

**PROMOTIONAL MARKETING, INC.**

152 WEST HURON STREET, CHICAGO, ILLINOIS 60610. 312/543-0000

**EXACT COPY**

**DAKOTA  
HOUSTON TEST MARKET  
1990 TACTICAL PLAN**

**Presented to:  
R.J. Reynolds Tobacco Co.**

**Presented by:  
Promotional Marketing, Inc.**

**March 15, 1990**

50735 7193

**Dakota Tactical Plan**  
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**Background**

*Dakota is a new cigarette brand targeted to 21 - 35 year old adult smokers. The Brand is intended to appeal to both male and female Marlboro smokers.*

**Strategy**

*Each element of the program must accomplish one or more of the following tasks:*

- I. Generate awareness of the Dakota brand.*
- II. Stimulate trial of the Dakota product among target Marlboro smokers.*
- III. Stimulate purchase of the Dakota brand.*

**Test Market Plan**

*Dakota will be test marketed in the greater Houston area beginning in April of 1990. An in-depth investigation of this market is being conducted by Promotional Marketing, Inc., to:*

- [] Identify the most popular activities engaged in by the target consumers in this market.*
- [] To identify and quantify the venues where these activities take place.*
- [] To identify appropriate special event opportunities.*
- [] To identify potential promotion partners.*

*In general, the tactics we are recommending for Houston are exportable to other markets where Dakota may be introduced in the future. In the case of venues or activities unique to Houston (not all markets have nearby beaches, for example), comparable alternative venues and activities will be identified for subsequent markets, as needed.*

**RECOMMENDED TACTICS**

**I. Target Bar Presence and Continuity.**

**A. Bar Presence Materials.**

1. *A variety of materials, from paper consumables to durable items such as Dakota pool tables, will be placed in appropriate venues including ...*
  - a. *Neighborhood bars and taverns.*
  - b. *Neighborhood clubs.*
  - c. *Appropriate "destination" clubs (clubs which attract target consumers from throughout the market).*
2. *Targeting and placement of these materials will be determined by the market managers, according to guidelines.*
3. *Bar Kits will be placed in target bars. Each bar kit will include a supply of the following items bearing the Dakota logo:*
  - a. *Matchboxes.*
  - b. *Ashtrays.*
  - c. *Penlights.*
  - d. *Ink pens.*
  - e. *Drink coasters.*
  - f. *Napkins.*
  - g. *Imprintable table tents.*
  - h. *Napkin/stir rod caddy.*
  - i. *Bar tray.*
  - j. *Bar towel.*

4. Permanent Presence Items also will be placed in target bars. All items will bear the Dakota logo. They include:

- a. Chalk boards.
- b. Neon signs.
- c. Pool table lights.
- d. Pool table accessories.
- e. Tiffany-style hanging lamps.
- f. Clocks.
- g. Darts game scoreboards.
- h. Mirrors.

5. Premanent Durable Items also will be placed in target bars. All items will bear the Dakota logo. They include:

- a. Replacement pool tables, refelted to bear the Dakota logo.
  - i. Regulation size (Gandy 'Sportsman' model recommended).
  - ii. Coin-operated type (Valley 'Cougar' model recommended).
- b. Refelting of existing in-field tables (to bear Dakota logo).
  - i. In appropriate venues, selected by field marketing personnel, following guidelines.
  - ii. Through arrangement negotiated with the local table distributor.
- c. Pinball machines. (if applicable)

6. Temporary Promotion Materials also will be placed in target bars prior to and during promotional events. All items will bear the Dakota logo. They include:

- a. Tournament posters.
- b. Imprint banners.
- c. Stage banners (large). (as applicable)

**B. Organized competitions.**

1. Tournaments and other competitions in pool, pinball, darts, table shuffleboard, etc. will be staged at appropriate venues.
2. Criteria for selecting the appropriate venues will include:
  - a. Locations admitting 21 year old (minimum) target consumers.
  - b. Existing patronage by target consumers.
  - c. Existing association with the particular game or games.
  - d. Appropriate facilities for staging a large scale event.
3. Each event will include:
  - a. Maximum placement of Dakota presence materials.
  - b. Sufficient procedures for the registration of competition participants to obtain names for subsequent direct mail activities.
  - c. The awarding of prizes to winners of the competition.
  - d. Dakota sampling.
  - e. Distribution of Dakota premiums.
4. Types of events will include:
  - a. Pool tournaments.
    - i. May use an existing well known pool game (e.g. Eight Ball).
    - ii. Or may use a faster-paced game created for the promotion.

