

LibreOffice Marketing in Japan

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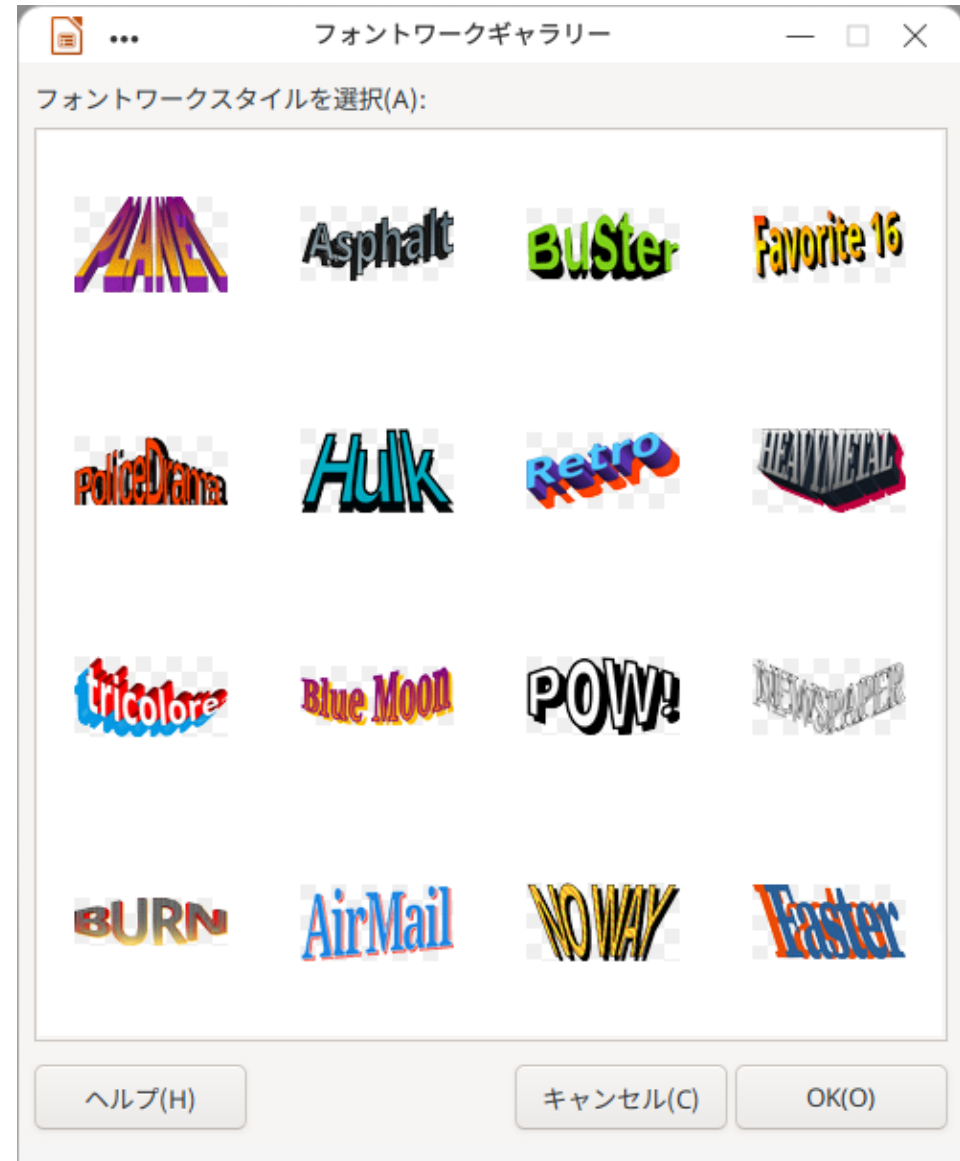
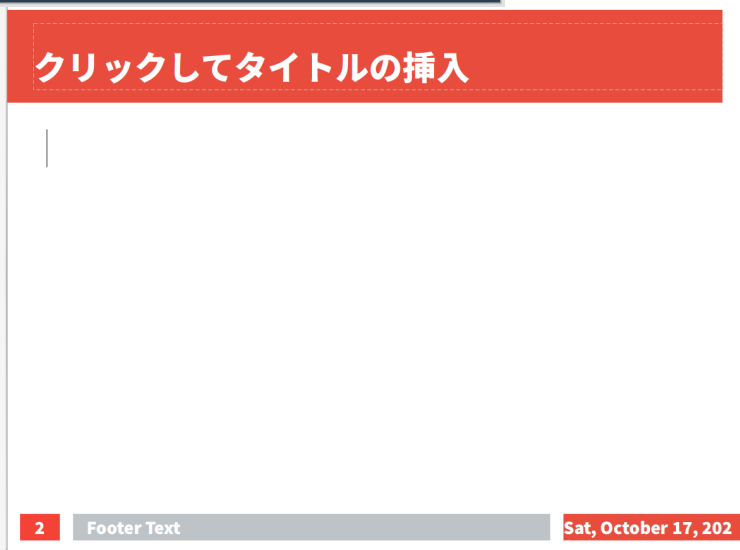
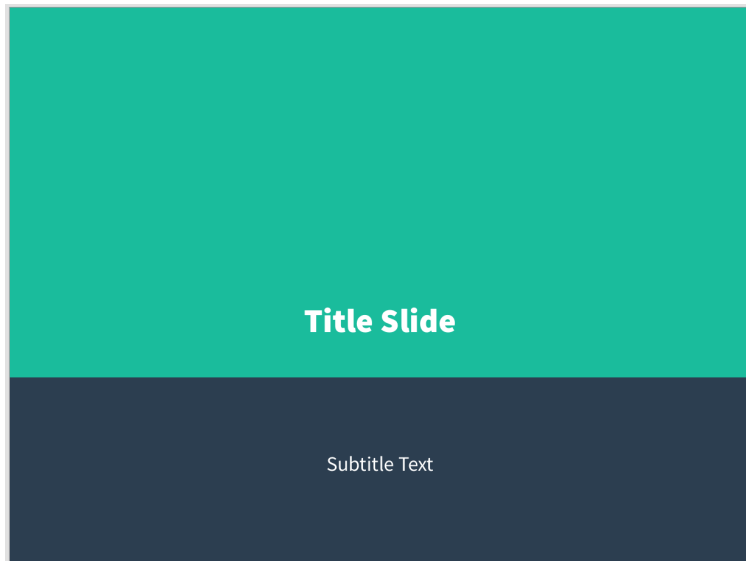
2020

