Fiscal Year 1990
Public Relations Plan
Presentation

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Situation Analysis

- Trade press disinterested
- Consumer press not saavy
- Seen as technical, business app company

Situation Analysis

- Limited competition
  - None on Macintosh
  - One on PC
- Strong sales
- Huge potential for growth

Objectives/Strategies

■Awareness/Coverage of Works family

■Educate consumer press on the potential
and relevance of computers

■Properly position Works 2.0

Objectives/Strategies

■Leverage third party relationships

■Leverage growth in small business/home
office market

■Merchandize interesting Works users

Issues

- Fit with rest of apps
- Competition from First Choice
- Thin product line

Situation Analysis

- Rapidly growing segment
- No defined list of features
- Under attack from Aldus
- Upcoming Win version

Objectives/Strategies

- Beat Persuasion
- Position GBU as category experts
- Redefine PC graphics category
  - GUI as required standard
- Great launch of Win PowerPoint

Objectives/Strategies

- Leverage corporate wins
- Leverage third party relationships
- Deliver strong family messages

Issues

■Loose on Win if Win Persuasion gets out first

■Competition from Mac Persuasion

■Loose Mac momentum because of time til new version

Situation Analysis

■ **1989 has been a tough year**
  ● Announced products missed dates
  ● Unannounced products missed anticipated dates

■ **Word for Windows lost momentum**

■ **Unprecedented Word Perfect strength**

■ **Quiet for workgroup apps**

Objectives/Strategies

- ▪OBU offers best products in their categories
- ▪Msft as #1 GUI WP company
- ▪Maintain dominance of Mac WP
- ▪Position company as responsive to customers

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Objectives/Strategies

- ▪Great launch of Mail 2.0
- ▪Set the agenda for e-mail products
- ▪Build foundation for WG applications
- • Integration of mail w/ other apps

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Issues

- ■Regaining lost momentum
- ■Competition from Word Perfect
- ■Word for Windows announcement

Situation Analysis

- ■ Built good momentum for Excel
  - Leveraged Lotus slips
  - Merchandized our news
- ■ Widely showed PM Excel
- ■ Family/core engine messages
- ■ Lost momentum in project management

lost mac momentum?

Objectives/Strategies

■Perceived leadership in SS market

■Perceived leadership in project management

■Maintain dominance of Excel for Mac

■Compete with Lotus head-on

Objectives/Strategies

■Set the agenda for spreadsheet technology *(mac+in)*

■Deliver benefits of core engine concept

■Leverage other Win Apps for coverage *(AND mac Apps)*

■Great launch of Project for Windows

Issues

■Character version of Excel?

■UNIX version of Excel?

■Windows vs. PM Excel

■Beating 1-2-3/G

EL
officeusion
system 7.0
data connectivity

"your choice"

Situation Analysis

■ QB selling well

■ Borland exits the BASIC market

■ Market still not sold on need for high-end BASIC

■ Omega in holding pattern

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Objectives

- ■Build case for viability of BASIC market (including high end)
- ■Achieve BASIC PDS 7.0 positioning - a serious business tool
- ■Position QB for larger share of business programming market
- ■Set and meet realistic expectations for Omega announcement

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Strategies/Tactics

- ■Exploit 25th anniversary of BASIC for:
  - ● Press tour on BASIC religion (summer)
  - ● Article placements
  - ● Affirmation of MS BASIC commitment/heritage
  - ● Thematic - BASIC: Back to the Future
- ■Leverage BASIC symposia for press attendance

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Strategies/Tactics

■Controlled announcement of BASIC 7.0

■Use business users of QB 4.5 to support ongoing programs

■Omega planning and high-impact launch

Issues

■ Phillipe's BASIC bashing

■ Editors see MS BASIC enthusiasm as sentimental, not smart

■ Omega third-party developers chat (leaks)

■ Other graphical databases ship and establish the benchmarks

■ Omega slips

Situation Analysis

- ■ #2 Applications company
- ■ No #1 app in any category
- ■ Needs full line of Win apps

Situation Analysis

■Technical, business app company
  - ● How does EBU fit?

■Connectivity/Networking strategies
  not clear

■Not perceived as customer-driven

- ● Inevitability of GUI is a win
- ● Windows acceptance
- ● Lotus chaos

Objectives/Strategies

■Position MSFT as leading graphical
   applications company

■Educate on GUI/core engine benefits

■Promote Win line

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Objectives/Strategies

■Promote product families

■Maintain #1 Macintosh position

■Demonstrate commitment to
   customers

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Issues

- Will we support OfficeVision, New Wave, EE, SQL Server?
- Where is the Integrated Office?
- When will Win apps leverage Win 3.0?
- Don't you get competitive information from Systems?

Issues

- Where is the database?
- Where are the true distributed apps?
- Will Mac apps support System 7.0?
- When will we listen to customers?