

FINAL

ELIZABETH BUTSON'S PRESENTATION

PM EEC  
Marketing  
Conference  
1984

①

VIDEO 1  
Opening  
Young People  
Time :51

(1 BLANK)

THE CHALLENGE OF STAYING YOUNGER THAN WE ARE"

(2 - TITLE SLIDE)

STAYING YOUNGER THAN WE ARE HAS BEEN A HUMAN OBSESSION  
AT LEAST SINCE PONCE DE LEON DISCOVERED FLORIDA IN 1513  
WHILE HE WAS LOOKING FOR THE FOUNTAIN OF YOUTH. IT  
STILL IS.

WE LIVE IN A SOCIETY WHERE REJUVENATION IS ESSENTIAL.  
WE LOOK AT OURSELVES REGULARLY AND WE CONSTANTLY STRIVE  
FOR IMPROVEMENT THROUGH PHYSICAL FITNESS AND PROFESSIONAL  
CHALLENGES. ALMOST EVERYTHING WE CONSUME IS EITHER NEW OR  
IMPROVED.

(3 - YOUNG PEOPLE)

②

VIDEO 2  
Diet Pepsi  
2 Spots  
Time :59

(4 - BLANK)

2501443480

HOWEVER, CRUEL AS THE TRUTH MIGHT BE, WE REACH A POINT WHERE WE ARE FACED WITH THE REALIZATION THAT THERE IS ~~ANOTHER~~ GENERATION BEHIND US. WE ARE NO LONGER AS YOUNG AS WE USED TO BE.


(5 - YOUNG PEOPLE)

I AM NOT GOING TO NAME ANY NAMES, SINCE I WOULD BE INCLUDING MYSELF IN THE OVER 40 CLUB. BUT HERE WE ARE, A BUNCH OF TOP PROFESSIONALS, A CAST OF CHARACTERS THAT HAS CONTRIBUTED SIGNIFICANTLY TO THE GROWTH OF THIS COMPANY, PEOPLE WHO 15-20 YEARS AGO WERE NOT AFRAID TO TACKLE NEW IDEAS AND CHALLENGE THE ESTABLISHMENT. WE ARE NOW FACED WITH ONE NEW CHALLENGE: THE CHALLENGE OF STAYING YOUNG, IF NOT, ALAS, PHYSICALLY YOUNG ~~YOUNG~~ WITH OUR IDEAS AND OUR APPROACH TO MARKETING.

(6 - ABSTRACT SLIDE)

(HOLD)

ONE DAY, HM, IN ONE OF HIS FREQUENT MOMENTS OF INTROSPECTION, SAID "THAT EVERY NIGHT BEFORE HE WENT TO BED HE LOOKED AT A MARLBORO PACK AND HOPED THAT WHEN HE WOKE UP IN THE MORNING, IT WOULD BE AS FRESH AND ATTRACTIVE AS THE NIGHT BEFORE."

AUDIO 1 - ALLELUJAH

(HOLD SLIDE)

SO FAR SO GOOD. WE CAN ALL SLEEP WELL. ~~THE~~ MARLBORO DEMOGRAPHICS IN THE U.S. LOOK VERY GOOD. IN FACT, FOR A 29 YEAR OLD BRAND, THEY LOOK FANTASTIC. A QUICK LOOK AT SOME KEY MARKETS SHOWS US THAT THE PROFILE IS VERY GOOD IN INTERNATIONAL MARKETS AS WELL.

(7 - DEMOGRAPHIC SLIDE)

IN THE U.S., 35% OF THE 18-24 AGE GROUP CONSIDER MARLBORO THEIR REGULAR BRAND OF CIGARETTES.

IN BRAZIL, 81% - IN GERMANY, 47% AND IN HONG KONG 42% OF THIS SAME YOUNG AGE GROUP SMOKES MARLBORO.