Jun Nogata

- Part-time lecturer at a local university in Himeji, Japan
 - Please come to Himeji Castle!
- FLOSS, Open data activities
 - Debian JP, LILO (Kansai area Linux users group), Code for Harima, OpenStreetMap mapper
 - TDF member, TDF Certified trainer, LibreOffice Japanese Team
- **LibreOffice activities**
 - 2015: Created Alizarin and Midnight Blue Impress Theme, Bundled from LibreOffice 4.4
 - The concept was selected for the LibreOffice 5.0 branding contest
 - 2017: Joined the LibreOffice Japanese Team. Working on Marketing and Graphic design, some Japanese translations.
 - 2019: Certified as a LibreOffice Trainer at the LibreOffice Asia Conference.
 - Interviewed for a Community member Monday
 - <https://blog.documentfoundation.org/blog/2019/07/08/community-member-monday-jun-nogata/>
 - 2020: Some fonts I designed are included in LibreOffice 7.0 Fontwork

And Punk Rocker

My work in LibreOffice



LibreOffice Marketing in Japan

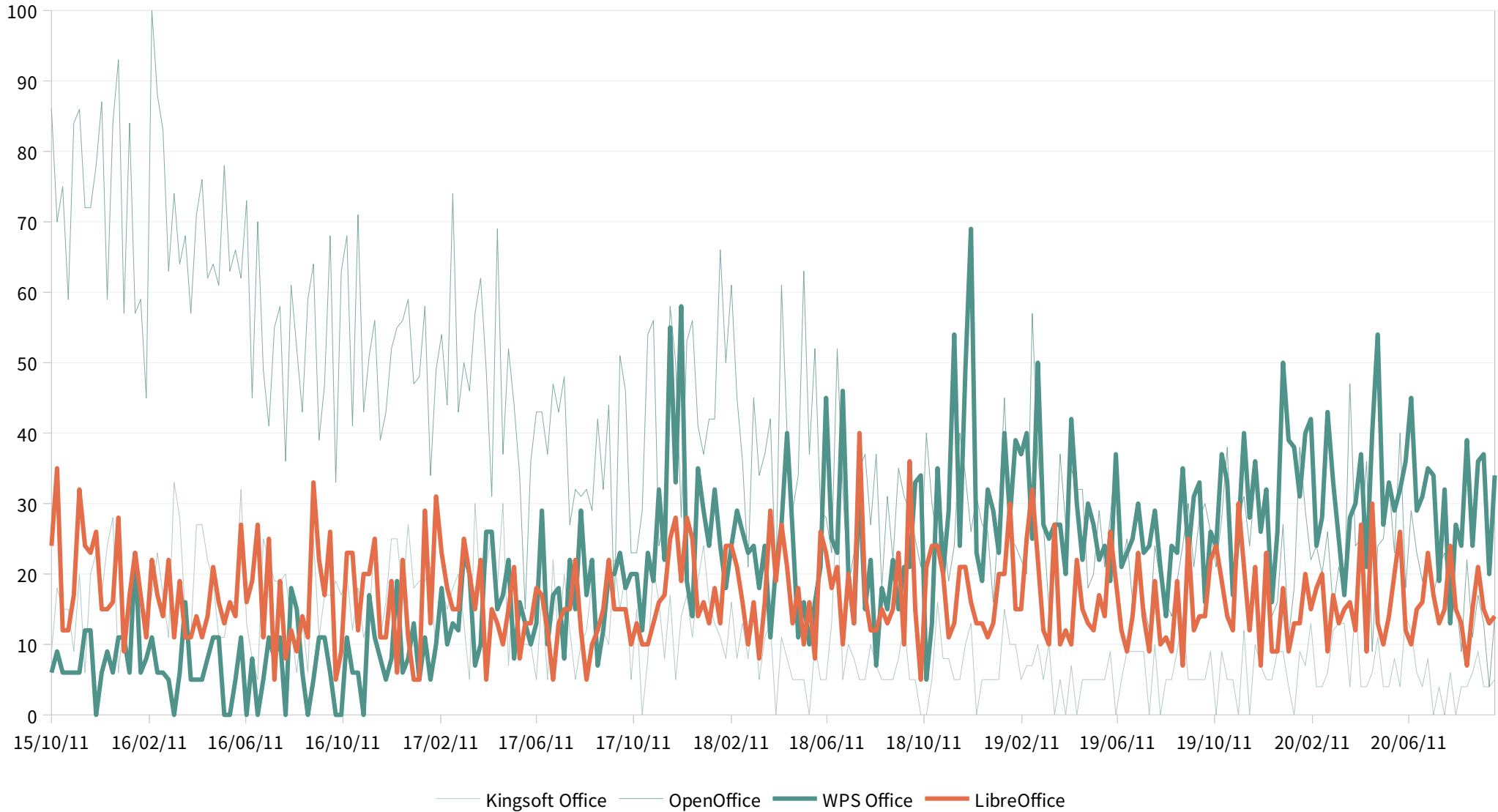
Why did I start marketing?

