

# Harvard Graphics

## Leadership Plan

May 17, 1988

# HG Leadership Plan

## Reasons Why

### 1) Media Awards

1st Place, November 1986 & 1987

Software Digest

1st Place, The Graphics Challenge

Personal Computing, Jan '88

"World Class PC Award", October, 1987

PC World

"Best of 1986 & 1987", "Editor's Choice"

PC Magazine

1st Place, 1987 NCGA Shootout

### 2) Corporate Standardizations

### 3) Consistently Strong Volume Growth

# Harvard Graphics Leadership Plan

## Objectives

- Overall Objective:  
Establish a leadership image for HG that will carry SPC and SPC's other products into corporate America
- Product Objective:  
Achieve market leadership in FY 1988 and be the dominant player in FY 1989
- Marketing Objective:  
Increase awareness and trial by broadening our reach beyond the current MIS manager to the business manager - HG's high potential end user

# Product Positioning

## HG Leadership Plan

Harvard Graphics is the most complete and powerful graphics product for the business user.

Support:

- 1) Integrates full feature charting, drawing, and Screenshow
- 2) Full powerful functionality in all those areas
- 3) Broadest connectivity
- 4) Highest performance output



# Target Audience

## HG Leadership Plan

The business professional making presentations and written reports.

### Base Plan:

Addressed the MIS manager and graphics software specifier

### Leadership Plan:

Also addresses the graphics end user to speed up purchase cycle

# Advertising

## HG Leadership Plan

Advertise incrementally in business books to:

- 1) Address HG's business manager end user
  - Reach over 1MM more graphics users
- 2) Rise above competitive advertising clutter
  - Freelance outspent HG 3:1 in 1987
- 3) Build image for SPC as well as HG

Continue advertising aggressively in computer books to:

- 1) Maintain awareness and trial among MIS
  - Key corporate gatekeepers
- 2) Take advantage of efficient delivery

# Media Plan

## HG Leadership Plan

Media planning target defined as:

- Prof/mgr who uses PC at work
- Prof/mgr directly involved in PC and software purchase decisions

Magazines and newspapers chosen:

- Media used most often by target
- Most efficient delivery vehicles for a national campaign

# Media Plan

## HG Leadership Plan

Four leading consumer publications chosen:

- Wall Street Journal
- Business Week
- Money (test basis)
- Scientific American (test basis)

Based on:

- Cost efficiency to reach target
- PC and graphics software usage
- Graphics software purchase intent



# Media Plan

## HG Leadership Plan

First flight in late March-early May

- Heavy weight in WSJ and Business Week
- Consecutive 1/3 page ads in WSJ
- Two 2/3 page spreads in Business Week

Second flight in June-September

- Heavy weight in WSJ and Business Week
- Test weight in Money & Scientific American
- Test smaller units in WSJ

# Advertising Creative Execution

Computer Books  
"Award Winning  
Performance"

Business Books  
"American Business"

