

*File
VICEROY file*

BWIT

INTERNAL CORRESPONDENCE

LOUISVILLE

TO: W. L. TELLING

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FROM: S.S. TALWAR

DATE: APRIL 24, 1981

SUB: MINUTES OF VICEROY PARENT ADVERTISING MEETING HELD IN CHICAGO ON APRIL 22, 1981

PARTICIPANTS

Panama	-	Robin Hardy		Tagg Bowman
Guatemala	-	Richard Edwards	FCB	Donald Farrell
Mexico	-	Cesar Gaethd		Rick Steinman
Chile	-	Enrique Garcia		Christina Anderson
		John Judd		
BWIT		Bill Telling		
		Neil Talwar		

Invitations were extended by BWIT to all concerned Associates, however due to prior commitments, representatives from El Salvador, Honduras and Costa Rica were not able to attend.

PURPOSE OF MEETING

VICEROY Lights

Present completed advertising materials for VICEROY Lights "Dawn II" campaign.

VICEROY Parent

Present "Faces" follow-up advertising creative based upon the agreed brief written at the Latin America International Brands Conference held in Miami on February 17, 1981.

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A. VICEROY LIGHTS

- * The "Helicopter" and "Snowmobile" commercials were screened and well received by our Associates. The two print extensions were also well liked.
- * This job is now complete with the exception of Chile's 30 sec. versions which need a new locally recorded voice-over.
- * Chile was of the opinion that the pack-pass scene superimposed over the sun was of some concern to them. The sun was visually considered to be "too hot" compared with the mild image and product. It was agreed that increasing the "white" elements would only make the sun hotter, however in the future we would make every attempt to soften the sun during the pack-pass scene without losing the sunrise.
- * It was also agreed that qualitative advertising research results would be reviewed in July in order to agree on a new brief and a new pool of two commercials and print executions will be ready by end January, 1982.

B. VICEROY PARENT

- * It was agreed by all Associates that two commercials and print ads were required by October, 1981, with a third to be ready by early 1982.
- * The Associates agreed that of the seven situations presented, the following were most suitable for production: "Canal", "Ski Lodge" and "Dixieland".
- * A second meeting is planned for May in Miami to finalize production details and agree on the cost sharing of this project.
- * Cesar Gachd will either present the FCB campaign to LaModerna's Marketing Committee or invite the Brand Group to do so in Monterrey. LaModerna's agency, O & M, have already presented a new campaign which answers LaModerna's needs and it is now up to them to select between FCB and O & M's creative. Unfortunately, Cesar was not able to bring O & M's creative for presentation to the Brand Group.
- * The following creative and executional guidelines were agreed to:

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- 1) In the 60, 30 and 20 sec. versions, all commercials in their totality should be clearly identifiable as being "international". At no time in the commercials should the consumer/viewer think of the visual as actually having been shot in any part of Latin America.
- 2) All executions should be clearly "up market" and "younger" looking without being trendy and/or scruffy. This should include the activity, all models including the principles and the local extra cast, the wardrobe and the overall look of the commercials.
- 3) The people who greet the camera/unseen man should clearly show their recognition of him.
- 4) The lead female model and/or her male friends should clearly beckon the camera/unseen man.
- 5) It should be very clear that the camera/unseen man is not a "local personality". Being greeted or welcomed by a local policeman and/or baker might make him a local resident to the consumers/viewers of the commercials.
- 6) Give more prominence to the camera/unseen man's male friends both in the commercials and print ads.
- 7) Give more prominence to the clearly recognizable international locations in the print ads.
- 8) The commercial copy should read:

First Male v/o in Spanish:

Vayas donde vayas,
siempre encuentras amigos que
aprecian lo mismo que tu.

Second Male v/o (the unseen
man) in Spanish:

VICEROY?

Female voice recorded on
location in a foreign language
(French, German, English):

Yes thank you.

First Male v/o in Spanish:

Comparte el sabor VICEROY
Sabor VICEROY, verdaderamente internacional (For Mexico)
Calidad internacional VICEROY (For Chile)
El cigarrillo internacional por excelencia (For Central America)

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The preceding copy was agreed subject to final clearance from each Associate. All voice-over copy will be recorded locally by each Associate as has been done previously.

- * All the Associates felt that "Share VICEROY" was a definite improvement over the "Faces" campaign. However Mexico and Guatemala felt that it might be a further improvement if the "unseen man" was shown at the time when he offers a VICEROY to the lead female model. They felt that this would better define the "unseen man's" personality. Mexico was of the opinion that "Share VICEROY" was a good creative concept and certainly unique, but questioned if it was so unique that it was either confusing and/or lost the main sell message. The Brand Group offered to shoot the commercials both ways with and without showing the VICEROY man, in order to get Mexico to participate.
- * Cost sharing was discussed in general terms without agreeing to any specific dollar amount. This can be finalized only after the creative is agreed in detail, the production houses bid and a selection made.

NEXT STEPS

- * Mexico will telephone the Brand Group on April 27 letting us know if they would like us to present FCB's creative to their Marketing Committee or whether Cesar would do so on our behalf. LaModerna's Marketing Committee will then decide if they will join the Brand Group's production or have their local agency, O & M, produce their campaign independent of the Brand Group and our other Associates.
- * In any case, a second meeting will be held in Miami between BWIT and our Associates in May to finalize the production and cost sharing of a new VICEROY Parent advertising campaign.

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