THIS MEANS THAT OUR STAR PRODUCT, MARLBORO, ITS PACKAGING, ITS ADVERTISING IS STILL RELEVANT TO THE MARKET. IT APPEALS TO YOUNG PEOPLE. WE MUST BE DOING SOMETHING RIGHT.

(8- ADV. RELEVANT SLIDE)

WILL TOMORROW'S CONSUMER THOUGH, PRESSURED BY THE SMOKING AND HEALTH CONTROVERSY WANT TO CARRY AN EXCITING PACK IN HIS HAND OR WILL HE OPT FOR A MUTED, LOOKING PACK WHICH HE'LL QUIETLY TAKE OUT OF HIS POCKET TO AVOID PEER PRESSURE?

(9- MARLBORO & WHITE PACK SLIDE)

WILL THE MARLBORO COWBOY THE WAY WE KNOW AND LOVE HIM, BE AS APPEALING TO YOUNG PEOPLE AS HE IS TODAY? OR WILL THE YOUNG MALES AND FEMALES OF THE NEXT GENERATION LOOK FOR SOMEONE MORE EROTIC, LESS SYMBOLIC? LESS PERFECT? WILL THE WELL-KNOWN STRONG VISUAL CALLED THE MARLBORO ROOF HAVE TO BE COMMUNICATED IN A LESS INTRUSIVE MANNER?

(10 - COWBOY & TORSO SLIDE)

(11 - ALTERNATIVE MEDIA CAMPAIGN)

I AM NOT TELLING YOU THAT YOU SHOULD RUSH OUT AND LOOK FOR NEW WAYS TO IMPROVE ON SOMETHING THAT IS WORKING VERY WELL. "IF IT AIN'T BROKE, DON'T FIX IT."

2501443482

ALL I AM SAYING IS THAT BECAUSE OF CHANGING VALUES IN OUR SOCIETY, IT IS IMPORTANT THAT WE STAY IN TUNE WITH THE YOUTH MARKET. THIS IS AN IMPORTANT MARKET. WE HAVE TO REACH IT FOR ALL OUR PRODUCTS, NOT JUST FOR MARLBORO.

(12 - YOUTH SLIDE)

FOR THIS REASON, IT IS CRUCIAL THAT WE REMAIN FRESH, CONTEMPORARY. THAT WE KEEP LOOKING FOR NEW WAYS TO COMMUNICATE OUR MESSAGE.

(13 - ABSTRACT  
SLIDE)

IS TODAY'S YOUTH DIFFERENT THAN OURS? THE ANSWER IS YES.

(14 - CARTOON SLIDE)

A BASIC DIFFERENCE FOR EXAMPLE IS THAT TODAY'S YOUTH IS MAINLY AUDIOVISUAL AND COMPUTER-LITERATE.

YOUNG PEOPLE REACT MORE TO MUSIC AND IMAGES RATHER THAN PRINT. THEY ARE PERCEPTIVE, DISCRIMINATING AND SENSITIVE TO INFORMATION. THEY LOOK FOR CREDIBILITY AS WELL AS STATUS.

(15 - YOUNG CONSUMER-  
TYPE SLIDE)

RATHER THAN DROPPING OUT THEY ARE INTERESTED IN MOVING UP. THEY ARE PUTTING MORE ENERGY IN ESTABLISHING CAREERS. THERE IS A SHARP INCREASE IN CAREER INTERESTS IN BUSINESS, LAW AND MEDICINE.

(16 - CAREER  
ORIENTED SLIDE)

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THEY WANT A COMFORTABLE LIFE AND ARE AFRAID THEY WILL HAVE A TOUGHER TIME THAN THEIR PARENTS DID IN CAREER OPPORTUNITIES. BY AND LARGE, THEY ARE AMBITIOUS. THEY WANT TO GET AHEAD.

