamp currently *planned* for first half of May
- Current Office 2000 "End User" Event planned for 6/3 (or later depending on retail street date)

Situation—Marketing Factors

- Office 2000 public since 6/98
 - Several significant PR milestones, including Nov. Comdex and upcoming ODC (3/29)
- Y2K looming on horizon—threat of impending desktop lockdown drives need to move mktng activities forward
- LORG business is primary revenue driver--need to activate this segment effectively in order to meet revenue goals

Key Office Challenges

How do we use broad marketing to trigger demand?

- “Launch” for Office 2000 has dribbled out over last 9 months
- “Pull-through” demand from IEUs & BDMs needed to increase IT proactiveness, but impact on IT is minimal unless “end users” can get product themselves
 - No trial available after 2/15, no ability to order product until May
- Key Questions:
 - How do we galvanize people’s attention on Office 2000?
 - What’s the right way to launch in this environment?
 - How/when do we use broad marketing to trigger IEU and BDM demand?

Key Recommendations

- **Big Bang strategy:** Use a single date to signify the real launch event and provide a key rallying point for all marketing
 - Principle: don't build broad demand until you can fulfill it broadly
- **Schedule launch event to coincide with broad availability across major license types (Select, Open, FPP)—I.e. ability to order product**
 - Earliest: week of 5/3; Latest: week of 6/3
 - Working reco: week of 5/17
- **Synchronize Launch Event, Launch Ads and Launch Site**
 - create significant opportunity for ISVs and other partners to piggyback
 - ability to order product via LORG channels; via online (via MLO and Nitro); via in store "Coming Soon" program

Supporting Strategy #1

Stay targeted in March-April

- Continue targeted efforts to IT during March-April
 - Partner follow-up to ODC attendees after event
 - Broaden impact of ODC event to non-attendees via IT ads, web, etc Key message is deployment momentum/readiness.
 - Ongoing 'care & feeding' emails to Corporate Preview participants, including partner referral and licensing options message
 - Follow-up waves of RDP and ODC
- Keep enthusiast/core IEU engaged
 - Follow-up wave of Team Web Tour in March-April
 - Ongoing 'care & feeding' emails to Consumer Preview participants

Supporting Strategy #2

Increase Office 2000 quotient in key MS initiatives in early May

- KM Strategy Day should be Office 2000 showcase (early May)
 - Key implications for event presentations and web sites
- Business campaign launch should embrace and front-load Office-centric messages in TV/Print (starting week of 5/10)

Supporting Strategy #3

Recast Office 2000 "end user" event as THE Office 2000 launch event

- Move it forward to coincide with pre-ordering ability
 - Don't wait for retail street date if it isn't until late June
 - Beef up local market push in June to coincide with retail street date
- Day of event
 - Ad in WSJ, USA Today "Office 2000 is here"
 - New site revamp with compelling new content and ability to order product

Summary Rationale

- Timing of advertising alone will not overcome those organizations that are committed to desktop lockdown
- Best opportunities for early LORG adoption are RDP, Corp Preview and ODC attendees
 - we have targeted means to reach them
- Broad demand generation requires ability to fulfill demand broadly—this means launch in May at earliest
- Effective “end user” launch can *help* motivate LORG adoption if timing is right and all key activities are synched up around single rallying point
- Business Campaign coordination will provide great air cover for Office—if we execute effectively