Benefit

Highest performance  
& most reliable

Best for business

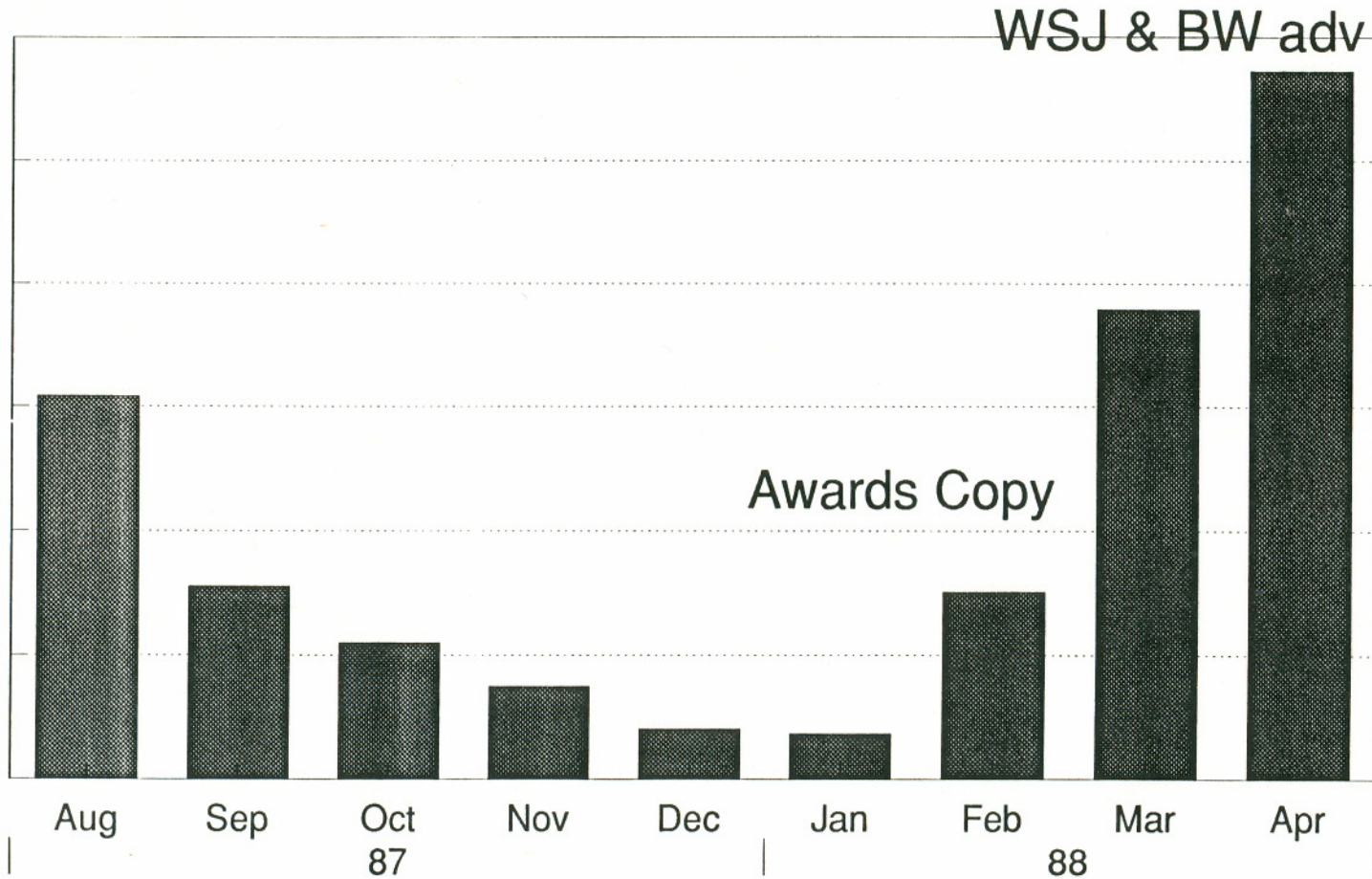
Support

Award Winning

Companies  
Standardized

# Advertising Results to Date

## HG Trial Response Rates



# Promotions

## HG Leadership Plan

### Trade Promotions:

- 1) Gain dealer/distributor focus on HG as their best selling graphics package
- 2) Achieve strong push through channel to:
  - Prevent out of stocks (at a minimum)
  - Work synergistically with advertising to increase HG awareness with dealer/distributors and end users
- 3) Speed up corporate standardizations and adoption to HG with targeted trade-ins with key corporations



# Promotions

## HG Leadership Plan

### End-user Promotions:

- 1) Direct mail targeted at specific markets  
e.g., Lotus 1-2-3 users, 35mm slide users
- 2) Corporate end-user seminars to increase  
HG interest and volume
- 3) Special incentives in catalogs and "user  
fairs" to speed up end-user purchase

# Promotions

## HG Leadership Plan

### Promotions to Date:

- 1) Egghead 5K run
- 2) Ingram spiff
- 3) Micro-D double blitz

### May-June Promotions:

- 1) Businessland direct mail
- 2) Eggzibitions
- 3) Other accessory offers with HG purchase