- b. *Pinball tournaments.*
  - c. *Darts tournaments. No*
  - d. *Table shuffleboard tournaments.*
  - e. *Other games opportunistically identified as highly popular in a desirable venue (e.g., Foosball, Pop-A-Shot, Air Hockey).*
5. *Types of team/competition configurations will include:*
- a. *Mixed male/female teams.*
  - b. *Males v. males singles competitions.*
  - c. *Females v. females singles competitions.*
  - d. *Mixed gender singles competitions.*
6. *All available means will be used to build traffic for the event, such as:*
- a. *Announcement posters and table tents posted in the venue prior to the event.*
  - b. *Inclusion of the event in the venue's print advertising.*

**C. Vending Promotion.**

- 1. *The promotion will be executed at selected targeted clubs and bars, identified as locations with an admission policy of 21 year old +.*
- 2. *All Dakota packs in the machines will bear an on-sert certificate directing consumers to mail-in the certificate or call a toll free number to receive a free Dakota premium (t-shirt).*

**II. In-Market Presence and Continuity.**

**A. Dakota Music Vehicles.**

1. *At least two Chevy Blazer vehicles will be obtained and customized.*
  - a. *Exterior decorated with the Dakota logo.*
  - b. *Interior equipped with a super audio system capable of entertaining a large group at an outdoor location.*
2. *Vehicles will be driven by market managers, who will have the flexibility to use them independently and opportunistically, within guidelines.*
  - a. *The vehicles will reach target consumers who are 'cruising' popular thoroughfares by frequenting those same roadways, where the distinctive vehicle and its Dakota identification will be seen and noted.*
  - b. *The vehicles will also reach target consumers who are informally 'hanging out' with friends by stopping at popular public 'hang out' sites and ...*
    - i. *Playing music.*
    - ii. *Interacting in a casual, friendly manner.*
    - iii. *Distributing Dakota samples to qualified smokers.*
    - iv. *Distributing Dakota premiums to qualified smokers.*
  - c. *The vehicles will be used by field marketing personnel conducting official company business only.*
    - i. *Not for personal transportation.*
    - ii. *Vehicles will be secured at all times.*



**B. General Sampling.**

1. *In addition to the informal sampling already described, formal sampling will occur in appropriate venues.*
2. *Sample will consist of two sample packs plus a Dakota lighter.*
3. *Sampling will be conducted at appropriate clubs, bars and adult recreation facilities.*

**III. Large Scale Dakota-Sponsored Events.**

**A. Movie night.**

1. *Dakota buys out a theater for a private showing of an appropriate current-run film, on a particular night and at a particular time.*
2. *Promotion:*
  - a. *Media advertising promotes the event by awarding free tickets.*
  - b. *Window pasters promote the event at retail:*
    - i. *Paster announces date, time and place of event.*
    - ii. *Paster tells consumers that they can receive free admission, plus a Dakota premium (t-shirt) by presenting two empty Dakota packs at the box office.*
  - c. *Dakota field marketing personnel also promote the event by distributing passes to smokers 21 years of age or older.*
    - i. *To receive admission using one of these passes, the consumer must present two empty Dakota packs at the box office with the pass.*
    - ii. *Consumers securing admission in this way will also receive a free Dakota premium (t-shirt).*
    - iii. *Functionally, the "passes" are just promotional handbills. Anyone presenting two empty packs will be admitted.*

- d. *If more persons come to the event than the theater can hold, holders of actual tickets (media delivery) will have to receive top priority.*
  - i. *All passes and pasters (promoting admission with 2 empty packs) will explain "first come" basis.*
  - ii. *In the event of theater overflow, field marketing personnel should have the option of adding a second showing that same evening, or should give a consolation premium in addition to the t-shirt.*
3. *There will be Dakota presence material at the theater, both in the lobby area and within the screening room itself.*
4. *Dakota will be sampled to qualified smokers as consumers enter the theater.*
5. *Consumers will also receive door prize tickets as they enter the theater. Door prizes will be awarded before the feature is run.*
6. *A brief, soft-sell Dakota message, in the style of a music video, will be shown after the awarding of door prizes, before the feature is run.*
7. *Movie night promotions will be tested and run periodically throughout the test market period.*