- in 2018, I felt a strong crisis in LibreOffice
 - Microsoft Office is too huge
 - WPS Office and G Suite coming from behind
 - Is LibreOffice missing?
- The fear of Linux office suites disappearing

Situation Analysis

Google Trends 2015-2020

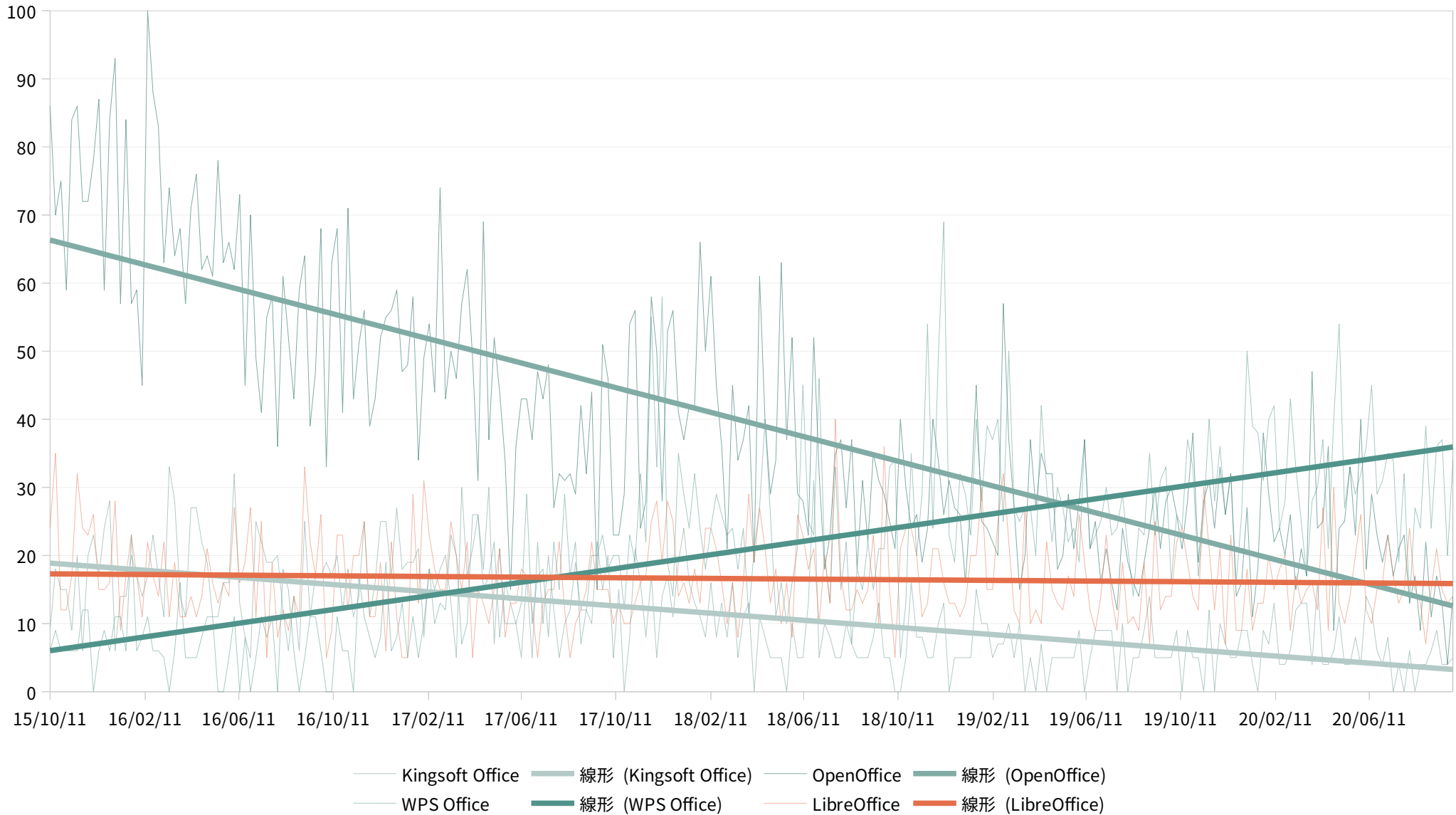
Category: Computer-Office Software / 2015-10-11 to 2020-09-27