(17 - STUDENT STUDYING  
OR PROFESSIONAL PEOPLE  
AT WORK SLIDE)

SINCE THE NUMBER OF WORKING MOTHERS HAS INCREASED, YOUNG PEOPLE PARTICIPATE IN FAMILY SHOPPING AND OFTEN INFLUENCE THEIR PARENTS BUYING HABITS. THEY FORM BRAND LOYALTIES EARLY.

(18 - YOUNG PEOPLE SHOPPING)

MY 13 YEAR OLD SON THE OTHER DAY TOLD ME THAT IF I BOUGHT CASCADE INSTEAD OF THE A&P DISHWASHER DETERGENT MY GLASSWARE WOULD BE SPOTLESS. HE WILL ONLY USE HEINZ TOMATO KETCHUP AND HELLMANN'S MAYONNAISE. HE WILL ONLY WEAR NIKE SNEAKERS. HE AND HIS PEERS BELIEVE IN THE QUALITY OF THE PRODUCT THROUGH ITS ADVERTISING AND REACH OUT FOR BRANDED PRODUCTS RATHER THAN UNBRANDED PRODUCTS. THEY BELIEVE IN QUALITY ADVERTISING. THEY DON'T LIKE REPETITIOUS COMMERCIALS. THEY BELIEVE IN IMAGE AND INFORMATION.

(19 - NIKE SLIDE)

(20 - HASSELBLAD AD)

SEVERAL CONSUMER STUDIES IN THE U.S. INDICATE THAT 40-50% OF YOUNG PEOPLE STAY FAITHFUL TO THE BRANDS THEY SELECTED IN THEIR TEENS, AT LEAST 5-6 YEARS OF THEIR ADULT LIFE. THIS IS A LONG TIME TO HOLD ON TO A CONSUMER.

(21 - CHANEL)

RESEARCH ALSO INDICATES THAT 2 OUT OF 3 YOUNG PEOPLE MAKE BRAND DECISIONS BEFORE THEY REACH 16.

(22 - YOUNG ADULT CONSUMING A PRODUCT.

SMART MARKETERS, THEREFORE, ARE TAPPING THE YOUTH MARKET IN ORDER TO ESTABLISH BUYING HABITS AND BRAND LOYALTIES WHICH WILL BE CARRIED FORWARD INTO ADULT YEARS.

(23 - YOUTH ADV. SLIDE)

(24 - DRINK SLIDE)

WHAT THEN TURNS ON YOUNG PEOPLE IN TERMS OF ADVERTISING?  
SEX, TECHNOLOGY, SURREALISM, BUT MOST OF ALL MUSIC.

(25 - INFLUENCES OF THE '80's

°SEX

°TECHNOLOGY

°SURREALISM

°MUSIC SLIDE)

I'D LIKE TO SHOW YOU SOME WONDERFUL CALVIN KLEIN COMMERCIALS WHERE SEX WAS USED CREATIVELY TO ESTABLISH THE BRAND PERSONALITY AND THE PROMISE.

(26 - SEX IS THE MESSAGE SLIDE)

VIDEO 3

2

Calvin Klein  
2 Spots  
Time 1:00

(27 - BLANK)

I'D ALSO LIKE TO SHOW YOU THE USE OF NEW TECHNOLOGY IN FILM PRODUCTION WHICH MAKES THE PRODUCT AND THE PROMISE STAND OUT IN A UNIQUE WAY. THE MESSAGE IS UP TO DATE, MODERN.

(28 - TECHNIQUE-TYPE)

VIDEO 4

3

Technology  
Pontiac - TRW - Corvette  
Time 2:30

(29 - BLANK)

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THE USE OF SURREALISM IS ANOTHER WAY TO APPEAL TO YOUNG  
PEOPLE...WHAT IS IMPLICIT IS AS IMPORTANT AS IT IS  
EXPLICIT

(30 - SURREALISM IS THE  
MESSAGE SLIDE)

VIDEO 5

(31 - BLANK)

Surrealism  
California - 1 Spot  
Levis - 2 Spots  
Time 2:00

③

AND LAST BUT NOT LEAST,

I'D LIKE TO TALK TO YOU ABOUT THE EFFECTIVE WAY OF USING  
MUSIC TO REACH THE YOUTH MARKET.

