

Memo from [unclear]

HARROD & MIRLIN

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|------------------|---|-------|
| TO | NAME Jean Bourgault cc. Janet Findley ✓ Nancy Marcus Daphne Bykerk | |
| FROM | NAME Eric Blais | |
| NUMBER | | PAGES |
| October 23, 1998 | | |

FACSIMILE

Dear Jean,

This provides some background info. on Export 'A' and the directions we would like to explore in the Montreal qualitative research.

- The creative strategy is attached for your review. I should point out that we have shifted the emphasis from "individuality" to "confidence" based on the findings from last week's interviews in Québec City. The notion of "being different" if you smoke Export 'A' clearly wasn't relevant given the brand's rather mainstream appeal.
- The memo I wrote following the Québec City session outlining the communication issues and next steps is also attached.
- We would like to test three (3) different approaches, each with variations. I don't believe we should expose each respondents to all variations but we should plan to cover everything over the course of the day/evening.

The three approaches are as follows (layouts to follow later today):

- (1) **Sponsorship advertising - Québec Festivals/Competitions:**
A range posters showing relevant sports competitions (i.e. snowmobile, 4X4 rally, etc) taking place throughout Québec. We will have three versions of these posters with different theme lines.
 - (2) **Sponsorship advertising - Extreme Sports on RDS:**
A range of posters showing various extreme sports competitions in Canada which will be broadcast on RDS. Export 'A' will sponsor both the competitions and the broadcast.
 - (3) **Brand advertising - Lassie:**
A series of different lines about Lassie and her confident attitudes. Some posters will show Lassie as per the pack visual and some will show her in a different way to suit the line and make it more humorous.
- I will also bring the Player's "Pilot Development Program" sponsorship creative to assess respondents reactions to this advertising.

I'll call you later today to discuss the above. Thank you.



P.01 RJR MARKETING

TO

HARROD MIRLIN FROM 10:14 23-1996 OCT

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