

# Chicago PR Strategy

- ◆ **Technology Education Phase: M4-PDC (July - Dec)**
  - Educate trade press on key Chicago technologies (PnP, Base/Win32, UI, Mobile, Net)
  - Mitigate fallout from PDK release (shell, Netware support)
  - Build independent momentum for Plug and Play
  - Generate thorough technology-oriented articles
- ◆ **Feature Education Phase: (Dec - March)**
  - Generate positive early reviews in trade press
- ◆ **Broad Reach Phase: (April- Launch)**
  - Highlight adoption success /human interest angle in trade press
  - Generate major articles in Business press
  - Generate broad coverage in extended press at launch

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# Chicago PR Messages

- ◆ **Industry messages:**
  - Part of complete scalable product family (NT/Cairo/Winpad)
  - Leverages other products (Office, At Work)
  - Contains enabling technologies to get new users and uses for the PC
- ◆ **Key Product specific messages:**
  - Easy to use
    - Plug and Play PC configuration
    - Improved, more intuitive interface
  - Complete 32-bit multitasking OS
    - 32-bit preemptive multitasking architecture
    - 32-bit applications interface
  - Platform for Communication
    - Enterprise client, workgroup net
    - Local and remote messaging solution

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# **Chicago PR Tactics**

## **Technology Education Phase**

- ◆ **7/27: Financial Analysts Meeting**
- ◆ **Early August: PDK release received**
- ◆ **Early Sept: Paulma Strategy Tour (NDA, analysts)**
- ◆ **Mid Sept: Plug and Play Tech Forum (first of series on OS technologies)**
- ◆ **Late Sept: Bradsi Chicago Technologies Tour (NDA, key press/analysts)**
- ◆ **Mid Nov: Fall Comdex**
- ◆ **Mid Dec: PDC**

# Financial Analysts Meeting

## (July 27)

- ◆ PR Goals
  - Minimize expectations for Chicago
- ◆ PR Actions
  - Position Chicago clearly in strategy presentations
  - No demo
- ◆ PR Messages
  - 7/30 PDK is early ISV/OEM testing release
  - Chicago is FY95 product
  - Chicago is successor to Win31/WFWG, complements NT/Cairo, Office/Winpad

# Chicago PDK Release

## (Early Aug)

- ◆ **PR Goals**
  - Minimize leaks
  - Mitigate negative fallout (UI, Netware support)
- ◆ **PR Actions**
  - Prepare internal spokespersons
  - Provide rude Q&A
- ◆ **PR Messages**
  - PDK is ISV/OEM testing release
  - UI is Work in Process
  - Netware support required by customers

# **Paulma Industry Analyst Tour (Early Sept)**

- ◆ **PR Goals**
  - Determine analyst confusion re: Systems Strategy
  - Clarify Systems Strategy
  - Figure out how to position Chicago w/o killing NT
  - FUD OS/2
- ◆ **PR Actions**
  - NDA meetings with top analysts
  - No demo
- ◆ **PR Messages**
  - Chicago complements NT
  - Chicago technologies
  - OS/2 will never support Win32 --> dead end

# **PnP Technical Briefing**

## **(Mid-Sept)**

- ◆ **PR Goals**
  - Educate on PnP Technology
  - Show that PnP is real
  - Present united front to press
  - Positive articles in key pubs
  - Beta test for Technology Forums idea
- ◆ **PR Actions**
  - Joint press event with key partners
  - Advance call down to key press
- ◆ **PR Messages**
  - PnP solves critical industry problem
  - MS and Partners are united
  - PnP is open framework

# Bradschi Chicago Technologies Tour (Late Sept)

- ◆ **PR Goals**
  - Educate key press/analysts on technologies/importance (David Corsey, Michael Miller, Dale Lewallen, Gartner Group, Burton Group)
  - Mitigate any negative fallout from M4
  - Set up fall coverage for tech-oriented articles
- ◆ **PR Actions**
  - Meetings with major publications, analysts
  - Demo product
- ◆ **PR Messages**
  - Chicago enables great apps, systems
  - PnP will make PC's easier, UI is work in process
  - Customers require Netware support

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# Fall Comdex

## (Mid-Nov)

- ◆ **PR Goals**
  - Educate industry on importance of Chicago
  - Show that Chicago is real
- ◆ **PR Actions**
  - Minimal exposure in Billg keynote
  - 3rd party booth with Chicago products showcased, give tours to key press people
    - PnP hw
    - Win32/OLE 2 apps
    - Mobile?
- ◆ **PR Messages**
  - Chicago is part of complete family
  - Chicago is an enabling platform
  - Key Chicago benefits/features

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# Win32 PDC

## (Mid-Dec)

- ◆ **PR Goals**
  - Simplify Win32 API messages
  - Generate ISV momentum
  - Showcase products/tools
- ◆ **PR Actions**
  - 7,500 developers in attendance
  - Distribute SDK's to attendees
- ◆ **PR Messages**
  - Chicago is a big oppity for ISV's
  - Key Chicago features to utilize
  - How to start developing great Chico app

# Chicago Field Training

- ◆ **Key events:**
  - **NSM on 8/11**
  - **Euro NSM in September**
- ◆ **Key Tools:**
  - **Backgrounder in late August (customer ready piece, other tools used by exception only)**
  - **Standard PPT's in late August**
  - **Demo at NSM, deliver demo to field with M5**
  - **Video of demo in late August**
  - **Technical and marketing questions alias**

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# PR Rollout Timeline

June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May

Product Milestones

PDK Beta 1 Beta 2 RCI RTM

NT  
Ship

Key Events

WDR PnP OEM Comdex PDC Win Comdex  
 SIG Briefing Euro PDC HEC

Fin'1 Asia PDK  
 Anal. Win Work  
 Mtg HEC Shop

Chicago PR Themes

-Trade Press-  
 Family of OS's  
 Key Chicago Technologies

-Trade Press-  
 Chicago Features

-Extended and Trade-  
 Impact of Chicago

P&P  
 Press  
 Seminar  
 Analysts Chicago  
 OS Strategy Tech  
 Tour Tour

Chicago PR PR Actions

Trade Beta 2 Tour  
 Bus Press Tour  
 Extended Reach Tours  
 Launch Tour

# WW Rollout Timeline

June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May

Product Milestones

PDK Beta 1 Beta 2 RCI RTM

Key Events

WW Int'l Euro ... Other training events as needed.... Chicago  
 OEM Sales Tech Launch  
 Sales Mtg Ed Ed Event  
 Mtg

Sales Tool Dates

Std PPT's; Formal Eval Program  
 Demo v. 1.0 Demo  
 video

Chicago Field PR Actions

EBC Briefings/Demos --> -->  
 SE Presentations --> --> and demos --> -->  
 Sales Rep Pres --> --> and demos -->  
 Local Launch Events