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:

- 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.

From: bradsi
Sent: Saturday, August 12, 1995 11:31 AM
To: yusufm
Cc: alecs; bens; steveis; steveli
Subject: IE

GOVERNMENT EXHIBIT 153

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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!