From: Brad Silverberg
Sent: Tuesday, August 15, 1995 9:11 AM
To: yusufm
Cc: bens; steveli; steveis; alecs; Ben Slivka (bens); Chris Jones (chrisjo); johnlu
Subject: RE: IE

bens, johnlu, chrisjo, and myself should all review the positioning doc and press release before it's posted. thx. it's good to see activity here, we have a big challenge ahead.

|From: yusufm
|To: bradsi
|Cc: bens; steveli; steveis; alecs
|Subject: RE: IE
|Date: Monday,August 14,1995 5:08PM
|Priority: High
|
|agree. lots of work that needs to be done here. so far we have done
|the following:
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| - briefed weekly trades on IE positioning and method of distribution
|(not sure they'll write it up, but i will continue to press with them)
| - drafted press release on IE to go this week. purpose is to
|communicate availability and positioning.
| - IE positioning/distribution info will be in winnews before aug 24th
| - we'll put an IE positioning/feature doc online with a d/l button as
|you suggest w/in the week.
|
|
|we're also doing the following:
|
| - creating a pr plan for the IE. we'll treat it as a distinct
|product in the sense of setting up clear news, reviews, and feature
|coverage objectives. (yusufm draft by 8/21)
| * going forward we want to be in every comparative review on
|browsers, and win on key categories - such as ease of use. goal is
|to win overall review where we can. (we'll compile the list of
|reviews/dates as part of the plan)
| * we want feature stories on the internet to use our browser and
|reinforce key points about how it is designed for w95. (we'll list
|specific feature story ideas, writers as part of the plan)
| * we will use news items (such as IE option on OEM machines, release
|of v2) to generate broad awareness of IE and reinforce messages.
|(we'll create a schedule for the plan)
|
| - positioning doc. [we have a draft, testing with customers this
|week] (alecs/yusufm)
| - competitive matrix (alecs 8/21)
| - attend/dominate key internet trade shows. list of these due with
|comm plan.
|
|We still need to do some more thinking and genrate ideas for
|communicating about IE. I agree it is badly confused with msn - my
|conversations with reporters confirms this. Also, with netscape
|having 80% of the mkt - and all other vendors distributing their
|browser for free - we clearly need some engaging promotions that
|will incent people to try and use ours. we'll think about this more
|and come up with some ideas to implement post launch.
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|From: bradsi
|Sent: Saturday, August 12, 1995 11:31 AM
|To: yusufm
|Cc: alecs; bens; steveis; steveli
|Subject: IE
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we have not communicated well that we are making IE available everywhere
electronically on aug24. the reports i read say msn only.

- we should be clearer how we are making it available: (1) plus pack (2)
with oem (3) msn (4) other electronic services cis, web, ftp, msdl, etc

- it would be cool to have a button NOW on our win95 web page to have people
d/l our internet JS kit and IE. when they click on it before aug 24, it
displays a teaser and perhaps our positioning document and tells people   to
come back aug 24. i like that idea!