LibreOffice
Marketing in Japan

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• 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

And Punk Rocker

• 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
  • 2019: Certified as a LibreOffice Trainer at the LibreOffice Asia Conference.
  • Interviewed for a Community member Monday
  • 2020: Some fonts I designed are included in LibreOffice 7.0 Fontwork
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

Kingsoft Office is the previous name for WPS Office.
Google Trends 2015-2020 (with Trend line)

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

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 on a Honda.
Thank You