



ADVANCE MARKETING SERVICES

ADVANCE MARKETING SERVICES PLAN & PROPOSAL

Program: Marlboro Holiday Voice Cards

Market Areas:	Ft Bliss	Norfolk Naval Base
	Little Creek	Ft. Campbell
	Ft. Bragg	Ft. Stewart
	Ft. Benning	Camp LeJeune
	Ft. Lewis	Camp Pendleton

Target Date: November, 9, 10 & 11, 1990

The following details the steps that will be implemented by Advance Marketing Service's supervisors before, during and after the Marlboro Holiday Voice Cards Program.

Supervisors:

Each military installation will be assigned one to two supervisors (according to their size) who's responsibilities will include the following.

Step 1) Military Contacts:

Supervisors will visit their assigned bases to first introduce themselves to the proper military official(s) who will be instructing supervisors of their working locations and the guidelines they must follow during their presence on the installation.

Step 2) Site Review:

Once contact and permission has been obtained, supervisors will observe the location (Main Exchange) where the program will be conducted. Pictures will be taken of each site as well as reporting any areas that could possibly hinder the program. In addition, will make any recommendations that will improve Philip Morris's presence during the promotion. Each site will require the following:

- 1) Easy access for entering and exiting.
- 2) Adequate space for participants waiting to record messages.
- 3) Space for a registration desk.
- 4) Space for the allotted number of booths.
- 5) Area for Marlboro Promotional material.

In the event the site does not provide the above specifics, supervisors will be instructed to contact Advance Marketing's New York office and then will be immediately passed on to Philip Morris USA.

Step 3) Inventory

An inventory count will be conducted on all campaign material as they arrive on the installation as well each night following the program.

Once Philip Morris furnishes Advance Marketing Services with the list of campaign materials, an inventory check list will be created and passed on to each market area supervisor to assure proper counts as well as security of items.

In addition, all material will be inspected for damage during transit, possible shortages and their appearance.

Step 4) Training of staff:

Each market area supervisor will be responsible for the training of those people who will be participating in the campaign. Instructions will include the operation of the machine from the beginning to the end. Dress rehearsals will be conducted in the presence of Intervisual Communications Inc. technicians to assure their knowledge of the machine.

Advance Marketing Services will be responsible for purchasing all items deemed necessary to implement the program. Any costs not disclosed at the time of this writing will be first reported to Philip Morris USA before any actions are taken.

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Advance supervisors will be informed that all trouble shooting pertaining to the machines will be conducted by the technician. However, if Advance personnel can be of assistance to the technician to alleviate any problems, they will be instructed to do so.

Following the end of the first day's program, supervisors will report on the recording machine's performance.

Step 5) Registration Desk

Each market will train two members of the team to conduct responsibilities concerning the registration desk. Personnel will be educated in the program and will answer questions whenever possible.

Step 6) Floater

During the campaign, supervisors will be responsible for assisting those people seeking help as well as trouble shooting during the entire day.

Step 7) Each market will train two members of the team to conduct responsibilities concerning the coallation desk.

A wrap up report depicting each market area's performance will be sent to Philip Morris. Pictures of the campaign in action will also be included.

On the following page you will find charts that decipher the cost of program and the expenses that will be incurred during the operation.

The following chart depicts the manpower needed to implement the Marlboro Holiday Voice Cards Program.

	Supervisors	Trained Personnel	Substitute Personnel	Total Work Force
Ft. Bliss:	1	7	1	9
Norfolk Naval Base:	2	14	2	18
Little Creek:	1	7	2	10
Ft. Campbell:	1	13	2	16
Ft. Bragg:	2	27	3	32
Ft. Stewart:	1	13	2	16
Ft. Benning:	1	12	2	15
Camp Lejeune:	1	11	2	14
Ft. Lewis:	1	11	2	14
Camp Pendleton:	1	17	2	20
TOTAL:	12	132	20	164

The following chart depicts the cost of such manpower in each market area.

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The above figures represents the cost for transporting 10 supervisors from their assigned military installations to and from New York City during November 1 and November 2, 1990.

MISCELLANEOUS

Below are a list of materials required to complete all facets of the Marlboro Holiday Card Program. Those items listed with a asterisk means that those prices are estimated at the time of this writing.

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TRAVEL EXPENSES

The following chart breaks down the cost for necessary travel, lodging, transportation and expenses for the ten market area. This also includes the transportation fees for Advance Marketing's New York office supervisors who will visit eight of the ten market areas during the actual running of the program.

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SUPERVISOR'S TRANSPORTATION

Supervisors in each market will provide their own transportation and will be reimbursed at 26 cents per mile.

Estimated Mileage.....240 miles per base

Estimated Cost.....
(This expense listed under "Miscellaneous")

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Supervisors	Trained Personnel	Substitute Personnel	PM Meeting Transportation (Supervisors)	Transportation For New York Supervisors	Miscellaneous	Total
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The above costs do not include shipping or expenses not discussed at the time of this writing. If an additional service or item unknown at the time of this writing is needed to implement the program, Advance Marketing Services will contact Philip Morris immediately before purchasing that service or item.

Since many of the items listed in " Miscellaneous " cannot be estimated to the exact figure, Philip Morris will be furnished receipts of each and will be invoiced that expense.

If any of the markets require additional days or hours, except for San Deigo, same will be charged pro rata. Due to California's state law, employees must be paid time and a half for overtime.

To implement and administer the Marlboro Holiday Voice Card Program in the above markets, Advance Marketing Services requests an advance of 50% of the total billing. The remaining fee will be requested fifteen days upon completion of the program.

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