



MARLBORO 1991 ADVENTURE TEAM

MEDIA PLAN RECOMMENDATION

DALLAS/FT. WORTH

JANUARY, 1991

PREPARED BY LEO BURNETT

## AGENDA

- ° OBJECTIVES AND STRATEGIES
- ° RECOMMENDED PLAN
- ° APPENDIX
  - MAGAZINE SCHEDULING RESTRICTIONS
  - FIRST CLOSING DATES
  - NEWSPAPER LIST
    - ° DAILY NEWSPAPERS
    - ° MILITARY NEWSPAPERS
    - ° ALTERNATIVE NEWSPAPERS

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2044945318

## MARKETING OBJECTIVE

- ° TO TEST MARLBORO ADVENTURE TEAM PROMOTION IN DALLAS/FT. WORTH MARKET
- BACKGROUND: MARLBORO WILL SPONSOR A NINE DAY "OUTWARD BOUND" TYPE TRIP FOR 12 INDIVIDUALS. PARTICIPANTS WILL BE RECRUITED FROM DALLAS/FT. WORTH AND WILL BE FLOWN WEST TO MARLBORO COUNTRY TO ENGAGE IN VARIETY OF ACTIVITIES; MOTORCYCLING, WHITE WATER RAFTING, 4 WHEEL OFF ROAD DRIVING, RAPPELING, AND HORSEBACK RIDING
- TIMING: TRIP DATE TBD
- PARTICIPANTS: TO BE RECRUITED VIA ENTRY FORMS THAT WILL BE DISTRIBUTED DURING APRIL VIA POP, BARS, ETC.
- CREATIVE:
  - ° MAGAZINES: 4/COLOR SPREAD WITH BRC INSERT
  - ° NEWSPAPER: BROADSHEETS: HORIZONTAL HALF PAGE B/W  
TABLOIDS: 4 COL. X 7"

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## MEDIA OBJECTIVES

- ° OVERALL, TO BUILD AWARENESS OF THE MARLBORO ADVENTURE TEAM PROMOTION
- ° DIRECT ADVERTISING TO MOST LIKELY PROSPECTS MALE SMOKERS 21-34
  - REPRESENTS OVER 1/3 OF ALL MARLBORO SMOKERS (37%)
- ° SCHEDULE MEDIA ACTIVITY IN APRIL
  - SUPPORT ENTRY FORM DISTRIBUTION PERIOD
  - ALLOW SUFFICIENT TIME TO SELECT PARTICIPANTS PRIOR TO TRIP
- ° INITIATE PROGRAM IN DALLAS/FT. WORTH MARKET
  - EXPAND TO OTHER AREAS/NATIONALLY IF SUCCESSFUL
- ° PROVIDE STRONG REACH OVER 8 WEEK PERIOD

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## MEDIA STRATEGIES

- ° UTILIZE COMBINATION OF MEDIA TO RAPIDLY BUILD BROAD BASE OF AWARENESS BEHIND PROGRAM

### MAGAZINES

- SELECTIVE REACH AGAINST AUDIENCE
- BEST RESPONSE MEDIUM FOR BRC
- REGIONAL BUYS IN KEY MEN'S SPORTS ORIENTED BOOKS

### NEWSPAPERS

- STRONG LOCAL MARKET COVERAGE/HIGH IMPACT
- GOOD ENVIRONMENT FOR IMMEDIACY OF MESSAGE
- SPORTS SECTION GOOD FOR REACHING MEN
- ALTERNATIVE ROP GOOD VEHICLE FOR REACHING SMOKERS

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RECOMMENDED PLAN

TOTAL COST OF PLAN IS \$221,820 (OUT-OF-POCKET)  
 ° PROVIDES 5 WEEKS OF SUPPORT

RECOMMENDED PLAN

TA HH: 2,045.8M

						TOTAL MAGAZINE COST	TOTAL ROP COST PAGE W/ON PAGE COUPON	TOTAL # OF BRC'S NEEDED PER INS.
<u>MAGAZINES</u>	<u>CIRC. (M)</u>	<u>% TA COV.</u>	<u>% SPILL</u>	<u># SPREADS/PAGES</u>	<u>SPREAD WITH BRC</u>			
SPORTS ILLUSTRATED	53.0	2.6	.7	2/4	\$ 24,580	\$		60,000
INSIDE SPORTS	8.4	.4	-	1/2	16,802			8,700
<b>TOTAL MAGAZINES</b>					<b>\$ 41,382</b>	<b>\$</b>		<b>68,700</b>

NEWSPAPERSDAILY

ABC (6X10.5 B/W 1/2 PG)	1,107.9	53.9	-	0/5		\$165,196	-
MILITARY (1 - 4X7 B/W 1/2 PG)	28.3	1.5	-	0/5		8,022	-
(2 - 6X10.5 B/W 1/2 PG)							
ALTERNATIVE							
(4X7 B/W 1/2 PG)	85.0	4.2	-	0/5		7,220	-