# Marketing Communications

## HG Leadership Plan

Increase HG awareness among press and ultimately among business community

- 1) Launch major PR image campaign
  - Sponsorship of 6/1/88 "Graphics Day"
  - Promote HG as official graphics program for major business conferences
- 2) Increase day-to-day PR activities
  - Dedicated HG PR manager to increase product mention publicity
  - Heavier product sampling among key influencers
- 3) Strengthen HG presence at conventions

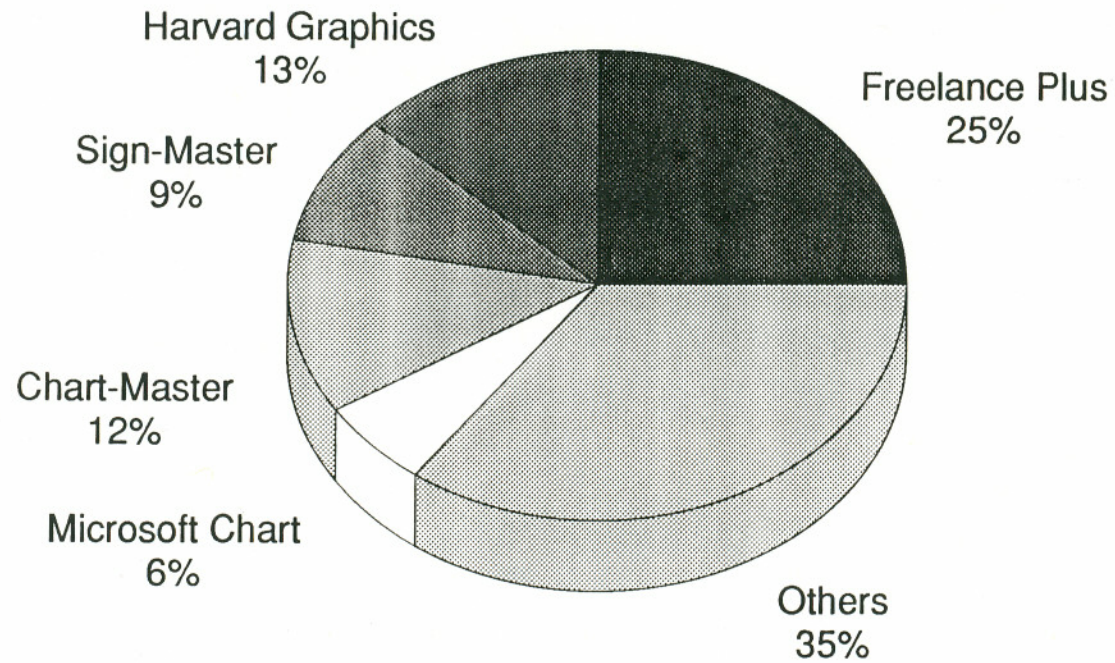
# HG Public Relations

## Graphics Day Kickoff

- Features John Molloy as keynote speaker
  - Author of "Dress for Success"
- Introduction of HG accessories
- Output technologies mini-exhibition
  
- 180 high level corporate executives, industry and financial analysts, and press are invited