Kingssoft Office is the previous name for WPS Office.

Google Trends 2015-2020 (with Trend line)

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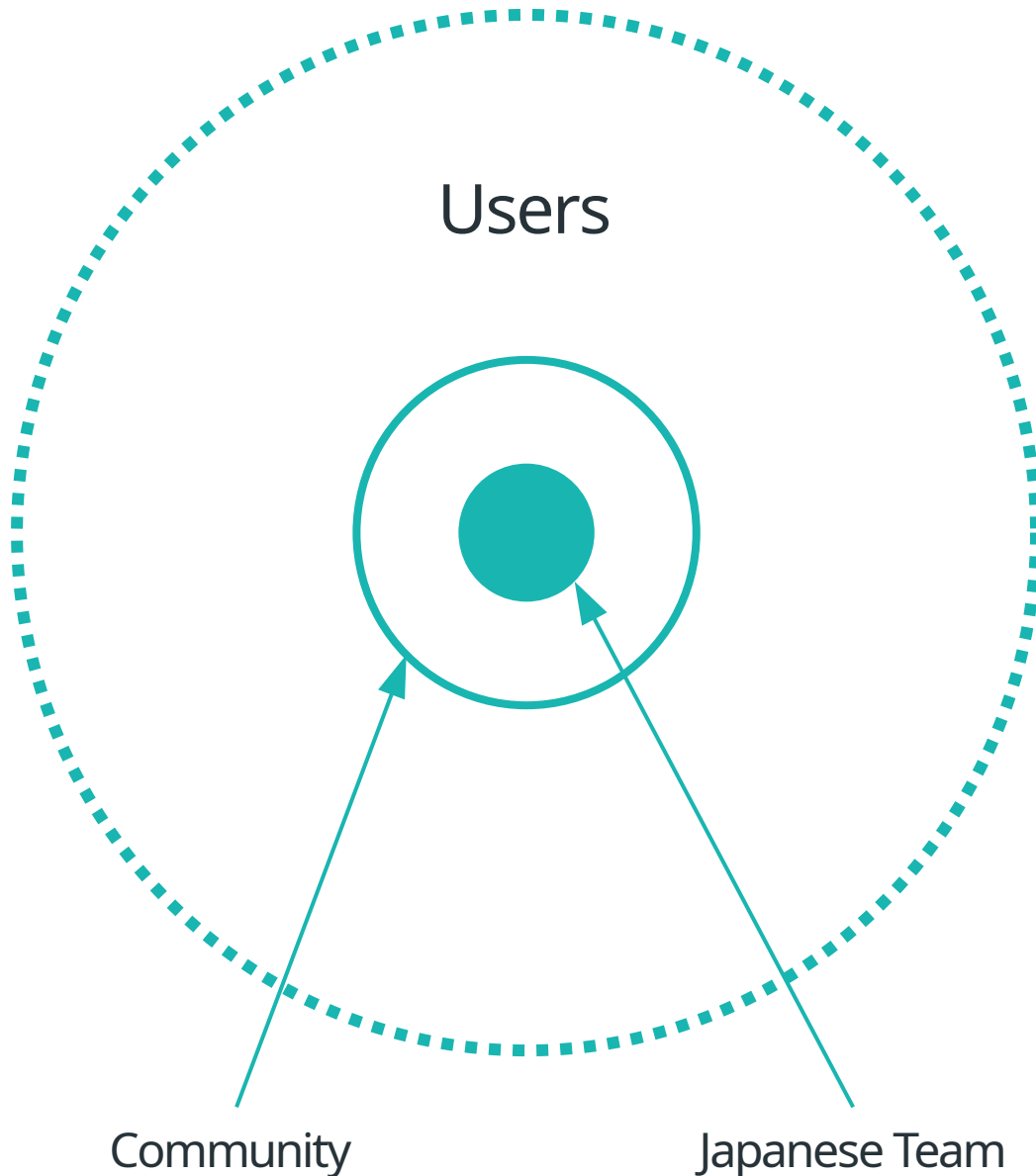
The five-year situation in Japan

- In June 2017, WPS Office overtook LibreOffice
 - In 2019, WPS overtook OpenOffice.org
- OpenOffice.org is strong
 - But it's dropping fast
- LibreOffice doesn't have much of a presence
 - IT engineers know the name, but not the rest of us
- The same situation as the crisis I was feeling...

