

June 18, 1962

Mr. J. W. Leer  
The American Tobacco Company  
150 East Forty-second Street  
New York 17, New York

Dear John:

Attached are six copies of the recommended media plan  
for Project PT as we agreed at last week's meeting.

If there is anything else you need, please let me know.

Best regards.

Sincerely,

Stanley Evans

SE:KC  
Attachments

cc: Mr. M. Goodman

Mr. V. J. Boor  
Mr. J. A. Ulrich  
Mr. A. Bernstein

June 18, 1962

MEDIA RECOMMENDATIONS

In order to learn as much as possible about any impact the new Pull-Tab package might have on DUAL FILTER TAREYTON sales, we recommend that a test be done in a limited number of markets.

We also propose to increase the level of expenditure in some of the test markets in order to determine whether additional advertising weight during the introductory period will produce commensurate sales.

We recommend for this test that different types of markets be selected -- as they relate to DUAL FILTER TAREYTON. Two are good TAREYTON markets, two average, two below average.

As to the selection of media -- we recommend that television be used as the primary medium with some supplementary exposure in two-color newspaper advertisements to help announce the new package.

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We decided on television as the backbone of our advertising effort behind the introduction of the new Pull-Tab package for several important reasons:

First, the product itself -- that is, the new Pull-Tab -- can be more effectively demonstrated with motion. The ease of opening and reclosing the package does, we feel, almost dictate the use of television.

Second, from a straight media standpoint, we can reach more people more efficiently through local television than we can through any other local "sight" medium available to us.

Accordingly, we recommend the use of prime time 20-second television spots in the test markets.

We also recommend that DUAL FILTER TAREYTON's network television exposure in the markets in which the Pull-Tab package is being tested be used to help

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introduce the new package. We propose network "cut-ins" featuring specially prepared 60-second commercials promoting the new Pull-Tab package in the appropriate markets.

In addition, we propose the use of two 1500-line two-color newspaper advertisements -- scheduled during the first three weeks.

In each of the test markets the current media plans for the rest of the year will be changed to conform with the above recommendations. Basically, this means that money currently allotted for radio spot advertising will be applied against the advertising recommended.

Detailed schedules and costs in each of the markets are attached.

June 18, 1962

DUAL FILTER TAREYTONRECOMMENDED FULL-TAB PACKAGE DESIGN TEST BUDGETALL MEDIARECAPITULATIONMARKETSGROUP I

Columbus, Ohio	\$ 8,345
San Diego, California	6,760
Indianapolis, Indiana	8,400
	<u>\$ 23,505</u>

GROUP II

Syracuse, New York	\$ 9,720
Portland, Oregon	14,270
Phoenix, Arizona	6,000
	<u>\$ 29,990</u>

Production

One 1500-11. 2-color newspaper ad	\$ 1,600
Four 20-second TV commercial and two revisions of current 1-minute TV commercials	21,000

Cut-In Costs

For all test markets	<u>\$ 12,000*</u>
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TOTAL COST	\$ 88,095
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AVAILABLE COMMITTED FUNDS IN 1962 BUDGET	<u>59,642</u>
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TOTAL ADDITIONAL MONEY NEEDED	\$ 28,453
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\* This figure approximate -- subject to negotiation with stations.

RECOMMENDED MEDIA PLAN

June 19, 1962

	AUGUST				SEPTEMBER				OCTOBER				
WEEK OF:	6	13	20	27	3	10	17	24	1	8	15	22	<u>TOTALS</u>
<u>GROUP I</u>													
<u>Columbus, Ohio</u> (Budget - \$8,248.00)													
(3 TV Stations)													
(\$140 per cut-in)													
Network TV	3	3	3	3	2	1	2	1	2	1	2	1	
Spot Television	3	3	3	3	3	2	2	-	-	-	-	-	\$5,225.00
(\$275 each)													
Newspapers	1		1										<u>3,120.00</u>
(\$1,560 each)													
													\$8,345.00
<u>San Diego, Calif.</u> (Budget - \$6,758.00)													
(3 TV Stations)													
(\$115 per cut-in)													
Network TV	3	3	3	3	2	1	2	1	2	1	2	1	
Spot TV	3	3	3	2	2	2	-	-	-	-	-	-	3,510.00
(\$234 each)													
Newspapers	1		1										<u>3,250.00</u>
(\$1,625 each)													
													\$6,760.00
<u>Indianapolis, Ind.</u> (Budget - \$8,034.00)													
(4 TV Stations)													
Network TV	3	3	3	3	2	1	2	1	2	1	2	1	
Spot TV	3	3	3	3	3	3	3	3	-	-	-	-	\$8,400.00
(\$350 each)													

RECOMMENDED MEDIA PLAN

June 19, 1962

	AUGUST				SEPTEMBER				OCTOBER				
WEEK OF:	6	13	20	27	3	10	17	24	1	8	15	22	TOTALS
<u>GROUP II</u>													
<u>Syracuse, New York</u> (Budget - \$9,859.00)													
(2 TV Stations)													
(\$230 per cut-in)													
Network TV	3	3	3	3	2	1	2	1	2	1	2	1	
Spot TV	3	3	2	2	2	2	2	2	2	2	2	2	\$7,150.00
(\$275 each)													
Newspapers	1		1										
(\$1,285 each)													
													<u>2,570.00</u>
													\$9,720.00
<u>Portland, Oregon</u> (Budget - \$14,469.00)													
(3 TV Stations)													
(\$120 per cut-in)													
Network TV	3	3	3	3	2	1	2	1	2	1	2	1	
Spot TV	3	3	3	3	3	3	3	3	3	3	3	3	9,000.00
(\$250 each)													
Newspapers	1		1										
(\$2,635 each)													
													<u>5,270.00</u>
													\$14,270.00
<u>Phoenix, Arizona</u> (Budget - \$5,884.00)													
(4 TV Stations)													
Network TV	3	3	3	3	2	1	2	1	2	1	2	1	
Spot TV	4	4	4	4	4	4	4	4	4	4	4	4	\$6,000.00
(\$125 each)													

"PT" TEST MARKET MEDIA PLAN

3 MONTHS (AUGUST - OCTOBER) 1962

<u>City</u>	<u>Average Monthly Advertising 1st 7 Months</u>	<u>Basic Increased %</u>	<u>Basic Increased \$</u>	<u>+ 25%</u>	<u>Available For Adv. August/October Monthly</u>	<u>Total</u>	<u>Committed Advertising Expenditures</u>	<u>Available For Local Advertising</u>
1C Phoenix	\$ 3,444	+ 20.0%	\$ 4,133	\$ 5,166	\$ 5,166	\$ 15,498	\$ 9,614	\$ 5,884
1T Portland, Oregon	5,581	+ 20.0	6,697	8,371	8,371	25,113	10,644	14,469
1T Syracuse	4,567	+ 20.0	5,480	6,850	6,850	20,550	10,691	9,859
2C Indianapolis	6,892	+ 20.0	8,271		8,271	24,813	16,779	8,034
2T Columbus	5,792	+ 20.0	6,951		6,951	20,853	12,605	8,248
2T San Diego	4,717	+ 20.0	5,660		5,660	16,980	10,222	6,758