From hankv Tue Jul 6 16:46:38 1993
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From: Hank Vigil <hankv@microsoft.com>
To: jonl
Date: Tue, 6 Jul 93 15:41:46 PDT
Subject: FW: MS Applications Marketing vacuum

fyi   Note the naming issues.   We should discuss.

From: Pete Higgins
To: Chris Peters; Hank Vigil; Lewis Levin; Robbie Bach
Subject: FW: MS Applications Marketing vacuum
Date: Tuesday, July 06, 1993 8:50AM

I welcome your input on how I should respond. I will be responding
this evening, so please let me know any thoughts.

From: Bill Gates
To: Pete Higgins
Cc: Chris Peters; Gary Gigot; Jeff Raikes; Lewis Levin; Mike Maples;
Steve Ballmer
Subject: MS Applications Marketing vacuum
Date: Monday, July 05, 1993 2:12PM

>From the mail that has gone around about this and the discussion I
think it is clear people do not understand what I am asking for.

If people are still unsure after this email they better get me to
explain it directly since too much time is going by.

People think I am asking for some phrase that captures some of the new
features of Excel and Word. I am not asking for this.

I am asking for a succinct description (yes a phrase) that captures the
idea of our leadership in applications. It would not be specific to the
current versions we are coming out with but it could be illustrated in
that way. Since we have all sorts of marketing people in our various
organizations and we have outside experts I am amazed at the lack of a
cohesive marketing plan to make it clear to people that Microsofts
applications are better. Tell me one phrase or approach that has been
suggested for a broad campaign? Please dont tell me the company wide
stuff like "making it all make sense".

The goal would be to be able to sustain higher prices for our
applications when compared to Louts, Borland, and Wordperfect.

I thought I articulated this clearly when I killed the concept
presented on a corporate marketing campaign. I thought I articulated
this in a some emails to the applications development groups. I thought
I articulated this when I asked for some decent slides about
applications. Please don't think for a second I was happy with what I
got in the way of slides. I got some VBA mumbo jumbo and the standard
OLE 2 mumbo jumbo. A bunch of confusing concepts to explain. I begged
for an innovation slide and I eventually got one.

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I dont think this leadership thing is even being worked on because I
havent seen anything happen about it and the only email I have seen
touching on the subject is specific to naming some elements of the
upcoming versions. Such an ephemeral approach to the marketing of our
applications is stupid. We need to have something that spans the versions.

I'm not asking for a word from the systems group that we can say our applications have before the competition and then the competition comes along and has it too. Yes the systems group should try and capture its features in more understandable terms than the utterly technical "OLE" - we are moving to talking about visual editing (I am going to propose even switching that to object editing).

Here are some ads to sustain the leadership positioning - they are all missing the key phrase the stays in peoples minds reminding them we are leading in doing the best applications. Its is possible that the ads should not try and mix WORD and Excel - that the points should be made in seperate ads. Of course these ads probably dont make sense for anything but trade press which is where I think our shrinking ad dollars needs to be focused. I include Borland in some of these but its probably best to just ignore them altogether. Also we might want to ignore AMI altogether in these. Notice the lack of cuteness in these suggestions - they might not win any cute ad awards.

1. Windows [and Macintosh]has lead the way in advancing the use of PCs. Who is leading the way in delivering great applications for Windows[and Macintosh]? The reason for this ad is to establish in peoples minds the idea of a great windows applications that quickly exploits the advances. Mac users have learned this but our lack of marketing has prevented this developing on the Windows side - we need to fix that big time. I dont care what focus groups say on this one - we need to cause it to take place.

	MS	LOTS	Borl	Wp
First Win WP	1989	Purchased 1991	None	1991
Support Objects	1990	1992	1993	1993
Support Object editing...				
[First Mac WP				
Publish and Subscribe				
Some other apple thing]				

2. Windows lets users share between applications. Our applications allow you to coexist with other companies applications!!
[This is to highlight the assymetry in how well they support our users versus how well we support theirs]. Maybe some user quotes.

	MS	LOTS	Borl	WP
Run Macros				
Special Help				
Computes formulas				

3. Yes its true Microsoft writes the fastest Windows applications. We care about Windows and its our commitment to continue to lead

	MS	LOTS	WP
<various speed bechmarks>			

4. Windows applications have been leading the way. Where did these innovations first appear?

Features	Product	Company
Toolbar	Excel	MS
Drag and Drop	Word	MS
Common Macro	Excel	MS
Office package	Office	MS
Outlining	Word	MS

Most of what the competition is doing is catching up with products that are slower and dont coexist with ours.

5. Our OFFICE product is being imitated but the imitations fall short. (Integration and consistency points).