Why did that happen in Japan?

- Competitors' offensive
 - WPS Office was being bundled with low-priced and used PCs
 - Casual users began to use Google Docs/Spreadsheet
- No marketing manager (in The community)
 - The community is only IT engineers
 - Only exhibited at the open source event

LibreOffice Japanese Community



- **Community**

- Active in developing, translating, answering Ask LibO, and exhibiting at events

- **LibreOffice Japanese Team**

- A group of particularly active in the community

- **Users**

- LibreOffice is only for use
- They use LibreOffice because it's (cost) free
- They don't know the community

The community is not marketing to users.
The user does not know the community.

I'll be the marketing manager!

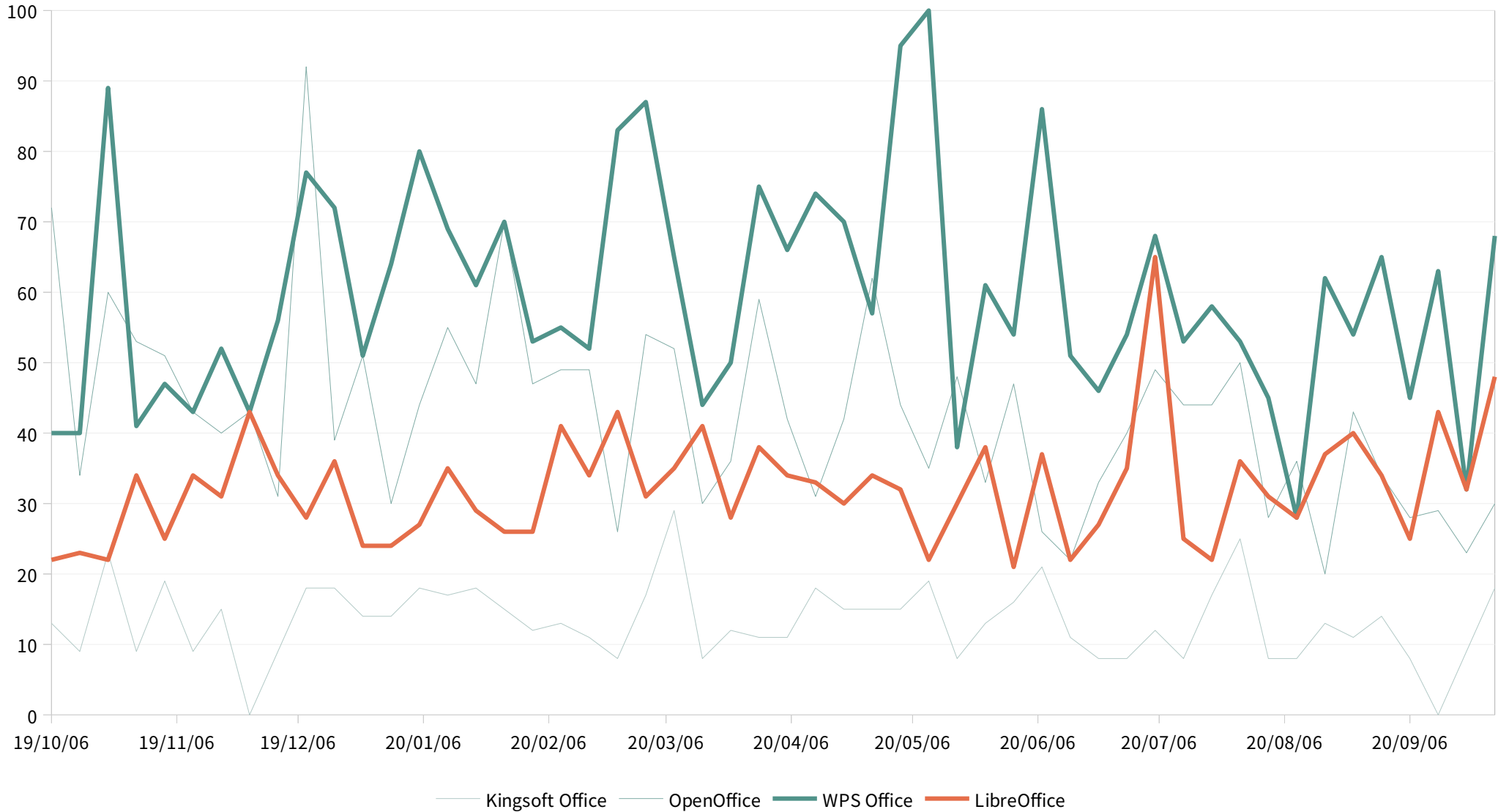
What strategies have I planned?

- Problem: Users are troubled by the lack of information
 - Solution: Communicate information directly to users using Social networking sites
- What activities did you do on social networking sites?
 1. Posting community news
 2. Guide people with problems to Ask LibreOffice or ML
 3. Recruit to the community

2 years later.
What's happened?

