


CONFIDENTIAL

July 31, 1985

Mr. G. T. Baroody

Re: Weekly Project Status Report

Attached is the Media Department status report for the week ending  
July 30, 1985.

  
D. F. Pearson

DFP/dt

Attachment

cc: Mr. T. W. Robertson  
Mr. T. B. Owen  
Mr. R. E. Neal  
Mr. R. L. Dilworth  
Mr. T. J. McCabe  
Ms. B. G. Carpenter

XC : ~~ETA~~  
CUG  
WAG  
WTM  
GRT  
FILE

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## 1. Planning

### o WINSTON

- Media planning and Brand reviewed current status of the WINSTON Stadia Program Presentation which was given by OOH Operations.

### o MORE

- Prepared competitive spending analysis which included MORE Historical spending for MDD to incorporate into Business Analysis.
- Reserved space in Parade for ansercard on 11/3/85 for 30 markets where MORE will incorporate.

### o SPECIAL EVENTS

- Media is undertaking a thorough analysis of 1st half Media activity to determine if all planned activity ran as scheduled. This will aid in determining 1986 budget levels.
- Continue to order 3rd quarter activity for WINSTON and CAMEL events.
- Media planning attended Special Events presentation to Marketing Management on July 30. This presentation included Special Events Operations plans for 1986 as well as review of media support for individual programs/events in 1986.

### o SALEM

- Met with Brand and Promotion to finalize details on the Concord Defense Plan. This Philip-Morris brand goes into test in Birmingham and Ft. Wayne in early August. Promotion and Media activities are planned to protect SALEM's SOM in these areas. Media will order an ROP insertion on 8/22 as the vehicle for a \$1.50 carton coupon offer. No other additional media support is planned.
- The Globe/National Examiner package was approved by management for inclusion in the 1985 SALEM and Phoenix plans. The Agency is checking availability of the proper materials. Media will schedule between 8 and 12 national insertions with Phoenix cutovers for the remainder of the year depending on material availability.

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## 1. Planning (Con't.)

### o CAMEL

- Processed BCF's downgrading all November spreads currently on estimate to page insertions. Media funds previously allocated to November spreads (approximately \$360M) will be transferred in August to Promotion to fund 4th Quarter volume building promotions.
- Contacted all publications scheduled to receive the Glendinning promotional ad to verbally reserve space for a December/January coupon. (All 22 publications have space available.) All paperwork supporting the coupon is on hold pending direction from upper management.
- Media attended the Brand's 2nd Quarter Reproduction Review in New York on 8/1. Also met with McCann-Erickson's Account/Promotion personnel to discuss 1986 promotional opportunities using Sports Illustrated NCAA special inserts.

### o DORAL

- The DORAL Brand Team met on August 2 to review status of the Brand, key issues and next steps relative to the planned 4th Quarter 1985 advertising/trade incentive tests and preliminary 1986 marketing plans.

### o VANTAGE

- Provided Brand with revised VANTAGE Family Plan flowcharts which include upgrading pages to spreads for the brand's new creative execution in October male monthly and dual weekly publications. A page execution of this creative is also planned for female monthly books. This is funded out of the VANTAGE approved budget increase of \$2.155MM.
- Also with the incremental funds, all publications in November which can accommodate the VANTAGE MRT creative will be upgraded from pages to spreads. Form letters requesting cut-over charges for November issue dates were mailed to 45 publications. This information is needed on the BCF's when space is ordered. We have requested representatives to respond by phone as soon as possible since some closing dates are this month and space needs to be ordered. Confirmation of the information will be sent to us in writing.
- Reworking MRT plan to reflect use of spreads as scheduled in national plan.
- Provided Brand with total number of 30-sheet and bulletin panagraphics for the 4th Quarter 1985. This information will be forwarded to the agency.

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## 1. Planning (Con't.)

### o STERLING

- Brand recommended that media budget underage of \$551M be returned to corporation.

### o RITZ

- Self-liquidator scarf offer with \$2-off carton bounce-back coupon promotion has been ordered to appear in October weeklies and November/December monthlies.
- The pop-up coupon promotion has been ordered for the St. Louis test cell only.
- Remaining media activity for 1985 in all test cells is being ordered and processed this week.

### o CENTURY

- Revising CENTURY TPS to eliminate Roanoke, Norfolk and Richmond from initial introductory plan.
- Reviewing CENTURY OOH showing in Denver and Des Moines to determine whether additional OOH weight is needed to defend against PLAYERS.

### o PUBLIC ISSUES

- Additional page ordered in U.S. NEWS & WORLD REPORT to achieve corporate discounts. Will be funded within current budget.

## 2. Operations

### o Administration

- Representatives from Media Administration met with the Long, Haymes & Carr agency on 7/30 to orient agency personnel on the new rotational warning plan. Special emphasis was placed on requirements for programs distributed at Special Events.
- Internal Audit has begun their audit of out-of-home media. The audit is expected to take six weeks to complete.
- Projected planning costs for magazines were distributed to Media Planning for use in developing 1986 brand media plans.

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## 2. Operations (Con't.)

### Out-of-Home

- Response from Out-of-Home suppliers concerning 1986 rates is positive to date, with increases in the 5% range. We have not heard from the major plants yet, but our information indicates they will attempt 7% to 8% increases.
- YAS program in Ft. Collins, Colorado market cancelled due to inventory problems.
- We are anticipating an increased use of 14' x 48' and 20' x 60' backlights by Newport in approximately ten markets by September. They have tested two units in Chicago for several months.
- We have increased our inventory (dioramas, car cards) in the expanded Miami rail system. Inventory divided among Generic, Black, and Spanish.

## 3. Other Activity

### o MOVIEGOER

- Met with 13-30 representatives to discuss plans for a presentation to Marketing Management. This presentation will include a circulation update and stewardship report, plans to use MOVIEGOER as a targeted promotion vehicle and a review of options for improved editorial and localized targeting of the publication.