(32 - MUSIC IS THE  
MESSAGE SLIDE)

MUSIC TICKLES THE SENSES. MUSIC GETS YOUNG PEOPLES  
ATTENTION. IT SETS THE BRAND APART, IT HELPS REMIND  
THE NAME AND PROMISE. IT SETS THE RIGHT ATMOSPHERE,  
IT GIVES CONTINUITY TO ADVERTISING. IT ATTRACTS YOUNG  
AUDIENCES. IT HAS NO CULTURAL BARRIERS. IT HAS UNIVERSAL  
APPEAL. TOP HITS IN THIS COUNTRY ARE LIKELY TO BE TOP HITS  
IN OTHER WORLD MARKETS.

(33 - MUSIC-TYPE)

THE USE OF MUSIC TO SELL A PRODUCT IS NOTHING NEW. THE  
MARLBORO MUSIC CERTAINLY SET THE BRAND APART. IT WAS  
UNIQUE AND MEMORABLE.

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WHO CAN FORGET JULIE LONDON SINGING FILTER FLAVOR FLIPTOP  
BOX? WHO CAN FORGET THE MAGNIFICENT SEVEN MUSIC.

VIDEO 6

(34 - BLANK)

②

Music

Julie Longon & Going Home

Time 2:00

TODAY, MARLBORO STRIPPED FROM TELEVISION AND RADIO IN MOST  
MAJOR MARKETS HAS USED COUNTRY MUSIC EFFECTIVELY IN THE  
U.S., GERMANY, AND SWITZERLAND.

(35 - SLIDE OF COUNTRY  
MUSIC LOGO)

IN THE U.S., THE YEAR ROUND TOUR INCLUDES SOME OF THE  
HOTTEST MUSIC STARS, THE MOST SOPHISTICATED VIDEO  
PROJECTION SYSTEM AND A LOCAL TALENT COMPETITION. RONNIE  
MILSAP, BARBARA MANDRELL, RICKY SKAGGS, AND OTHER TOP STARS  
ARE FEATURED.

(36 - MANDRELL PIX)

THE VIDEO CLIP I AM GOING TO SHOW YOU GIVES YOU A GOOD  
GLIMPSE OF THE PROGRAM.

VIDEO 7

(37 - BLANK)

Marlboro Country Music

Time 1:30

Barbara Mandrell

2501443487

EFFECTIVE COUNTRY MUSIC PROMOTIONS ARE ALSO CARRIED OUT IN GERMANY AND SWITZERLAND. THE COUNTRY MUSIC PROGRAM ACTUALLY FIRST STARTED IN GERMANY 6 YEARS AGO WHERE TOP STARS SUCH AS WAYLON JENNINGS HAVE SHARED THE STAGE ALONG WITH LOCAL COUNTRY WESTERN BANDS.

(38 - GERMAN POSTER AND TAPE SLIDE)

LET US TAKE A QUICK LOOK AT A TAPE FROM A EUROPEAN COUNTRY MUSIC PROMOTION.

VIDEO 8  
Zurich  
Country Music  
Time 1:60

(39 - BLANK)

→ *Gitarre*

IMPORTANT AS IT ALWAYS HAS BEEN. MUSIC IS EVEN MORE IMPORTANT TODAY, ESPECIALLY WHEN WE ARE THINKING OF THE YOUTH MARKET. THIS IS WHY MAJOR ADVERTISERS ARE TURNING TO RADIO, CABLE TV AND CONCERT SPONSORSHIPS TO REACH THEIR AUDIENCE.