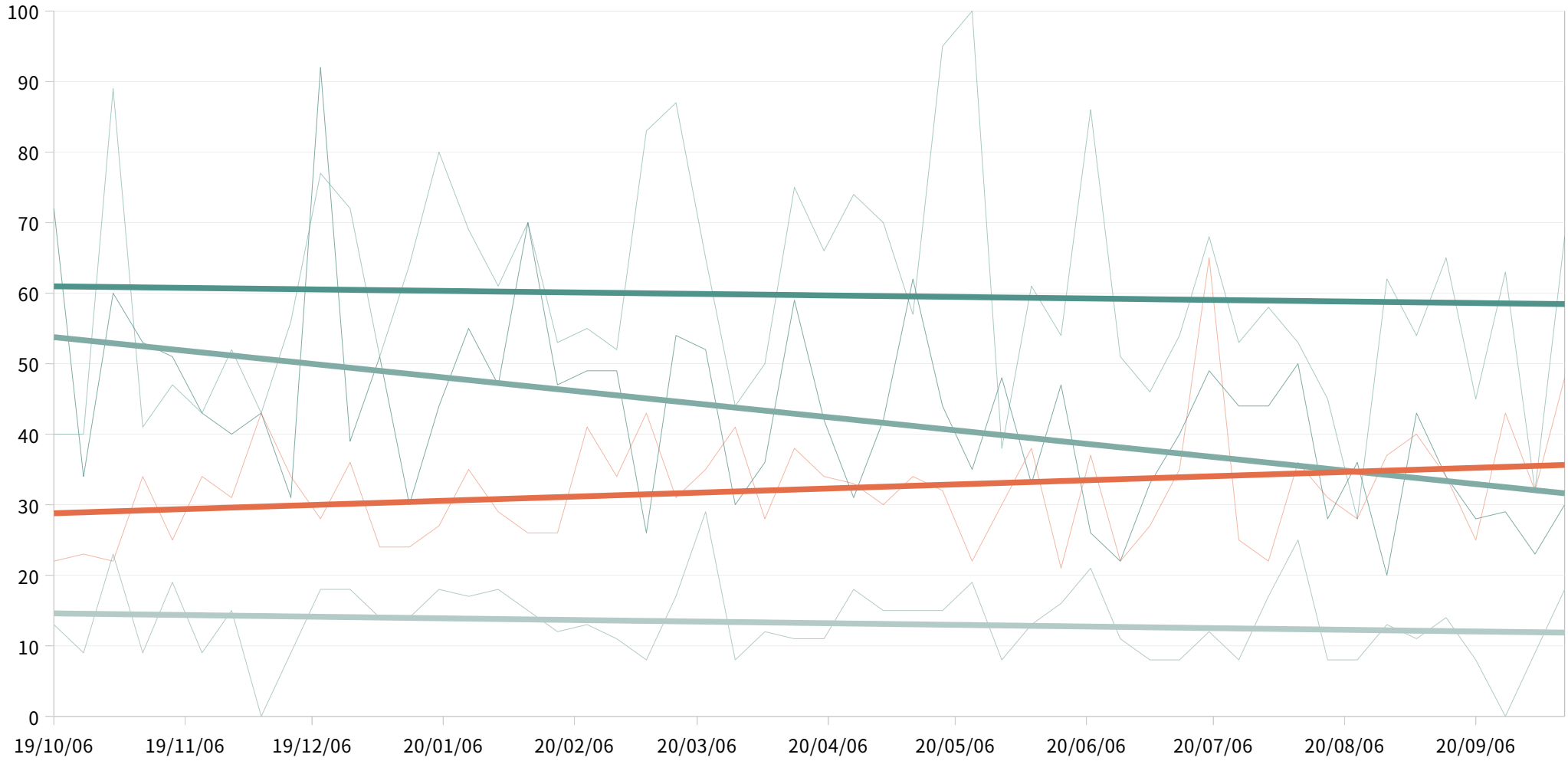
Google Trends 2019-2020

Category: Computer-Office Software / 2019-10-06 to 2020-09-27



Google Trends 2019-2020 (with Trend line)

Category: Computer-Office Software / 2019-10-06 to 2020-09-27



— Kingssoft Office — 線形 (Kingssoft Office) — OpenOffice — 線形 (OpenOffice)
— WPS Office — 線形 (WPS Office) — LibreOffice — 線形 (LibreOffice)

