CREATIVITY IN A BOX

FEBRUARY 11, 1987 -- Event marketing has some new candidates
for the creativity award with the introduction of Ashton-Tate s
RapidFile file management software. Ashton-Tate and Micro D have
combined creative forces to come up with a most innovative and
festive product introduction. The two companies have devised a
promotional package that is impossible to ignore.

In cities all around the country microcomputer dealers will
soon be receiving a Mahogany crate in the mail; on its lid, an
"Invitation to a Celebration." Inside the crate the dealers will
find an oversized "menu" that describes the various courses of the
promotion. Foremost, an opportunity for the dealer to become
eligible to host a party in their store introducing RapidFile to
their invited customers and prospect guests. To qualify, the
dealer has only to have a storefront operation and be a Micro D
customer.

One dealer entry from each of the seven regions of the country
will be selected from an April 17 drawing to determine who gets to
host the regional parties.

From that point on the winning dealers have nothing to do but
sit back, relax, and watch Ashton-Tate and Micro D literally cater
to them. Ads will be placed in the local paper announcing the
party, store windows will be decorated, the store itself will be
transformed by balloons and other party paraphernalia. Food and
refreshments will be ordered, publicity photos will be arranged,
product experts from both host companies will be on hand to answer
questions about RapidFile for the dealer s guests. In short
everything that needs to be done to make the event a success, both
as a party and as a sales promotion, will be done for the winning
dealers.

For the rest? Well, in this promotion everybody wins. The
crate that contains the application to enter the contest also
contains a bottle of champagne, two elegant tulip-stemmed glasses,
noisemakers, even cheese and crackers. Everything the dealer
needs to have his or her own personal party in celebration of the
release of RapidFile.

The elaborate promotion exemplifies the confidence both
Ashton-Tate and Micro D have in the likely rapid acceptance of
RapidFile in the market. RapidFile provides file management,
report writing and form letters on one disk, user selectable menus
which include Lotus 1-2-3 and dBASE-like pull-down menus, powerful
calculation capabilities, twice the speed and storage capacity of
other file managers, and an easy growth path to dBASE III PLUS.

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