



SERVICE REPORT

No. 684

CLIENT

Philip Morris Int'l -

International

DATE June 26, 1992

PRODUCT

Marlboro & Lark Commercial

International
International
International

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed Leo Burnett

IN ATTENDANCE

Client

A. Buzzi
D. Devitre
L. Greher
D. Diao

Agency

B. Hunderfund
J. Immel
M. Rafayko
D. Musial

This summarizes the decisions and next steps from the meeting of June 27th.

MARLBORO - Cinema Commercials

Six commercials for the 1993 Cinema pool were presented - Sunday Ride :90/:60/30 and Morning Shadows :90/:60/:30. All six edits were approved as presented without sound tracks.

NEXT STEPS

Agency will proceed to finish all six commercials. Three additional version were requested - Morning Shadows :90/:60/:30 for Marlboro Lights. Agency will color correct these versions to have a golden tone at the end of the commercials.

Agency to present all 9 commercials to Mr. Buzzi on July 20th with finished demo tracks.

MARLBORO - INDONESIA

Five :30 commercials were presented for approval. These were re-edits of existing commercials that would comply with Indonesian content laws.

Client approved the commercials as presented.

NEXT STEPS

The approved commercials are to be finished locally and aired as soon as possible.

CPMSR.684

MARLBORO - ARGENTINA

The agency was requested to review the Marlboro historical commercials in order to provide Marlboro commercials for Argentina. The objective of the exercise would be to portray the cowboy as a masculine American hero without the downscale associations with the Argentinian Gaucho. (No cows, no leather, elegant houses as in Monument Run and Marlboro lights/France 1989-90).

NEXT STEPS

The agency will compile a reel of historical commercials that could be re-edited to fit the brief.

LARK

Per the client's request the Agency screened the :60 Lark commercial "Games". Mr. Buzzi was interested in showing this spot at his 2RF meeting. Mr. Buzzi found the commercial to be confusing and not acceptable at this time. The primary reasons for his reaction were:

- Hero attitude - Tom Berringer lacks the "I got you" attitude of the previous commercials. His reading is stiff and lacks the smartness/proudness of a James Coburn.
- Lack of cohesive storyline - the commercial does not clearly portray Berringer's role of causing the toystore to come to life against the villains.

NEXT STEP

The agency will discuss the problem with LB Tokyo. The client will also discuss the problems with Mr. Webb and Mr. Roper.

Bob

BH/ahb

CC: LB Chicago
M. Conrad
K. Krom
P. Volz
R. Harris
L. Berghoff
J. Mabie

Allen Chichester/Hong Kong
Bob Kedward/Hong Kong
John Kerastas/Tokyo
Tony Chettle/Tokyo
Richard Zobel/Tokyo
Bill Smith/Tokyo
Dieter Börner/Frankfurt

Jim Wisman/Paris
Wolfgang Birk/Frankfurt
Rob Schoenbeck/Milan
Bernard Luciano/Miami