**TOTAL NEWSPAPERS****\$180,438****TOTAL BY MEDIUM****\$ 41,382****\$182,438****TOTAL COST****\$221,820**

Marlboro Adventure Team  
1991

1991

**LEO BURNETT U.S.A.**

REVISED PLAN

	<u>PRINT DELIVERY</u>		
	<u>MAGAZINES</u>	<u>ROP</u>	<u>TOTAL</u>
% MALE/% FEMALE	81/19	52/48	59/41
R/F MALE SMOKERS 21-34	33/1.6	66/5.0	76/5.1
- 1ST 4 WEEKS	33/1.6	66/4.0	76/4.2

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## RECOMMENDED PLAN - RATIONALE

THE RECOMMENDED PLAN PROVIDES:

- ° GOOD COVERAGE OF MALE SMOKERS 21-34 THROUGH SELECTIVE MALE BOOKS
  - LESS WASTE THAN WITH DUAL AUDIENCE BOOKS
- ° STRONG COVERAGE IN MILITARY MARKET
  - HIGH INCIDENCE OF SMOKING
- ° STRONG ROP SUPPORT IN THE SPORTS SECTION
  - GOOD DELIVERY AGAINST MALE SMOKERS
  - CONTINUES MARLBORO'S ASSOCIATION WITH SPORTS
- ° GOOD SUPPORT IN ALTERNATIVE NEWSPAPERS
  - STRONG SMOKER MARKET

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## APPENDIX

- ° MAGAZINE SCHEDULING RESTRICTIONS
- ° FIRST CLOSING DATES
- ° DAILY NEWSPAPER LIST

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SCHEDULING RESTRICTIONS AND ADJUSTMENTS

° SPORTS ILLUSTRATED

- INSERTIONS BOUGHT REGIONALLY RESTRICTED TO  
CYCLE DATES

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FIRST CLOSING DATES

	<u>ISSUE DATE</u>	<u>CLOSING DATE</u>
<u>MAGAZINES</u>		
SPORT ILLUSTRATED	APRIL 1	SPACE: 2/11/91 CARD: 2/11/91 SPREAD MATERIAL: 2/11/91
PRIOR		
INSIDE SPORTS	APRIL	SPACE: 1/10/91 CARD: 2/1/91* SPREAD MATERIAL: 1/29/91*

\*EXTENSION DATE

NEWSPAPERS

DAILY	4/1	SPACE: 3/28
ALTERNATIVE	4/4	SPACE: 3/28
MILITARY	4/4	SPACE: 3/21

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DAILY NEWSPAPER LIST  
(TA 510 - DALLAS/FT. WORTH)

	<u>EDITION</u>	<u>CIRCULATION</u>	<u>% COV. OF TA</u>
<u>A NEWSPAPERS</u>			
DALLAS MORNING NEWS	M	371,537	18.2
FT. WORTH STAR-TELEGRAM	M/E	254,263	12.4
DALLAS TIMES HERALD	D	<u>223,919</u>	<u>10.9</u>
		849,719	41.5
<u>B NEWSPAPERS</u>			
WACO TRIBUNE HERALD	M	52,074	2.5
TYLER TELEGRAPH/COURIER TIMES	M/E	43,962	2.1
ABILENE REPORTER NEWS	M	43,478	2.1
WICHITA FALLS RECORD NEWS/TIMES	M	<u>41,874</u>	<u>2.0</u>
		181,388	8.7
<u>C NEWSPAPERS</u>			
SHERMAN DEMOCRAT	M	20,416	1.0
PARIS NEWS	E	12,420	0.6
DENISON HERALD	E	12,136	0.6
GREENVILLE HERALD BANNER	M	11,213	0.5
PALESTINE HERALD PRESS	E	10,310	0.5
CORSICANA SUN	E	<u>10,300</u>	<u>0.5</u>
		76,795	3.7
TOTAL		1,107,902	53.9%

NOTE: SIZE 6 COL. X 10.5"

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MILITARY NEWSPAPER LIST  
TA 510 - DALLAS/FT. WORTH

<u>NEWSPAPER</u>	<u>CIRCULATION</u>	<u>% COV. OF TA</u>
SHEPPARD AFB - SHEPPARD SENATOR	11,500	0.6
CARSWELL AFB - CARSWELL SENTINEL	9,300	0.5
DYESS AFB - PEACEMAKER	<u>7,500</u>	<u>0.4</u>
 TOTAL	 28,300	 1.5%

ALTERNATIVE NEWSPAPER LIST  
(TA 510 - DALLAS/FT. WORTH)

<u>NEWSPAPER</u>	<u>CIRCULATION</u>	<u>% COV. OF TA</u>
DALLAS OBSERVER	<u>85,000</u>	<u>4.2</u>
 TOTAL	 85,000	 4.2%

NOTE: SIZE 6 COL. X 10.5" SHEPPARD SENATOR  
DYESS PEACEMAKER

4 COL. X 7" CARSWELL SENTINEL  
DALLAS OBSERVER

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