(40 - SONY WALKMAN PHENOMENON SLIDE)

(41 - YOUTH MARKET MEDIUM-TYPE)

IN THE U.S.A. 99% OF THE YOUTH MARKET TUNES IN TO RADIO. THIS PERCENTAGE MUST BE JUST AS HIGH IN OTHER WORLD MARKETS.

(42 - RADIO SLIDE)

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IN THE U.S., FM RADIO IS THE MOST EFFICIENT MEDIUM TO REACH YOUNG PEOPLE, SINCE THEY LISTEN TO FM 75% OF THE TIME. KRAFT, CHRYSLER, JOHNSON & JOHNSON, JOVAN, ARE AMONG THE MANY ADVERTISERS USING THIS MEDIUM EFFECTIVELY. WHEN COCA-COLA WAS RECENTLY OFFERED TO SPONSOR A MUSIC HOUR ON TELEVISION FOR \$1.5 MILLION, THEY REFUSED AND OPTED FOR 12 \$50,000 90 MINUTE CONCERTS ON RADIO.

THE SOFT DRINK INDUSTRY IS ONE OF THE FIRST INDUSTRIES TO RECOGNIZE THE IMPORTANCE OF THE YOUTH MARKET.

(43 - SOFT DRINK SLIDE)

WHEN PEPSI-COLA COINED THE PHRASE PEPSI GENERATION NEARLY TWO DECADES AGO, FEW PEOPLE RECOGNIZED ITS STAYING POWER. IT SOON BECAME SYNONYMOUS TO TEENAGERS.

COCA-COLA'S "IT'S THE REAL THING" CAMPAIGN UPLIFTS THE VIEWERS. IT REACHES OUT AND TOUCHES PEOPLE.

ALONG WITH GOOD MUSIC, A COMMERCIAL NEEDS A MEMORABLE LINE "THE REAL THING." "YOU DESERVE A BREAK TODAY." I'D LIKE FOR YOU TO LISTEN TO A COCA-COLA SPOT WHICH USES MUSIC, GOOD LYRICS AND A MEMORABLE LINE EFFECTIVELY.

(44 - TYPE SLIDE)

X

AUDIO 2 - COKE JINGLE

(HOLD SLIDE)

TODAY, THE PEPSI GENERATION IS CHANGING ITS IMAGE. GONE ARE THE CUTE YOUNG KIDS, THE NUBILE WOMEN CAVORTING WITH HANDSOME FELLOWS ON THE BEACH.

(45 - PEPSI SLIDE)

WHAT THE ADVERTISERS FINALLY FIGURED IS THAT IF PEOPLE RESPOND POSITIVELY TO A SONG, THEY MAY RESPOND EVEN MORE POSITIVELY IF YOU THROW IN THE SINGER TOO.

(46 - MICHAEL JACKSON PICTURE)

PEPSI PAID A COOL \$5 MILLION TO MICHAEL JACKSON FOR THE PRIVILEGE OF ASSOCIATING THE PRODUCT WITH THE HOTTEST ROCK STAR OF THE 80'S. PEPSI HAS NOW BECOME "THE CHOICE OF A "NEW" GENERATION."

VIDEO 9

Michael Jackson  
Pepsi - 2 Spots  
Time 1:00

(47 - BLANK)

COCA-COLA CONSOLED ITSELF WITH DURAN DURAN AND SIGNED UP JULIO IGLESIAS.

JOVAN HAS USED THE ROLLING STONES EFFECTIVELY IN CONCERT TOURS. McDONALDS HAS SIGNED UP THE MENUDOS. THE WHO APPEAR IN SCHLITZ ADS. LEON REDBONE IS SINGING THIS BUD'S FOR YOU. SOUTHSIDE JOHNNY IS SINGING FOR MILLER.

(48 - PICTURES OF STARS ALBUM COVERS)

2501443490

BY THE WAY, OUR OWN MILLER, WHO HAS ONE OF THE OLDEST COLLEGE DIVISIONS OF ANY COMPANY IN THE U.S. IS ACTIVE IN REACHING THE YOUTH MARKET THROUGH MUSIC.