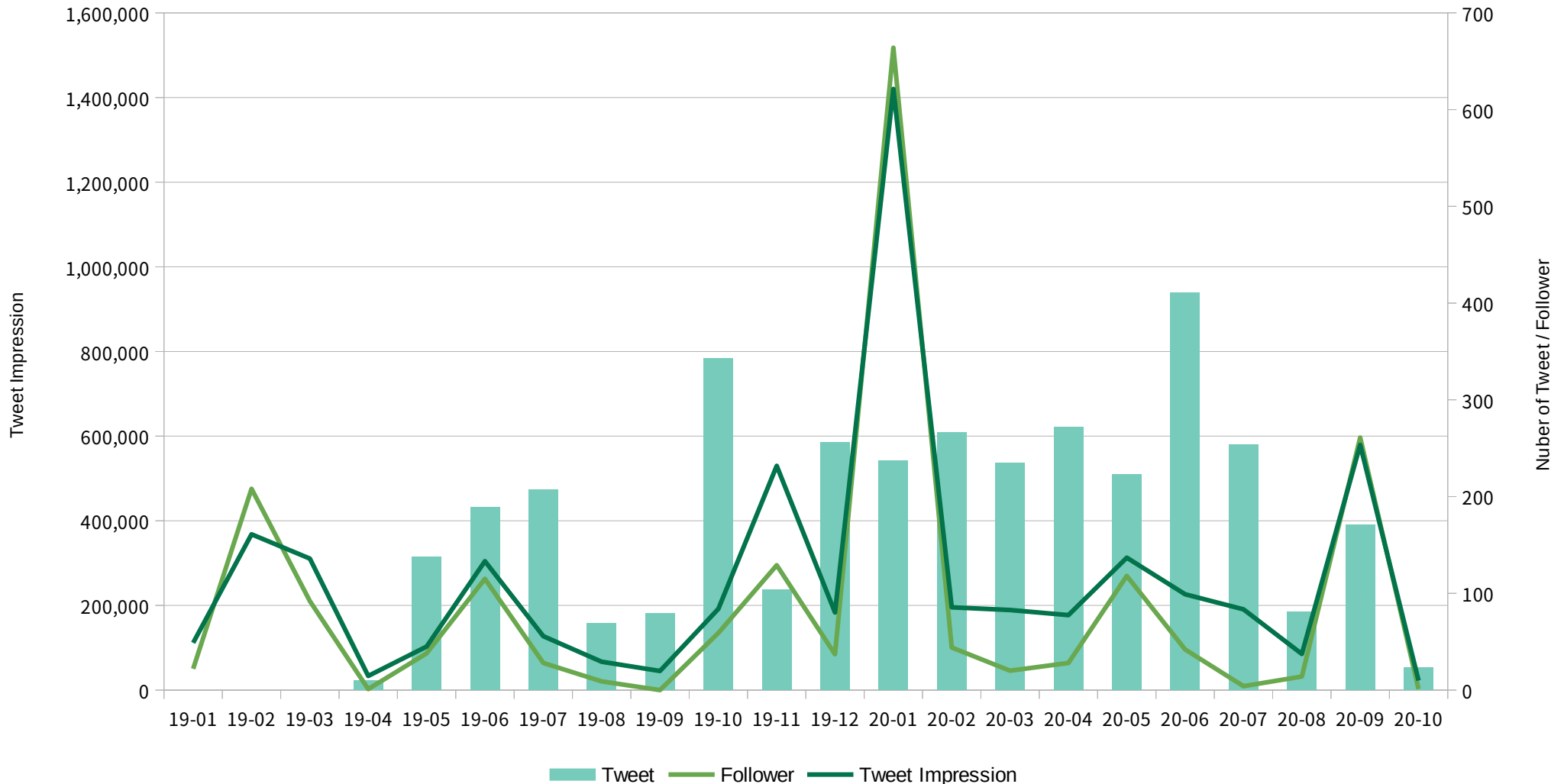
This year's situation in Japan

- WPS Office is remains high
- In August, LibreOffice **overtook OpenOffice.org!**
- LibreOffice is **slowly rising!**
 - Up to 35 points from last year's 29 points
- Twitter followers have increased from about 700 to about 2900
- The doujinshi writer/editor, Raru Tokisame and Tomoyuki Kubota (aka himajin100000), Join the the Japanese community

Tips for using Social Networking sites

Tweeter Impression and Tweet

No relationship between the number of tweets and Twitter impressions.
Followers make the same moves as impressions.



No number of tweet data from January '19 to March '19.

Negative Social Network Reactions

- Don't use negative words on SNS
 - Negative words are too much a reaction. And there are aggressive reactions. Never use them
 - January 2020 I got a big impression. This was in response to the "Fake MS office" tweet
- Tweets about OpenOffice(.org)
 - Some people don't like it
- Negative reply are very draining to the mind...

A Tweets that made me happy

In the past, finding information about LibreOffice was drifting, and I couldn't get to the answers. But nowadays I realize that there are a lot of users out there. I hope the information is slowly increasing.



まるっぐ
@marogg

返信先: @LibreOffice_Jaさん

こまめな対応をいただきありがとうございます。MLも見させていただけます。

以前は情報を探しても答えにたどり着けず漂流しているような心細さでしたが、お陰様で最近はやユーザー結構いるなあって実感します。ちょっとずつ色々な情報が見えるところにあるようになるといいですね～

午後0:44 · 2019年2月8日 · Twitter Web App

1件のリツイート 1件のいいね



It turns out I wasn't wrong

What's next?

