

## Media Rationale

Our objective is to change attitudes.

By every test, our ads have succeeded in doing that.

We now need to expose our message to enough people, so that we can change enough attitudes, to change the climate of opinion.

Each ad has demonstrated considerable power. Their readership is of the order of two to three times that of other ads. Their "attitude shift" approximates 20% versus an average of 4% for other "issue" ads.

They do the job.

The question is: with how many people, over how long a period of time, must they do the job to effect a permanent change in the climate of opinion?

We have begun, after a trial period with ads only in "Tobaccoland," to address that segment of our national audience which it was urgent to reach first -- the people who are "issue-oriented" in "issue-oriented" publications, the newsweeklies and Sunday Supplements of newspapers.

It was urgent to reach them first, and they will continue to be central to our needs, because we were far behind and we needed to have an immediate impact on

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those people who are first to be involved in any issue. By definition, newsweeklies and newspapers, including Sunday editions, are oriented to news which is immediate and urgent, and which creates its own climate of the need for urgent action on issues and controversies. So long as there are current developments in the smoking controversy, these news media will continue to be the central arena where our messages must appear, or we will not be heard by those whose opinions have the first, and immediately decisive, impact on them.

But those who initiate actions, and who are the first to be heard on controversial matters, are not, in the long run, those who resolve them.

Small groups initiate all major actions. But, in a democracy at least, the ultimate fate of the action is determined by the mass of the people.

We cannot reach these ultimate determiners in the newsweeklies and newspapers any more than any brand can; we must reach them, as all major brands do, "where they live" and in what they read.

For this purpose, we have taken the central core of magazines used by the tobacco industry and time-tested for results, and divided them into two groups. In the first we have placed those magazines which more closely

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resemble the news media (not in their concentration on catastrophe and controversy, but in their range of subject matter). In the second, we have placed those magazines which are more truly "special interest" in their concentration on a single field of interest.

Both are alike, and wholly different from the news media, in that their contents are positive, upbeat, non-stressful and conducive to a relaxed and receptive state of mind. The distinction we have drawn between them -- of a wider variety of subject matter and a closer relationship to current events -- is largely for convenience in assessing them. It may also be, however, that there is a greater degree of loyalty and a greater receptivity in the reader of those magazines in Group 3 which match most exactly the reader's special interests and constitute his private world.

Taken together, these 3 groups are the essential world of tobacco advertising. Their readers are our customers and our friends. We need to reach them all.

#### Pattern of media

If these are the people we must reach, the question remains: With what frequency, over how long a period of time must we reach them?

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We have chosen a 5-year period for a limited set of objectives -- none of the objectives, for instance, touches the underlying controversy of smoking and health or of establishing a fair balance of information on it, of the redressing or rolling back of the pernicious after-effects of the current campaign of repression which may one day be sorely needed as an objective; or of many other objectives which could be stated.

It may be that we shall accomplish our present objectives in a shorter span; only time can tell.

During our chosen 5-year period, what frequency is required for our 3 groups?

There are many models of persuasion over time. One classic one is "tell them what you're going to tell them," "tell them," and "tell them what you told them." Another is the pattern developed over many years in the introduction of new brands: start as strong as possible because the first year is vital and if you don't change minds immediately, you don't change them at all, and continue, after having won an appropriate share of mind or market, with an efficient holding pattern. A third, which seems most applicable to the settlement of a specific segment of a controversy, is the bell-shaped curve which defines the slow beginning, maximum development and slow decay of all living things. And this is the essential pattern of our proposal.

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It takes account of what we have done, three ads in the newsweeklies and newspapers of Group I in the current year, and builds upon it.

It recommends a maximum effort in the coming two years and a tapering off in the succeeding three.

Specifically, it recommends:

1. that we begin to reach Group II in the present calendar year so that we do not suffer a hiatus in our on-going dialog and lose the momentum we have.

Without this, we have essentially stopped all forward motion for a period of 4 to 5 months.

2. a maximum effort to reach Groups II and III in 1980 and 1981 -- this is "maximum" in terms of what has gone before and what is proposed for after; it is "minimum" in its recommendation of only 3 times a year in 12 times a year books.

3. a tapering off in Group III in 1982, and a further tapering off in that group in 1983 and 1984.

This recommendation seems sound in its overall pattern. Any controversy -- and certainly that segment of the overall tobacco controversy we are now dealing with: the phase of repression -- is organic in that it deals with living things,

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B.

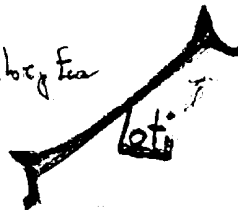
If change attitude among thought leader - persuade  
masses to bolster constituency

2 campaigns  
pinpoint target



Communication Plan: (money get in 30 days)  
one aspect is advertising

Outline of 5 Year Plan - C. Tucker + B. Kobayashi



Incorporate

~~For~~ JAN

~~Wharton Study~~  
Wharton Study  
Kennis Publicis

April 5<sup>th</sup> cut-off on Inspecna

Stay Alive - but use news ads

the opinions of people, and has a beginning, a peak and a slow tailing off.

Within that context, the recommendation is based on the following assumptions which need to be followed over time:

1. there will always be current developments within the controversy and we will have a continuing need to be heard among the "issue-oriented" readers of newsweeklies and Sunday editions of newspapers. Whether the appropriate frequency in this Group I is 3 times a year or 6 or 10 depends on the intensity of the current aspect of the controversy.

2. our most valuable audience, not of issue-originators but of issue-settlers, the readers of Group II magazines, can be reached effectively on a 3 times a year basis, given no further increase in the intensity of the controversy.

3. the readers of Group III publications are more loyal to their magazines, more receptive to our message, than any other group and can safely be reduced in number over a period of years.

All these assumptions need to be, and will be, tested over time by continuing judgments.

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Claimed Arguments

	<u>Total Claimed</u>	<u>Proved</u>	<u>Not Proved</u>
Walls	26	13	13
BB	17	11	6
Band	15	8	7

Smokers reduce interest in telling its side

Social cost to taxpayer defibrators

Main idea  
Message Payback  
Very low against return

For every ad 24¢

1 in 8 read about 50% of copy

Use research to determine effect of 10 sec or non-readership

Possible new direction

Stopping power

1 idea in each ad.

(Headline only address audience / not scene)

\* Must get message across in 10 sec



The plan as recommended provides a sound base for these continuing judgments, and a feasible way of accomplishing the objectives on which it is based.

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- Patience
- Guide to S & N/S: Courtesy
- Do we really need more laws on smoking - Courtesy

Media Plan

News Wkly

Wkly

Special Interest

1979 3 Flights to date

• Recommend Oct Flight

Commission

• '81 Continuity in year

Pre Test

- Threshold Exposure to determine speed of comprehension
- 10 sec Exposure
- Unlimited

Post Test

- Threshold (flash) to verify "seeing ads"
- Probe for proof

- "Stats" generally 50% overstated
- G&R vastly understates by 80%
- ARF fairly accurate - with stadioscope

Mgr. of Adm Research for Chevrolet  
Unreliable research - not reliable

Adm

1. Ads below average in potential readership
2. Few would read enough
3. If read - would purchase

L.L. Duker Miller  
Sr. Pt.  
Commission

Post

401 - 50% N/S & S; M F

Personal Intercept 8/15-28 - followed last exposure of 3<sup>rd</sup> Ad.

Awareness

	Yes	No	Total
Walls	5	8	13
Bellini	3	8	11
Small	2	6	8
			<u>Norm 12</u>

1/3 identified T.I. as sponsor

Norm

Correct Id of Advertiser

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