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File E.C.

I N T E R O F F I C E M E M O R A N D U M
C O R M T S A L L - I N - 1 S Y S T E M

Date: 2-Mar-1989 10:39am EST
From: Ken Olsen
OLSEN.KEN
Dept: Administration
Tel No: 223-2301

George Choudhury
TO: See Below
cc - W. H. Hinkle
Subject: ADVERTISING

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I think product releases this last year have been very good, and the announcements have been very well done; but the order rate, with a few exceptions, has been very very disappointing.

I have been receiving complaints from stockholders (very few) that they see no product advertising from Digital. I'd like to see if we can get a feeling of whether there is a relationship between our lack of advertising and our lack of sales.

Could you prepare a chart for next week's Executive Committee meeting in which, for each of the groups, or, when appropriate, for each of the products in each of the groups, you identify the total marketing expense, the number of people doing marketing and list the concrete results of the marketing, which would be advertising and messages that have been received and understood by the field, etc.

Also, answer the question: Do the marketing groups believe that their product message is covered by the corporate worldwide enterprise message?

Put on the chart what their advertising plans are for the next six months and ask them if they believe that it is their responsibility under the product marketing category to do the product advertising or if they think Pete Smith is supposed to do it all.

Have they sampled the salesmen to find out if they have received and understood their product messages?

An unrelated question that has been brought up to the Executive Committee that you might answer at the same time is: For each of

the groups, how many dollars and how many people are in the finance function?

KHO:lt
KO:2731
(DICTATED 3/2/89 BUT NOT READ)

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