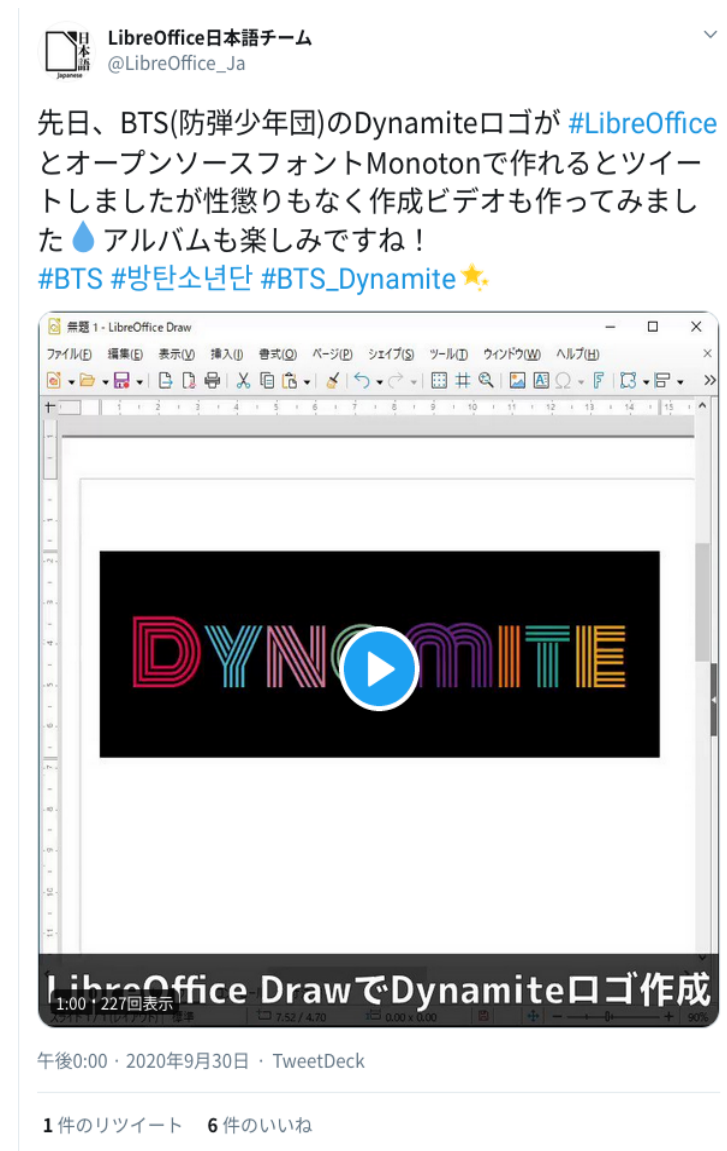
The next project I want to do

Let Microsoft Office users use ODF

- The campaign to make Microsoft Office users aware that ODF is also available
 - Many people think that ODF can only be used with LibreOffice
 - They will continue to be a lock-in to Microsoft Office to continue using OOXML
- Make people aware that ODF is available in both LibreOffice and Microsoft Office, and move on from the file format
 - Call on Microsoft to improve the terrible ODF compatibility
 - Microsoft Office that cannot use ODF (Office 2010) is outdated and no longer supported, so I would actively recommend moving to LibreOffice

Short Tips Video for Instagram/Tiktok

- The campaign was designed to be posted on Instagram/Tiktok
 - Square, one-minute, fast-forward, tips videos like tasty and taste made recipe videos
- I made a test version and posted it on Twitter
 - but the response was not good
 - It includes the topic of BTS and I like it



https://twitter.com/LibreOffice_Ja/status/1311138788018511872

Call on the Digital Agency to introduce ODF

- In Japan, the Digital Agency will be established
- Campaign to call on the Digital Agency to introduce ODF
 - In Japan, the response to the political call is huge
 - I'm thinking about it quite carefully

A digital agency would crown Japan's IT strategy | The Japan Times:

<https://www.japantimes.co.jp/opinion/2020/10/16/commentary/japan-commentary/digital-agency-crown-japans-strategy/>

Conclusion

You meet the nicest people () LibreOffice

What words do you
put in the blank?



**YOU
MEET THE
NICEST
PEOPLE
ON A HONDA**



Maybe it's the incredibly low price, \$245 (plus a modest set-up charge). Or the fact it doesn't gulp gas. Just sips it—200 miles to the gallon. Or the way the masterful 4-stroke 50cc OHV engine carries you along at 45 mph without a murmur.

Or it could be the ease of 3-speed transmission, automatic clutch and the extra safety of Honda's cam-type brakes on both wheels. The optional push-button starter makes you feel right at home, too.

But most likely it's the fun. Evidently nothing catches on like the fun of owning a Honda. You see so many around these days. And the nicest people riding them. Merry Christmas. For address of your nearest dealer or other information, write: Dept. AA, American Honda Motor Co., Inc., 100 West Alondra, Gardena, Calif.

HONDA—world's biggest seller!



2020



Thank You



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