

---

TRONE  
ADVERTISING INC.

---

**TRONE**  
ADVERTISING INC.

**V.F. YEAR I**  
**PROMOTION RECOMMENDATIONS**

Trone Advertising  
6/16/89

# V.F. YEAR I PROMOTION RECOMMENDATION

## TABLE OF CONTENTS

<b>I. Program Overview</b>	<b>3</b>
- Objectives	
- Strategy	
- Executional Guidelines	
<b>II. V.F. Psychographic/Demographic Review</b>	<b>4</b>
- Demographics	
- Lifestyle	
- Aspirations	
- Current Category practices	
- Interests, Activities	
<b>III. Hot Button Review</b>	<b>7</b>
<b>IV. Retail Promotions</b>	
<b>A. Contests</b>	
1. Lead Recommendations	
- V.F. Rock Choice Awards	<b>8</b>
- Classic Rock Contest	<b>9</b>
- V.F. Best Of 1989	<b>10</b>
- Win In Atlantic City	<b>11</b>
- V.F. Treasure Hunt Contest	<b>12</b>
2. Other	
- V.F. Soap Opera Trivia Video	<b>13</b>
- Hidden Pictures (You Can Be A Star)	<b>14</b>
<b>B. Sweepstakes</b>	
1. Lead Recommendations	
- Great Times Sweepstakes	<b>15</b>
2. Other	
- Fantasy Poconos Honeymoon	<b>16</b>
- Be A Soap Star Sweeps	<b>17</b>
- Star In A Romance Novel	<b>18</b>
- V.F. For Two	<b>19</b>

50717 8163

<b>C.</b>	<b>Consumer Offers</b>	
1.	Lead Recommendations	
	- We've Got Your Ticket	20
	- Shop With V.F.	21
2.	Other	
	- Love On Pack	22
	- Pocket The Savings	23
	- Box Office Bonanza	24
<b>D.</b>	<b>Consumer Offers Tied To Special Events</b>	
1.	Lead Recommendations	
	- V.F. Rock-Off	25
	- Night Of The Living Hunks	26
2.	Other	
	- Cruisin' For A Party!	27
	- Get A Grip On A Winner	28
<b>V.</b>	<b>Sampling Events</b>	
1.	Lead Recommendations	
	- V.F. On-Site At Special Events	29
2.	Other	
	- V.F. Limo Parties (All Year Long)	30
	- V.F. Nights	31
	- V.F. Softball Tournament Packages	33
<b>VI.</b>	<b>Direct Mail</b>	
1.	Lead Recommendation	
	- Direct Mail T-Shirt Screening	34
<b>VII.</b>	<b>Miscellaneous Options</b>	
	- Clerk Program	35
	- Store POS	36
<b>VIII.</b>	<b>Prize Options</b>	37
<b>IX.</b>	<b>Premium Options</b>	38

## V.F. PROMOTION - PROGRAM OVERVIEW

### Objectives

- Develop integrated year 1 promotion program for V.F. that:
  1. Generates immediate initial trial.
  2. Generates continuing trial and repurchase.
  3. Builds and reinforces brand awareness and image.
  4. Achieves target smoker "involvement" with the brand.

### Strategy

- Develop high impact "lead" promotions to gain immediate trial and build brand awareness and image.
- Determine ways to utilize the various RJR "areas of strength" to maximize V.F. promotional programs. These areas include:
  1. Direct mail.
  2. Premium development.
  3. Pack-action.
  4. Field marketing/sampling.
- Develop promotion program options that include specific recommendations aimed towards:
  1. Generating pack trial/retrial in traditional and non-traditional outlets.
  2. Sampling via conventional and unconventional sampling methods and existing or created event tie-in opportunities.
  3. The development of continuity programs to maintain target involvement with the brand.
  4. Enhancing brand awareness and image.
  5. Building highly visible brand presence among the target and her friends.