(49 - ROCK TO RICHES SLIDE)

THE MILLER HIGH LIFE ROCK NETWORK MUSIC SERIES IS DESIGNED TO INTRODUCE YOUNG ADULT AUDIENCES TO ROCK RECORDING ARTISTS BY SPONSORING THEIR APPEARANCES AT LOCAL NIGHT CLUBS AND MUSIC AUDITORIUMS ACROSS THE COUNTRY. ACTS PARTICIPATING IN THE SERIES ARE THE SHEIKS, ZEBRA, LEE MALONE, THE NIGHT AMONG OTHERS.

(50 - SHEIKS)

FOR TWO YEARS IN A ROW, MILLER HAS SPONSORED THE ROCK TO RICHES TALENT SEARCH, A NATIONAL CONTEST FOR LOCAL BRANDS AND ARTISTS.

THE PROMOTION IS RUN WITH A PARTICIPATING RADIO STATION IN 60 MAJOR MARKETS. ALL ENTRIES ARE SCREENED BY THE RADIO STATION AND THE BEST ARE CHOSEN AS FINALISTS, THE TOP TEN ARE THEN PRESSED INTO A LOCAL ALBUM. NEXT THE REGIONAL FINALISTS COMPETE IN THE NATIONAL FINALS & PLAY IN FRONT OF A LIVE AUDIENCE AND A PANEL OF JUDGES CONSISTING OF MUSIC INDUSTRY EXECUTIVES AND RECORDING STARS. IT COULD BE JUST THE BREAK FOR A RISING ROCK STAR.

DURING THE 14 WEEK CONTEST PERIOD THE LOCAL STATION AIRS OVER 500 MILLER IDENTIFIED PROMO SPOTS ALONG WITH 140 MILLER 60" SPOTS.

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AND NOW, I'D LIKE TO SHOW YOU ONE OF THE MILLER  
COMMERCIALS USING MUSIC TO REACH THE YOUTH MARKET.

VIDEO 10  
Miller Music  
New Commercial  
Time 1:00

(51 - BLANK)

(HOLD)

SEVEN-UP INTERNATIONAL IS ALSO USING MUSIC EFFECTIVELY  
IN ITS CURRENT CAMPAIGN.

VIDEO 11  
7Up  
Time :30

(HOLD BLANK)

IN THE LATIN AMERICAN REGION, LARK IN ECUADOR SUCCESSFULLY  
COMPLETED A NATIONAL POPULAR SONG FESTIVAL. THE "PALMARES LARK,"  
PATTERNED AFTER THE OTI FESTIVAL, WITH REGIONAL AMATEUR  
WINNERS COMPETING IN FRONT OF A LIVE AUDIENCE, A JURY AND  
PRIME UNPAID TV COVERAGE.

VIDEO 12  
Lark Ecuador  
Palmares Music Festival  
Time :90

(HOLD BLANK)

→ P. H. L. R.

2501443492

DERBY IN COSTA RICA, RUBIOS IN GUATEMALA USED MUSIC TO  
REACH THE YOUTH MARKET. CHESTERFIELD IN ARGENTINA IS  
USING FM RADIO AND ROCK STARS EFFECTIVELY TO REACH ITS  
AUDIENCE.

(52 - CHESTER SLIDE)

(53 - CHESTER SLIDE)

VIDEO 13  
Chesterfield  
Time :60

(54 - BLANK)

IN THE BEGINNING OF THIS PRESENTATION, I MENTIONED THAT  
MUSIC TODAY IS AUDIO VISUAL.