**B. Battle of the bands,**

1. *Dakota will sponsor a competition to choose the favorite local band among Dakota target smokers (Marlboro smokers).*
2. *The competition will take place at an all-day "Rock 'Til You Drop" Concert.*
  - a. *The concert will be held in a suitable indoor or outdoor venue, such as a concert hall, arena, stadium or amphitheater.*

- b. *Event will be a music marathon, offering continuous music throughout the afternoon and evening.*
  - i. The event will last 8 to 10 hours (e.g., 4 P.M. until 2 A.M.).
  - ii. Between 8 and 12 different bands will perform/compete.
  - iii. Carousel stages or other methods will be used to keep the time between bands to a minimum.
- 3. *The specific bands that will perform/compete will be selected by a nominating committee consisting of:*
  - a. *PMI field marketing personnel.*
  - b. *RJR field marketing personnel.*
  - c. *Managers/entertainment bookers from targeted bars and clubs that are already participating in Dakota promotions.*
- 4. *The competition will be fair and unbiased.*
  - a. *Order of performance will be determined by lot.*
  - b. *Each band will be permitted the same amount of performance time (approximately 40 minutes).*
  - c. *Concert patrons will vote for their favorite band via printed ballots.*
    - i. Audience balloting will determine a "People's Choice" award and count for 1/2 of each band's final score for the Grand Prize.
    - ii. Each patron will receive a ballot upon admission.
    - iii. Ballot will require consumer to fill out name and address, so that consumer may be entered to win door prizes, including a grand prize such as a Chevy Blazer.

- d. *A panel of judges will also vote on the best bands. The judging panel will consist of:*
    - i. PMI field marketing personnel.
    - ii. RJR field marketing personnel.
    - iii. Personnel responsible for booking bands at clubs and bars that are participating in Dakota promotions.
    - iv. Suitable media representative(s).
  - e. *At the conclusion of each set, the judges will evaluate the band based on suitable criteria.*
    - i. Scores from all of the judges will be tabulated and averaged to arrive at a judging panel score for each band.
    - ii. By averaging the scores, the size of the judging panel can vary throughout the event without affecting the outcome.
    - iii. A ranking of the bands using the judging panel's scores will determine a "Judges Award" and count for 1/2 of each band's final score for the Grand Prize.
5. *As the consumer ballots are turned in, the voting portion is separated from the fill-in portion.*
- a. *Voting portions are tabulated continuously.*
  - b. *Since partisans of particular bands will generally vote for their favorite automatically, without waiting for all of the bands to perform, a high percentage of the ballots will have been turned in before the last band has completed its set.*
  - c. *After the last band has played, the audience will have 10 minutes to turn in their ballots.*
    - i. During those 10 minutes, all of the bands will come on stage to be reintroduced (and as preparation for the next segment).
    - ii. Other necessary announcements, acknowledgements, etc. will be made, until the balloting is closed.

- d. *While the ballots are being tabulated and the winners are being determined, a "super group" consisting of any members from the competing bands who wish to participate, will take the stage for a "super jam." They will play for approximately 15-20 minutes.*
6. *A drawing will be held using the fill-in portion of the consumer ballots.*
  - a. *At the conclusion of the "super jam", a container bearing all the fill-in portions will be brought on stage.*
  - b. *Names will be drawn to award door prizes, concluding with a grand prize, such as a Chevy Blazer.*
  - c. *This activity will last approximately 5 minutes.*
  - d. *All fill-in portions are retained for subsequent direct mail activities.*
7. *After the door prize drawing, the "Battle of the Bands" winners are announced.*
  - a. *The winner of the "Judges Award" is announced first. The prize is moderate, e.g., \$1000.*
  - b. *The winner of the "People's Choice" award is announced second. The prize is the same, e.g., \$1000.*
  - c. *Finally, the Grand Prize winner is announced. The Grand Prize will be a significantly greater amount, e.g., \$10,000.*
  - d. *(It is likely that the winner of either the "Judges Award" or "People's Choice" award will also win the Grand Prize. It is possible that one band will win all three. It is also possible, but unlikely, that a band will win the Grand Prize without winning either of the lesser awards.)*
  - e. *Since the program will be video taped, the Grand Prize winning band's video tape will be replayed on a large screen projection unit and remote video monitors.*