# 1987 Market Shares US Presentation Graphics Market



Sources: Desktop Presentations Inc., ICS

# Current Results

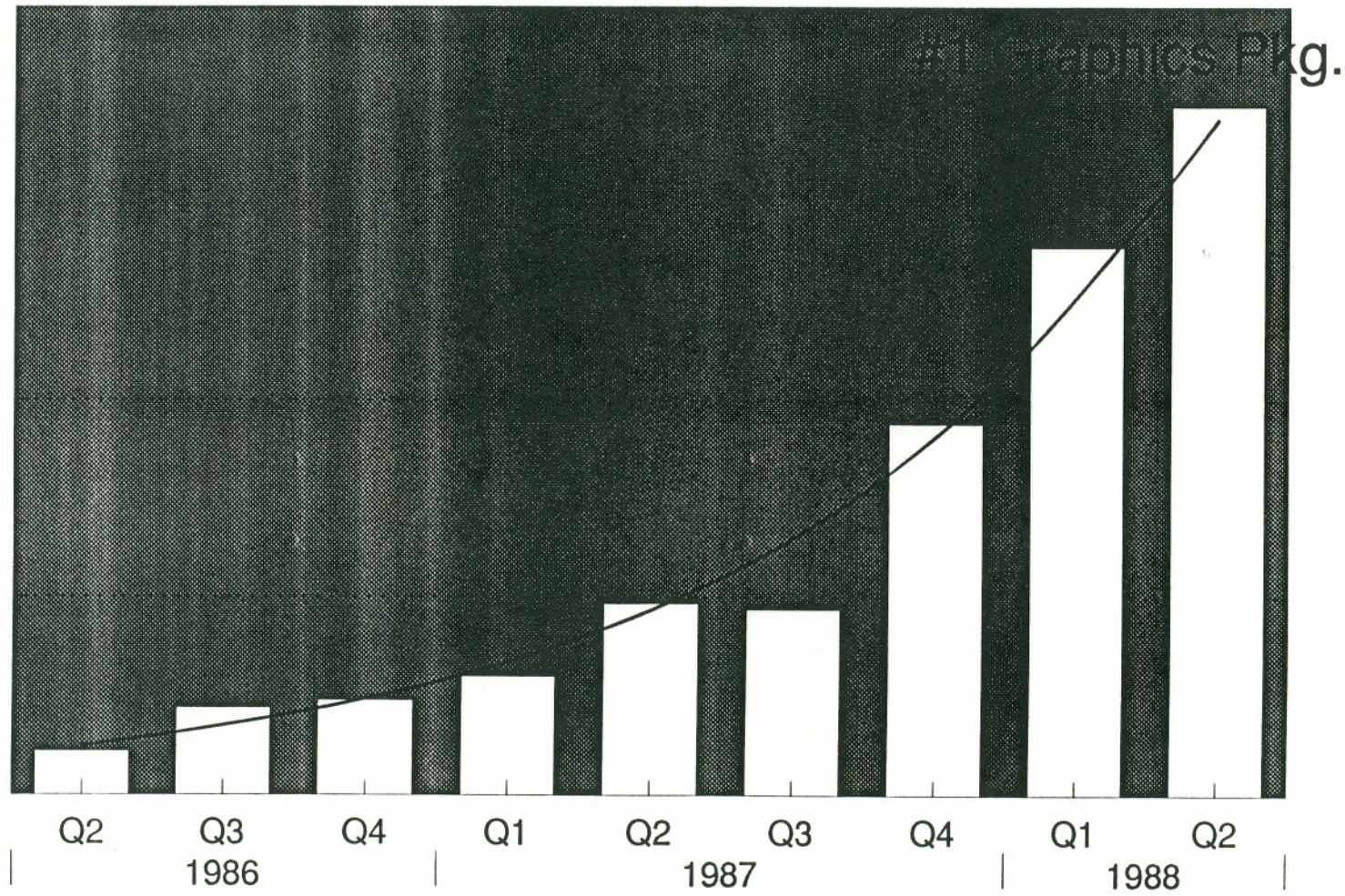
## HG Leadership Plan

HG 2.1 is now the category leader!

- 1) Ahead of Freelance Plus on every distributor list
- 2) Corporate standardizations keep increasing
- 3) Lowest abandonment rate of any SPC product
- 4) Major awards keep on coming
  - InfoWorld Product of the Year
  - Rated #1 graphics product by DataPro
- 5) Sales continue to trend upward



# HG Volume Growth



# HG versus Freelance Plus

## Relative Dealer Run Rates

### HG vs Freelance

Egghead	2:1
GTSI	11:10
Corp. Software	5:2
Businessland	3:2



# HG versus Freelance Plus

March-April 1988

Distributors	Position on seller list	
	HG	Freelance
Ingram - April	#1 Graphics	#4 Graphics
March	#3 Graphics	#5 Graphics
Micro-D - May	#20	#32
April	#20	#32
Softsel - March	#17	Not on list
Feb.	#27	Not on list