(55 - REDEFINITION  
OF MUSIC SLIDE)

WARNER AMEX'S CABLE ENTRY, MTV, IS THE NEWEST LARGEST,  
HOTTEST ENTRY IN THE HOME ENTERTAINMENT MARKET. IT IS THE  
BIGGEST THING TO HIT TELEVISION SINCE COLOR, THE BIGGEST  
THING TO HIT MUSIC SINCE STEREO. IT USES SOME OF THE MOST  
CREATIVE VIDEO AND EDITING TECHNIQUES SEEN ON TELEVISION.

(56 - ADVENT OF  
MTV SLIDE)

THIS 24 HOUR CABLE MUSIC STATION, HOME OF THE NEW WAVE  
MUSIC, REACHES APPROXIMATELY 23 MILLION U.S. HOUSEHOLDS  
AND IS PARTICULARLY STRONG AMONG 18-34 YEAR OLDS. MTV IS  
AN INGENUOUS COMBINATION OF SOUND AND IMAGE THAT CREATES  
AN ADDICTIVE, COMPELLING KIND OF PROGRAMMING THAT KEEPS  
YOUNG PEOPLE GLUED TO THEIR TV SETS. VIDEO JOCKEYS INTER-  
VIEW TOP ROCK STARS IN A STYLE YOUNG PEOPLE RESPOND TO.  
THE BEAUTY OF THE MTV FROMAT IS THAT IT APPEALS TO A NARROW  
AUDIENCE, GIVING ADVERTISERS A SPECIFIC TARGET AUDIENCE.

(57 - MTV AUDIENCE  
REACH TYPE SLIDE)

(58 - DJ SLIDE)

2501443493

IT PROGRAMS 3-5 MINUTE MUSIC VIDEOS PROVIDED BY RECORDING COMPANIES WHO ARE PLACING INCREASED EMPHASIS IN PROMOTING NEW RELEASES IN ORDER TO BOLSTER SALES. ~~THE JACKSON~~ "THRILLER" ALBUM WHICH HAD ALREADY SOLD 200,000 COPIES REACHED A RECORD HIGH OF 600,000 COPIES AFTER THE "THRILLER" MUSIC VIDEO WAS AIRED FOR FIVE DAYS. DURAN DURAN WAS NOBODY NOBODY BEFORE IT APPEARED ON MTV. ~~NOBODY~~

(59 RECORD ALBUM PIX)

VIDEO 14  
MTV  
Promos  
Time :90

(60 BLANK)

→ Ent IV  
Place

TWO NEW CHANNELS ARE COMPETING WITH MTV BY AIMING AT A BROADER AUDIENCE, THE 25-49 AGE GROUP. APART FROM MUSIC ~~INTEREST~~ IN VIDEO PROGRAMS AND VIDEO GAMES HAS CREATED A COMPUTER-LITERATE AND AUDIOVISUAL LITERATE YOUTH.

(61 - TYPE SLIDE)

THEREFORE, YOUNG PEOPLE REACT FAVORABLY TO ADVERTISING WHICH FEATURES EXCITING VISUALS.

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BUD FOR EXAMPLE, 5-6 YEARS AGO HAD AN IMAGE PROBLEM. IT WAS THE BEER YOUNG PEOPLE'S FATHERS DRANK. IT WAS CONSIDERED STODGY, STRONG. TO COMBAT THAT IMAGE, BUD LAUNCHED ITS "TASTE BUD" CAMPAIGN TARGETED AT NBC'S SATURDAY NIGHT LIVE YOUTH AUDIENCE TO SUPPORT THAT EFFORT THEY PRODUCED PRINT ADS FEATURING A SURREALISTIC APPROACH THAT HAVE RUN IN YOUTH MARKET PUBLICATIONS. THE BIG PUSH CAME WITH RADIO. BUD SPENT \$30 MILLION ON RADIO IN ONE YEAR. TODAY BUD HAS SUCCESSFULLY TURNED AROUND ITS IMAGE TO A "WITH IT, IN" BRAND. YOUNG PEOPLE DRINK BUD.