8. *Other Dakota promotion activities will take place during the event.*
  - a. *Dakota signage, including a huge stage banner, will decorate the venue.*
  - b. *Qualified smokers will be sampled.*
  - c. *Premiums will be distributed to qualified smokers.*
  - d. *Dakota will be the only cigarette sold at the concession.*
9. *Admission to the concert event will be free, but by ticket only.*
  - a. *Some tickets will be given away at nightclubs that are participating in Dakota promotions, either randomly or as door prizes.*
  - b. *Other tickets will be given away as prizes in games competitions at bars and clubs.*
  - c. *Still other tickets will be given away at other Dakota events by field marketing personnel.*
  - d. *The tickets will tell smokers that if they show a pack of Dakota when they present their tickets for admission, they will also receive a free Dakota premium.*
  - e. *Smokers who do not have a ticket in advance can obtain one at the facility ticket office by bringing and showing two packs of Dakota.*
  - f. *Consideration will be given to charging a nominal admission fee - - proceeds to be given a local charity -- to those who are interested in attending the event, and are not Dakota smokers and/or are not able to acquire an admission ticket in advance.*
10. *A concert video will be produced and used as a consumer premium.*
  - a. *A portion of each band's performance will be videotaped. All necessary synchronization rights will be secured.*
  - b. *The tape will be edited into a one hour program.*
    - i. *It will be a lively, involving, entertaining, documentary-style record of the event.*
    - ii. *The finished tape will also include a Dakota message.*

- c. *Upon admission to the concert venue, when they receive their ballots, each concert patron will also receive an order form for the concert video.*
  - i. *Tape will be a free in-mail premium, for 10 Dakota proofs of purchase.*
  - ii. *Additional order forms will be available at the concession stands.*
- d. *After the concert, the video will be used as a premium for other promotions.*
  - i. *Door prize or competition prize (pool, etc.) at clubs, especially when bands from the concert are performing.*
  - ii. *Direct mail offer (probably in conjunction with the delivery of coupons or other offers).*

**C. Beach parties.**

1. *Galveston and other Houston-area beaches attract large numbers of target consumers during the summer months.*
2. *Several beach party events, at different beaches, will be staged on summer weekends. Each event will include some or all of the following activities.*
  - a. *Beach volleyball tournament.*
  - b. *Wild bikini/best tan contest (female and male divisions).*
  - c. *Basketball free-throw tournament.*
  - d. *Horseshoe tournament.*
  - e. *Other games opportunistically identified as highly popular at a particular beach.*
  - f. *Entertainment from one or more of the Chevy Blazers Music Vehicles.*
  - g. *Signage.*
  - h. *Sampling.*

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Dakota Tactical Plan  
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- i. *Distribution of premiums.*
  - j. *Door prizes (awarded from forms filled out to secure names for subsequent direct mail activities).*
3. *Some or all of the beach party events will also include an evening concert, either on the beach or at a nearby concert venue.*



**ATTACHMENTS**

***Schedule A - Execution Schedule/Elements***

***Schedule B - Club & Bar List***

***Schedule C - Vending List***

***Schedule D - Promotion Locations - Recommended***

***Schedule F - Music Vehicle Recommendation***

***Schedule G - Pool Table Recommendation***

***Schedule H - Program Materials***

***Schedule I - Program Budget Estimate***

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DAKOTA PROMOTION SCHEDULE

Promotion Element	March	April	May	June	July	August	Sept.	October	Nov.	Dec.
Market Pre-sell										
Market Execution										
Placement of Materials										
Presence Programs		23-Apr.								
Vending Promotion			21-May							
Club Sampling										
Informal Bar Promotions		23-Apr.								
Formalized Bar Promotions										
Beach Activities										
Movie Nights										
Battle of the Bands										
Rock Until You Drop Event										
Dakota Vehicles										

SCHEDULE A

- o Projected Execution Schedule  
Market Pre-Sell (3 Weeks) 3/12 - 3/31  
Market Execution (9 Months) 4/1 - 12/31
  
