

PRIVATE & CONFIDENTIAL

MEMORANDUM

Purite X

TO: D. S. Johnston
CC: F. E. McKeown
DATE: August 7, 1978
FROM: E. A. Kully
SUBJECT: Purite Project - Brand Group Transfer

Purpose

This will serve to summarize our discussion of 8/3/78 regarding the transfer of Brand Group responsibility for the Purite Project from the KOOL New Products to New Products. As is my understanding, this is consistent with the consolidation of all freestanding concepts.

Overall Conclusion

The Brand Group endorses project transfer, at whatsoever time you deem appropriate, contingent upon continued Corporate commitment towards the development of a preemptive low gas entry.

Discussion/Rationale

The Brand Group has previously endorsed the consolidation of all free-standing brand concepts. Additionally, the Brand Group strongly endorses the consolidation of the Purite Project into the Low Delivery concept, as similarly recommended by the KOOL New Products Brand Group in our 5/2/78 meeting with Mr. Nagle and McCann-Erickson.

To this end, it has earlier been recommended that the Purite Project be transferred in the September/October period after initial qualitative exploratory, quantitative validation, creative development, preliminary package design and consumer monitoring program development would take place. Within such a time frame, we believe the foundation for full program development would be laid to allow for transfer with minimal description in the development stream, thereby allowing for continuance on a rapid basis.

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The Purite Project was conceived, recommended to and accepted by Management as an "insurance policy" to aggressively respond to the January release of the Surgeon General's report. We feel that the costs of initial development are more than justified in contrast the opportunity loss to B&W resultant from maintaining a reactive versus an offensive stance.

The basic tenants of this "cutting edge" for B&W is the Brand Group's major issue on project transfer, not specific Brand Group responsibility.

Next Steps

While too lengthy to go into in this document, the Brand Group feels a strong creative and marketing program is in development. We believe the 8/18 presentation will support the bold statement. At this meeting, we plan to discuss the following:

- Project rationale
- Contingency programming
- Qualitative work to-date
- Initial creative
- Recommended next steps

In the interim, the project will remain in a semi-holding pattern (although at some cost to the timetable submitted to at our 7/17 meeting) until your determination can be made.

As always, we are willing to discuss this document with you at your convenience.

Thank you.


E. A. K.

EAK/tc

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