From martyta Fri Feb 28 17:43:37 1992
To: bradsi collinsh jonl paulma richt w-clairl
Cc: w-clairl
Subject: RE: Crush OS/2 campaign
Date: Fri Feb 28 17:39:06 PDT 1992
Status: RO

Do we really need to drag OS/2 along to make this point?
Can't we just hand out information that they can
use to evaluate the two products? Claire owns this,
but My two cents is that we look bad and uncredible
when we demonstrate OS/2 problems. We can talk about them
and hand evaulation guides, but actually showing the product
makes us look bad.
>From   w-clairl Thu Feb 27 17:55:57 1992
To: bradsi collinsh jonl martyta paulma richt
Cc: '   martyta w-clairl
Subject: Crush OS/2 campaign

Date: Thu Feb 27 17:50:35 1992

This is what we agreed to:

Next week the OS/2 swat team are going to aggressively put together the
crush OS/2 data we need to demonstrate that it is not Better windows than
Windows. At end of week PR brains are put to determining what is the
best way to present/leverage/communicate this information.

Week of March 16 (same week as R day), go out with two PS/2 machines
with Windows 3.1 and OS/2 2.0 and demonstrate definitively that OS/2
2 is not better Windows than Windows.

Action: We believe that in order to do this justice we will need to
have at least two teams on the road that week. Bradsi can do one--who
can do other? There should be two goals:

1. Remind editors/analysts of basic Windows 3.1 positioning/product
features.

2. Demonstrate OS/2 problems.

3. Position OS/2 as niche product--be realistic that it will be deployed
in some places.

(guess that's three goals)

I am concerned about trying to do too much that week--mixing our messages
and deflecting attention from R day positiveness with MS bashing OS/2 messages
(which is how some of the press will view this). Could we start
Thurs/Friday March 12 and skip first part of week of March 16 and go out
again Thurs/Friday March 19-20?

Claire