

# Marketing Events

## CONTACT REPORT

Meeting held at WOKING on 28 June @ 12.00

Present for Client : Russell Clemence  
: Mike Robey (P/T)

Present for Agency : Paul Ayto  
: Fionnuala Maguire

### CONSUMER PROMOTION

- Agency presented final a/w for consumer leaflet.
- Client requested that pack shot should be the one used in the advertising.
- Client requested that Govt Health Warning on back of leaflet be reduced in size and that the statement "Issued by: B.A.T. (UK & Export) Ltd" be inserted.
- Agency presented dummy of leaflet dispenser.  
Client requested Agency to produce new dummy which would incorporate some gluing.

### MAILER

- Agency presented a/w for letterhead incorporating amendments as requested. Client to supply new company logo and handwritten "Dear Smoker".

### ACTION

M.E.

M.E.

M.E.

Client

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- Agency advised sample holdall would be available for Client's comments on Wednesday, 29th June.

M.E.

SUBSEQUENT TELEPHONE CONVERSATION BETWEEN

R. CLEMENCE & P. AYTO

- Client requested 4 further adjustments to leaflet a/w, including that GTI number plate should now be left blank.
- Client also alerted Agency to possibility that Kim sweatshirt would not be offered as a premium item in leaflet. Agency to consider alternatives in that event.

M.E.

Issued by : Fionnuala Maguire

On : 29th June 1983.

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