(62 - BUD SLIDE)

~~REACTION TO SINGER LEON REDBONE WAS SO POSITIVE THAT HE WAS FEATURED IN A BUD TV SPOT IN WHICH HE FLIES THROUGH THE SKY ON A SURFBOARD AND EVENTUALLY REACHES OUTER SPACE.~~

HERE IS A SELECTION OF SOME CURRENT COMMERCIALS ESPECIALLY PRODUCED FOR THE YOUTH MARKET RUNNING ON MTV.

12

1234

VIDEO 15  
MTV Commercials  
2 Budweiser  
4 Spots MTV  
Time 5:00

(63 - BLANK)

MTV IS STILL IN A DEVELOPING STAGE. HOWEVER, IT HAS ALREADY BECOME RESPECTABLE. IT HAS ATTRACTED MAJOR ADVERTISERS SUCH AS FORD, CHEVROLET, ANHEUSER BUSCH, KRAFT, MILLER AMONG OTHERS. THESE ADVERTISERS WERE NOT AFRAID TO EXPERIMENT, TO INNOVATE.

(64 - ROCKBILL SLIDE)

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SOME OF THE MUSIC VIDEOS SUCH AS MICHAEL JACKSON'S "THRILLER," "BEAT IT" AND OTHERS ARE VERY GOOD. THEY FEATURE SOME OF THE MOST IMAGINATIVE PRODUCTION TECHNIQUES. CLEO WINNER BOB GIRALDI WHO DIRECTED MILLER LITE COMMERCIALS ALSO DIRECTED MICHAEL JACKSON'S "BEAT IT." HOWEVER, MANY OF THE OTHER MUSIC VIDEOS ARE AT BEST UNEVEN IF NOT DISTURBING IN TERMS OF SEXVIOLENCE. A FACT THAT FRIGHTENS MOST MARKETING EXECUTIVES.

LET US TAKE A LOOK AT MICHAEL JACKSON'S BEAT IT.

VIDEO 16  
"Beat It"  
Time 2:30

(65 - BLANK)

BEFORE WE CLOSE I AM GOING TO TAKE A COUPLE OF MINUTES OF YOUR TIME TO SHOW YOU AS THE FINALE A CHESTERFIELD MUSIC VIDEO WHICH HAS BEEN RECENTLY PUT TOGETHER BY OUR CHARLES STEWART OFFICE FOR USE IN EUROPE AND LATIN AMERICA. THE MATERIAL IS PROVIDED BY THE RECORD COMPANIES AND THE BRAND IDENTIFICATION CAN BE INDIVIDUALLY TAILORED, ACCORDING TO EACH MARKET'S NEEDS, THIS VIDEO SERIES CAN BE USED IN DISCO AND CLUBS FOR A REASONABLE FEE. IN AN ERA WHERE TRADITIONAL MEDIA IS LESS AND LESS AVAILABLE TO US, CHESTERFIELD VIDEO TIME IS A NEW WAY FOR US TO PUT OUR MESSAGE ACROSS. IT IS VISUALLY EXCITING, IT IS CONTEMPORARY. IT APPEALS TO THE YOUTH MARKET.

AND NOW, SIT BACK AND RELAX, PRETEND YOU ARE BACK AT  
SCHOOL AND TUNE IN.

IT MAY BE THE LEAST PAINFUL AND CERTAINLY ENTERTAINING WAY (66 - EYE SLIDE)  
OF STAYING YOUNGER THAN WE ACTUALLY ARE -- AFTER ALL, WE ARE  
IN THE BUSINESS OF SELLING PLEASURE AND ENTERTAINMENT.

SO ENJOY!

VIDEO 17  
Chesterfield  
CSI  
Time 4:00

(67 - BLANK)

1. Kim Carnes - "Bette Davis Eyes"
2. J Geils Band - "Centrefold"
3. Cliff Richard - "Wired for Sound"

THE END

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