

Sales

August 7, 1979

Ms. Dianne Neral
Ted Bates & Co.

Dear Dianne:

This confirms next steps and approvals for KOOL Milds generic and Black campaigns, per our conversation yesterday afternoon.

Generic

1. The second execution "New KOOL Milds 100's" was approved by Mr. Johnston as submitted, with the addition of 'TM' and "available in King Size" positioned at the bottom and to the right of the 100's package.
2. The third ad should be a revised version of ad two, using the ~~same~~ visual. Modifications to be investigated should include the addition of body copy, similar to ad one, positioned to the right of the 100's pack; and a revised subhead (e.g., "Taste Menthol Mist").
3. The third execution "Couple on Rock" has been rejected. We would prefer to introduce people into this campaign when they are shot both on location and with recognizable product involvement. Now that we are committed to incorporating people into this campaign, we would rather wait to do it in conjunction with the upcoming shoot. In this way, executions can benefit from thoughtful preproduction planning regarding the attitude and involvement of the smokers.

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4. Please re-examine the chromes which were presented in Louisville. Recommend a third visual which emphasizes the waterfall and mist in a tone and manner similar to the two approved visuals. Frank will be sending you a set of guidelines for determining the appropriate amount of emphasis. Yes, this is very judgmental, but for now the rushing water and mist should be the two dominant elements in the visual. This third visual will be held in reserve, pending the outcome of the upcoming shoot and depending on our timing requirements.

Black

Magazine

1. "Tuxedo" was approved as submitted. Please recommend whether black or white type will read better in the body copy.
2. Ad three should be "Yellow Dress Sitting." It was approved as is.
3. Ad four will be "Hand on Sweater," approved as is. Proceed to finished materials on these three ads.
4. Other comps were approved with one exception. However, no work should proceed until directed. "Biege Sweater, Mustached Man Staring at Camera" has been held up. Review chromes of this couple/situation to see if there is one with the man not staring at the camera. Let us know what you find and give us a recommendation.
5. Recommend an allocation schedule for all ads assuming that we will proceed with those which have been comped and approved.

Outdoor

1. Criterion executions should generally follow the magazine schedule. Please be aware of the difficulties in translating magazine to out-of-home, particularly with respect to copy legibility and to registration of complex visuals. Recommend changes in layout, if any, to make these executions read.

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2. For all out-of-home recommend a color for the copy. Day-glo, yellow, reverse white, other?
3. 8-Sheet executions approved were:
 - "Night People" as next execution
 - "Winged Hat" as third execution
4. The 8-Sheet version of "Umbrella" has been held up pending our ability to prove the legibility of copy and visual elements.
5. Send us art for all out-of-home as soon as it becomes available as we may proceed with production.
6. Send criterion comps and dupes as soon as they are available.

If this direction is unclear, give me a call.

Sincerely,

L. R. Holmes, Jr.

IRH/tc

cc: F. E. McKeown
G. T. Reid
P. C. Weinselmer (Bates)