- o Approximate Number of Applicable Clubs,  
bars, taverns for placement of presence  
materials 40
  
- o General Market Sampling  
Three weeks of targeted club sampling 5/1 - 5/20
  
- o Formal Organized Bar Competitions  
Three per month for 7 months, starting  
in June 21
  
- o Informal Impromptu Bar Competitions  
Opportunistically conducted by  
Marketing Managers for 9 months Nightly
  
- o Beach Activities  
Formal activities scheduled for three  
Beach Holidays - Memorial Day weekend,  
4th of July and Labor Day weekend  
  
Informal activities scheduled every  
other weekend in Galveston between  
Memorial Day and Labor Day (7 occasions)  
  
Total Beach Activity Occasions 10
  
- o Movie Nights  
  
Two promotions scheduled for indoor  
movie facility June/August  
  
Two promotions scheduled for Drive-  
In movie facility (I-45 Drive-In) July/September
  
- o Battle of the Bands September

SCHEDULE B 21 AND OVER CLUBS

CLUB/BAR PROMOTION OPP.	Location	Club Type/Specials	Presence Materials	Vending Information	Games/Materials
Yucatan Liquor Store	6300 Richmond	Wed. - Ladies Night		Replay Amusements 661-8777	3 Cigarette Machine 1 Claw Machine
Hey Hey Hey Hey	3617 Washington	Live Bands/DJ		Replay Amusements 661-8777	1 Cigarette Machine
<i>Closed</i> Waves	5999 Westheimer	Live Rock & Roll DJ		Replay Amusements 661-8777	2 Valley Pool Tables 1 Juke Box 1 Cigarette Machine
Pig n' Whistle	6333 Richmond	Live Bands/DJ		CT Venders 644-8786	1 Cigarette Machine
Sherlocks	10001 Westheimer/ Carillion Plaza	Live Bands Every Night		Barney Enterprises 777-5211	4 Dart Boards
Mick's American Sports Pub	Rosenberg Alt. 90/Ave. H.			Bartender Owns Machine	Shuffle Board 2 Pool Tables Owner Owned
Brisa Club	44 Brazosport Blvd. at 288 Freeport	Live Ent. during Summer/DJ, Closed Mondays		National Vendors Southwest G & A 409/299-1460, 297-4332	3 Pool Tables Owner Owned
In Cahoots	2626 Tanglewilde			Replay 661-8777	

*AK - No Dakota*

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SCHEDULE B 21 AND OVER CLUBS

Johnny B. Daltons	13101 Kukendahl			Replay 661-8777	3 Pool Tables
Johnny B. Daltons	2017 N. Frazier			Replay 661-8777	3 Pool Tables
Club Proteus	2900 Hicks				
Big Johns Ice House	12640 Briar Forest	Wed. - Ladies Night		Replay 661-8777	2 Pool Tables
Big Johns	6150 Willcrest	Wed. - Ladies Night		Replay 661-8777	
Wild West	18086 Long Point &	Wed. - Ladies Night		Alamo Vending	7 Pool Tables
	Gessner			937-8715	
Bayou Mamas	Westheimer & Gessner	Wed. - Ladies Night		Replay 661-8777	4 Pool Tables
					2 Pin Ball
Flight Zone	FM 1960	Wed. - Ladies Night		Own Machine	1 Dart Board
					3 Pool Tables
					2 Pin Ball
Splash	Edlridge	Disco/Dance Orientated		Sell Cigarettes behind	
				Bar	
R & R	5351 Alabama & Rice	Tues. - Ladies Night		Own Machine	
Reds Club & Dancing Club	1249 Uvalde	Thurs. - Ladies Night		National Vendors of	3 Cigarette Machines
		19 plus w/I.D.		St. Louis, MO	2 Video Games
					7 Foos Ball Games

