




9-17-2007

Vol. VI, Tab 38 - Ex. 33 - Email from Eric Eichmann

Eric Eichmann
Rosetta Stone

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From: Eichmann, Eric
Sent: Monday, September 17, 2007 06:22:37 PM
To: Ninov, Nino; Keim, Gregory; Mead, Andrew; Mulder, Pamela; Adams, Tom; Hertenberg, Stephen; Zain, Daavi; Hamann, Bernard; Ropp, Nick; Trude, Linda; Miglani, Deepa; Lohmann, Peggy
Subject: RE: brand awareness through the roof

Brand equity is critical... think about two brands that have high awareness but different equity value -- Apple and Holiday Inn. We want to be Apple of course

From: Ninov, Nino
Sent: Monday, September 17, 2007 11:19 AM
To: Keim, Gregory; Mead, Andrew; Mulder, Pamela; Adams, Tom; Eichmann, Eric; Hertenberg, Stephen; Zain, Daavi; Hamann, Bernard; Ropp, Nick; Trude, Linda; Miglani, Deepa; Lohmann, Peggy
Subject: RE: brand awareness through the roof

Since many people asked about the unaided awareness, I quickly looked at these numbers. These are preliminary results.
Aided awareness: around 45% up from 26% a year ago
Unaided awareness: around 15% up from 6% a year ago

We don't have in this survey information about the brand image/perceptions/associations/equity. We will have a separate project to learn about this.

Nino

From: Keim, Gregory
Sent: Monday, September 17, 2007 11:00 AM
To: Mead, Andrew; Ninov, Nino; Mulder, Pamela; Adams, Tom; Eichmann, Eric; Hertenberg, Stephen; Zain, Daavi; Hamann, Bernard; Ropp, Nick; Trude, Linda; Miglani, Deepa; Lohmann, Peggy
Subject: RE: brand awareness through the roof

Very cool milestone to reach.

Will the survey also include information on how they feel about the brand? Or is that another upcoming test? As we do more and more TV and radio (and try stronger pitches), I start to worry that people won't keep the high-end brand association we need. I'm not sure how exactly, but maybe the strong brand awareness allows us to scale back the pitches some?

Greg

From: Mead, Andrew
Sent: Sunday, September 16, 2007 11:22 AM
To: Ninov, Nino; Mulder, Pamela; Adams, Tom; Eichmann, Eric; Hertenberg, Stephen; Zain, Daavi; Hamann, Bernard; Ropp, Nick; Trude, Linda; Keim, Gregory; Miglani, Deepa; Lohmann,

2600

Peggy

Subject: RE: brand awareness through the roof

Nino,

This is indeed great news.

We should learn more about what this means for all of our customers. In some other categories, the achievement of this kind of awareness might mean that advertising could be cut and sales would remain buoyant. We need to learn more and strategize about how we can leverage this awareness level to extend our lead (and destroy the competition).

It also means we need complete vigilance on the trademark front.

Mi dos centavos.

a

From: Nino, Nino

Sent: Saturday, September 15, 2007 6:01 PM

To: Mulder, Pamela; Mead, Andrew; Adams, Tom; Eichmann, Eric; Hertenberg, Stephen; Zain, Daavi; Hamann, Bernard; Ropp, Nick; Trude, Linda; Keim, Gregory; Miglani, Deepa; Lohmann, Peggy

Subject: brand awareness through the roof

I can't wait to share this with you until Monday. After 467 respondents have already completed the USA brand awareness survey, 202 recognize the Rosetta Stone brand in the aided awareness question. This is 43% brand awareness; up from 28% a year ago. This is a proof that our advertising works very well in creating awareness. Given the fact that only 10% of the population at any given time studies languages, the achieved brand awareness looks even more spectacular.

In comparison, Berlitz has today what it had a year ago: 27%. The rest of the field is way behind. Pimsleur has 6%.

The brand awareness so high, and the competition so much behind, Rosetta Stone has become the default option for language learning. If we continue this way for another year, Rosetta Stone will become for language learning what Xerox was for copiers in the 80s, or Ford for cars a hundred years ago. If people are given the stimulus "language learning", the default answer will be: Rosetta.

Nino

2601

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