

To: Nancy Vanclef
From: Jon Grande
Date: 30 July 1992
RE: Microsoft Works Autodemo

Enclosed you should find several marketing pieces that articulate the target market and positioning of Microsoft Works for MS-DOS (version 3.0), samples of three autodemos, and a retail copy of Microsoft Works version 2.00. You should also have received a separate Federal Express package containing a beta copy of the new version. I am still in the process of developing a basic script - I will have a rough copy ready to fax to you on Monday morning.

There are several key messages that must be conveyed both implicitly and explicitly with this autodemo, including:

- 1) Primary Target Market - small business/first time computer users
- 2) Secondary Target Market - laptop users
- 3) Powerful/Easy to use
- 4) New Version of the leading integrated product - articulate new and enhanced features (see feature list)

As we further define the autodemo, it will be critical to weave together both new features and existing features. I am considering several methods that we can follow to implement this. The pieces enclosed in this package should provide enough preliminary information to allow you to get a feel for the message that we want to convey. As more details fall into place, we will be able to further clarify the message.

I look forward to working with you - your company has a great reputation and I think we chose the best in the business!