### Executional Guidelines

- Make sure promotions are not so broad-based or executed so that they entice non-target smokers.
- Promotions/Premiums must be relevant to the target and her lifestyle while not being a "turn-off" to men.
- Unconventional promotional and sampling methods will be required to achieve objectives.

**VIRILE FEMALE**  
**DEMOGRAPHIC/PSYCHOGRAPHIC REVIEW**

**A. Target Customer**

**1. Demographics**

- a) Age/gender: Caucasian Females, Age 18-20  
(secondarily 21-24)
- b) Education: No education beyond high school
- c) Occupation: Entry level service or factory  
job

**2. Lifestyle**

- a) Employment: Now working at whatever job  
she can get; high level of  
unemployment and part-time
- b) Attitude  
Toward Work: Work is a job; not a career,  
a way to make money
- c) Dress: Jeans, knit tops, sweaters,  
shorts, warm-up suits, sweat-  
shirts/pants
- d) Cosmetics: Wears little eye shadow or  
make-up
- e) Favorites:
  - TV Program                      Roseanne
  - TV Role                              Roseanne  
Evening Soap Opera  
(Bitches)
  - Music                                Classic Rock & Roll  
from the 60's & 70's
  - Music Groups                      All Male Groups

**3. Aspirations**

- a) To have an ongoing relationship with a man
- b) To get married in her early twenties and have a family.
- c) To have fun with her boyfriend and partying with her friends.

**4. Current practices relative to the category**

- a) Now smoke Marlboro
- b) Buys the pack, from convenience stores, supermarkets, and drug stores

**5. How she spends her free time**

- a) With her boyfriend doing whatever he is doing

**6. Interests, activities and places the target gathers**

- a) Partying with friends
- b) Dancing, going to dance clubs & bars (those over 21 or with a borrowed ID)
- c) Going to concerts (classic Rock & Roll, all male groups)
- d) Cruising
- e) Classic Cruising cars (50's & 60's hot cars)
- f) Watching television (entertainment they can afford)
- g) Going to movies, renting movies
- h) Going camping, to the lake, to the river
- i) Apartments where they live
- j) Athletic activities:
  - (1) Company softball team
  - (2) Company basketball team
  - (3) Bowling league, social bowling

k) Shopping

- (1) At the mall
- (2) Jeans speciality stores, especially the lower priced jeans stores, Cheap Joes
- (3) Low price clothing stores: T. J. Maxx/\$6 Store

l) Events they attend:

- (1) Drag races
- (2) Motocross, Motor cycle races
- (3) Hot Rod shows, Cycle Shows
- (4) Tractor Pulls, Monster Trucks
- (5) Wrestling
- (6) Tough Man Competition
- (7) Fairs, Carnivals
- (8) Friends--partying

## HOT BUTTONS

- Men/having their "guy"
- Hanging out/being with their guys
- Partying w/friends & boyfriend
- Going to "classic" rock concerts
- "Classic" rock music
- Soap operas
- Movies
- Video movies
- Getting married/kids in next couple of years
- Dancing/clubs
- Cruising
- Watching TV
- Classic cars
- Softball
- Bowling
- Camping
- Hanging out at mall
- Motocross
- Drag racing
- Hot rod/cycle shows
- Wrestling
- Astrology
- Toughman competition
- State Fairs/carnivals
- Tractor pulls/monster truck "shows"

## PROMOTION

### V.F. Rock Choice Awards

## CONCEPT

- Offer on-pack music related premiums.
- Overlay is a "People's Choice" contest on-pack where participants rate their favorite rock groups.
- Consumer sends in votes (proofs) for their favorite group.
- Cash/prize structure is implemented for most correct votes (proofs) for winner in category.
- Each entrant receives a commemorative poster of the winners.

## PREMIUMS

Music videos  
Music cassettes  
Walkman

## HOT BUTTONS

Winning big  
Music  
Music Idols