

Philip Morris U.S.A

Database Management Overview

Linda Schwartz

December 16, 1991

2070736401

Historical Review

- Stage I - 1982 - March '87
 - Use of Direct in its Infancy
 - No Database
- Stage II - April '87 - June '88
 - Aggressive plans to get necessary data
 - Data Used to mail likely switchers
- Stage III - July '88 - June '89
 - Database System designed and implemented
- Stage IV - September '89 - Present
 - Database Driven Strategic Analysis
 - Develop Process Management (Staff/Procedures)

Leo Burnett U.S.A.

2070736402

Database Overview

Recall 100%

- **43+MM Names**
- **27+MM Known Smokers**
 - **50% of U.S. Smoker Population**
- **18+MM Available Qualified Smoker Names**
 - **50% Female / 45% Male**
 - **50% PM / 50% Competitive**
 - **33% per age range (21-34, 35-49, 50+)**
- **Growing quantitatively & qualitatively**

2070736403

Database Overview

- **Goal of 25 MM Qualified Smoker Names by '93**
 - **Qualified -- DOB, Signature, Brand**
 - **Fully Qualified -- Brand Attributes, Purchase Behavior, Demographics, Lifestyle indication**
- **Executing Name Generation and Requalification efforts**
 - **'91 Name Gen Waves I & II**
 - **Requal VII & VIII**
 - **Potentially Undeliverables Mailing**

2070736404

Database Overview

- Branded program activity is high
 - Supported 60+ programs in past year
 - 1,275 counts YTD (+56% vs YA)
 - 357 pulls YTD (+63% vs YA)
 - Average of 2.5 MM responders from 65 programs loaded each update

M. Aris

Fontana New

2070736405

Database Overview

- Emphasis on use of competitive branded names
 - Utilizing 4:3 vs. PM branded historically *DEFENSIVE*
- Majority of smokers are recent responders
 - 50% / 65% responded in past 2 years / 3 years
- 3 primary sources of new names
 - Name Generation efforts (31%) / Non-mailed Brand programs (33%) / List Purchases (25%) *Insert FSI*
- Erosion estimated at 7-8% for past year
 - Primarily addresses becoming undeliverable *MOVED INTO ACCOUNT NCOA 48/42.*

2070736406

Database Management

-- Leo Burnett

- **Responsibilities**
- **Team Structure**

2070736407

Database Management Responsibilities

- **Administrative**
 - **Communication, Status Reporting, SOP's/Policy** *2/ Month*
- **Operational**
 - **Program Planning/Coordination, Data Management, Project Management**
- **Strategic and Advisory**
 - **Program Analysis, System Developments, Opportunity Identification** *Project vs*

2070736408

Administrative -- Policy Development

- Data Storage
- Data Maintenance
- Supplier Procedures/Standards
- White Mail Processing

Key point
for our
process

Request to
Delete from
List

Kaneko - Coupon Redemption
Will Have All
White Mail At
Some Point.

2070736409

Operational -- Program Management

- Planning
 - Audience Selection
 - Data Flow
- Execution
 - Name Pulls
 - Response Reporting
 - Tape Approval/Supplier Management
- Wrap-up
 - Analysis/Key Learning
 - Supplier Performance Feedback

Various
• keep documentation for 3 years;
Tape 1 yr.
Tape 1 yr.
DATE
• Rollman
6-1-88
12/1/88
Tape.

*All work
Approved by LALO.
Before Tape
is Reviewed.
THU*

*Sent
to LALO
BY
Richman*

2070736410

Programs

- Corporate Programs

- Requalification

- Name Generation

- Multi-brand Volume Pulls

Commitment

- Brand Programs

- Defensive/Loyalty Enhancement

- Offensive

Hit Competitive Sources

- Recontact

Defensive or Offensive

- Continuity Efforts

*Some Cons. - 4 Maximal Yr.
1st Phase of B+H Cons. Are
placed*

*Known B: H, continue
to move to T400*

2070736411

Operational -- Project Management

- **Size / Scope of Task**
- **Job Specifications**
- **Status Reporting**

2070736412

Operational -- Supplier Management

- Data Entry Supplier Selection / Bidding
- Response Handling / Processing
- Quality Control

Lyman S. Fox?

2070736413

Strategic and Advisory

- **Liaison between marketing and technical personnel**
- **Identify learning/opportunities via analysis**
- **Recommend database solutions to marketing challenges**

2070736414

Team Structure

- Dual Structure -- Brand and Corporate Teams
- Staffed for complete coverage of:
 - program administration
 - operational responsibilities

For Admin
Programs
OC
Support RPTs

↓
Admin
Programs
RPTs

2070736415

Brand Team

- Program planning/execution -- high volume activity
- Follow-up documentation (keying instructions)/reporting
- Program reconciliation (data integrity, program results, learnings)

Review of
Program
Documentation
Tanya Secor

2070736416

Corporate Team

- Technical support
 - Investigations — *Mass Homicide + PM's*
 - Audits
- Procedural/operational documentation
- System enhancement
 - Programming additions/changes
 - Standard reports
- Vendor management

2070736417

Team Structure

- **Benefits**
 - **Program Continuity**
 - **Cross-Training**
 - **Full Scope Involvement**
 - **Enhanced Communication**
 - **Enhanced Research Integration**

2070736418