### Key Goals - Task #3117

**KG22.05 - Marketing Must Emphasise Project Over Product**

2020-03-13 18:44 - Nicolas Christener

<table>
<thead>
<tr>
<th>Status:</th>
<th>In Progress</th>
<th>Start date:</th>
<th>2020-02-03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority:</td>
<td>Normal</td>
<td>Due date:</td>
<td>2022-01-31</td>
</tr>
<tr>
<td>Assignee:</td>
<td>Italo Vignoli</td>
<td>% Done:</td>
<td>0%</td>
</tr>
<tr>
<td>Category:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target version:</td>
<td>Recurring</td>
<td></td>
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<tr>
<td>Status summary:</td>
<td>Marketing plan currently finalized, discussion on wording for tag amongst members started. Plan to be ready for 7.1.</td>
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</tbody>
</table>

**Description**

Recalling the discussion around this goal, the subtasks overlook the most important aspect, which is to refocus marketing to create a viable market for TDF’s community rather than to directly promote TDF as if it were a product company. The direction Italo has taken with his marketing plan is correct, and is the biggest win for the project, but is not reflected here. I suggest phrasing this goal as "promote LibreOffice as an ingredient brand for project members rather than as a product brand for TDF" and then adjust the sub-tasks accordingly to support this.

**History**

1. 2020-03-16 00:54 - Thorsten Behrens
   - Private changed from No to Yes

2. 2020-04-24 19:32 - Nicolas Christener
   - Project changed from Foundation to 79

3. 2020-04-24 19:33 - Nicolas Christener
   - Private changed from Yes to No

4. 2020-06-18 09:16 - Florian Effenberger
   - Project changed from 79 to Key Goals

5. 2020-06-18 12:00 - Simon Phipps
   - Status changed from New to In Progress
   - Assignee set to Italo Vignoli
   - Target version set to Q4/2020

Recalling the discussion around this goal, the subtasks overlook the most important aspect, which is to refocus marketing to create a viable market for TDF’s community rather than to directly promote TDF as if it were a product company. The direction Italo has taken with his marketing plan is correct, and is the biggest win for the project, but is not reflected here. I suggest phrasing this goal as "promote LibreOffice as an ingredient brand for project members rather than as a product brand for TDF" and then adjust the sub-tasks accordingly to support this.

6. 2020-07-27 15:07 - Florian Effenberger
   - Status changed from New to In Progress

7. 2020-08-10 12:18 - Florian Effenberger
   - Assignee set to Italo Vignoli
   - Target version set to Q4/2020

This is related to the marketing plan, with a next bigger milestone likely around LibreOffice 7.1

8. 2020-08-10 12:18 - Florian Effenberger
   - Status summary deleted (Pending wrt. marketing plan)

9. 2020-09-07 13:16 - Florian Effenberger
   - Status summary set to Depends on the marketing plan, which is currently in discussion

2021-02-14
#10 - 2020-11-24 11:37 - Florian Effenberger
- Status summary changed from Depends on the marketing plan, which is currently in discussion to Marketing plan currently finalized, discussion on wording for tag amongst members started. Plan to be ready for 7.1.

- marketing plan currently finalized
- discussion on wording for tag amongst members started
- plan to be ready for 7.1

#11 - 2021-02-10 22:24 - Italo Vignoli
- Target version changed from Q4/2020 to Recurring

First stage of marketing plan completed with announcement of LibreOffice 7.1. Next step is based on improving presentations and documents to support the campaign to educate enterprises about supporting the project (and open source projects in general), and creating specific activities to reach this objective.