SCHEDULE B 21 AND OVER CLUBS

*Closed  
Owned by  
Walter Wilson*

					Juke Box
					2 Co-Op Pool Tables
Raizzins	921 W. 1960	Thurs. - Ladies Night		Replay 661-8777	
		Disco/Dance Orientated			
		Closing Mon. and Tues.			
Lola's	2327 Grant				
Showdown's (450-3402)	12712 Wood Forest	Country Music		Cigarette Machine	3 Valley Pool Tables
				Owned by Owner	1 Juke Box
					2 Dart Machines
					Video Game
					1 Cigarette Machine
Junction	Freeport	Open Tuesday - Sunday			
Blythe Spirits	614 W. Gray	Live Rock & Roll		LTD Company	2 Dart Boards
		Thursday - Saturday		537-4039	Comp. Disc Juke Box
Fitzgeralds	2706 White Oak	Sometimes Closed on		Cigarette Machine	1 Pool Table
		Sundays		Owned by Owner	1 Pin Ball
Hallbaloo	138 Fairmont Pkwy.	Tues., Wed., Thurs.,		Sell Over Bar - No	5 Pool Tables
		Ladies Night 7 pm -		Cigarette Machine	
		2:00 AM			

SCHEDULE B 21 AND OVER CLUBS

Homage	2204 Louisiana	Alternative/New Wave			
		18 and up			
Numbers	300 Westheimer	Alternative/New Wave			
		18 and up			
Backstage	9301 Bissonet	Live Bands - Rock &		Vend-0-Rama	1 Pool Table
		Roll Every Night		995-0075	1 Foos Ball
		18 and up			1 Pin Ball
					2 Cigarette Machines
Netwerk	5136 Richmond	Alternative/Dance		Replay - 661-8777	1 Pool Table - Valley
		Wed. - Ladies Night			2 Cigarette Machines
		18 and up			
Netwerk	Edgebrook & Gulf	Alternative/Dance		Replay - 661-8777	2 Pool Tables
		Wed. - Ladies Night			Valley (Replay)
		18 and up			1 Cigarette Machine
Vasbinders	2012 Alt. 90	Live Bands 18 and up		Boss Venders	4 Pool Tables
	(Rosenberg)			232-3673	Shuffle Board
Koaches	12200 Bissonet	11 am - 2 am		H & H Enterprises	2 Co-Op Pool Tables
		21 and Over		662-6671 or	2 Video Juke Boxes
				688-7012	Pinball Machine

SCHEDULE B 21 AND OVER CLUBS

					Foosball
Rags Bar & Grill	14933 Bellaire			Replay Amusements	2 Pool Tables
				661-8777	
Nicks Tavern	3939 FM 1960			Own Cigarette	1 Pool Table
				Machine	
Ruble Shakes	1814 FM 1960			Own Cigarette	1 Pool Table
				Machine	
Dirty Dans	17776 FM 249			Own Cigarette	3 Pool Tables
				Machine	4 Dart Boards
Broken Dishes	14360 Bellaire			Barneys Enterprises	1 Pool Table
				988-8688	1 Dart Board
SRO Sports Bar & Grill	FM 1960				2 Pool Tables
					1 Shuffle Board
Daltons Saloon	1001 North Dairy			Replay Amusements	3 Pool Tables
	Ashford			661-8777	Disk Juke Box
					1 Pin Ball Machine
Sansone West Oaks Bar	14144 Westheimer			Replay Amusements	3 Pool Tables
				661-8777	1 Pin Ball Machine
510 Bar	510 Merry Mount			Replay Amusements	2 Pool Tables



SCHEDULE B 21 AND OVER CLUBS

				661-8777	
The Gingerman	5607 Morningside			Own Cigarette	
				Machine	
Sams Boat House	5710 Richmond			Barney's Enterprises	
				988-8688	
Avalon	5078 Richmond			Sell Cigarettes Over	
				Bar	
Dirty's Bary	3230 Chimney Rock			Vending Info.	
				540-9559	
Timothy's PUB	2511 S. Gessner			A & B Cigarette	1 Pool Table
				236-8086	1 Pin Ball Machine
Sams Place	5710 Richmond			Barney Enterprises	
				988-8688	

\* Operation to Reg.

DAKOTA TEST MARKET  
 VENDING INFORMATION BY VENDORS

Barney's Enterprises Inc. 713-988-8688

Broken Dishes	1 Cig. Machine	1 Pool Table	1 Dartboard	14360 Bellaire
Sams Boat House	1 Cig. Machine	0 Pool Tables		5710 Richmond
Sam's Place	1 Cig. Machine	0 Pool Tables		5710 Richmond
Sherlocks	1 Cig. Machine	0 Pool Tables	4 Dartboards	10001 Westheimer

Replay Amusements 713-661-8777

Big John's Ice House	1 Cig. Machine	2 Pool Tables		12640 Briar Forest
Big John's	1 Cig. Machine	1 Pool Tables		6150 Willcrest
Bayou Mamas	1 Cig. Machine	4 Pool Tables	2 Pin Ball	64 Woodlake Square
Raizzins	1 Cig. Machine	0 Pool Tables		921 West FM 1960
Johnny B. Daltons	1 Cig. Machine	3 Pool Tables		13101 Kukendahl
Johnny B. Daltons	1 Cig. Machine	3 Pool Tables		2017 North Frazier
ahoots	1 Cig. Machine	2 Pool Tables		2626 Tanglewilde
Waves	1 Cig. Machine	2 Pool Tables		5999 Westheimer
Yucatan Liquor Stand	3 Cig. Machines	1 Pool Table		6300 Richmond
Rags Bar & Grill	1 Cig. Machine	2 Pool Tables		14933 Bellaire
Dallons Saloon	1 Cig. Machine	3 Pool Tables	Pin Ball, Juke Bo	1001 North Dairy Ashford
Sansone West Oaks Bar	1 Cig. Machine	3 Pool Tables	1 Pin Ball	14144 Westheimer
510 Bar	1 Cig. Machine	2 Pool Tables		510 Merry Mount
Hey Hey Hey Hey	1 Cig. Machine			3617 Washington

LTD Company 713-537-4039

Blvthe Spirits	1 Cig. Machine	1 Pool Table		614 West Gray
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National Vendors Southwest G & A 409-299-1460 409-297-4332

Brisa Club	1 Cig. Machine	3 Pool Tables		44 Brazosport (Freeport)
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Alamo Vending 713-937-8745

1 West	1 Cig. Machine	7 Pool Tables		10086 Long Point & Gessner
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TEST MARKET  
 VENDING INFORMATION BY VENDORS

AAA Vending 713-991-4507

Gold Miner's Sports Bar	1 Cig. Machine	4 Pool Tables		FM 249 North
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Vending Info 713-540-9559

Dirty's Bar	1 Cig. Machine	0 Pool Tables		3230 Chimney Rock
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A & B Cigarette

Timothy's Pub	1 Cig. Machine	1 Pool Table	1 Pin Ball	2511 S. Gessner
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No Vending Machine (No Cig. Machine)

Splash		5 Pool Tables		12845 Westheimer
Fitzgeralds		1 Pool Tables		2706 White Oak
thias		0 Pool Tables		FM 1960
Avalon		0 Pool Tables		5078 Richmond
Hallababo		5 Pool Tables		138 Fairmont Parkway

Bar Owner Owns Vending Machine

R & R	1 Cig. Machine			5351 Alabama
Showdown's		3 Pool Tables		12712 WoodForest
Flight Zone	1 Cig. Machine	3 Pool Tables		FM 1960 East
Mick's American Sports Pub	1 Cig. Machine	2 Pool Tables		All. 90/ Ave. H.
The Gingerman	1 Cig. Machine	0 Pool Tables		5607 Morningside
Ruble Shakes	1 Cig. Machine	1 Pool Table		1814 FM 1960
Nicks Tavern	1 Cig. Machine	1 Pool Table		3939 FM 1960
Club Proteus	1 Cig. Machine			2900 Hicks
Dirty Dan's	1 Cig. Machine	3 Pool Tables		17776 FM 249

CT Vendors 713-644-8726

Pig -N - Whistle	1 Cig. Machine			6333 Richmond
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**DAKOTA TEST MARKET  
VENDING INFORMATION BY VENDORS**

**A Better Vending Co. 713-339-1548**

Junction	1 Cig. Machine			Freeport
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**CMS Vending Co. 713-843-2540**

SRO Sports Bar & Grill	2 Cig. Machines	1 Pool Table		FM 1960
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**Big State Vending 713-923-5985**

Lola's	2 Cig. Machines	1 Pool Table		2327 Grant
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Dakota Tactical Plan

SCHEDULE D

PROMOTION LOCATIONS

o Possible Locations for Movie Nights

*Capacity*

**Indoor:**

- Woodlark Theater  
2533 South Gressner  
(3 Theaters)
- West Oak Mall Theater  
Highway 6 @ Westheimer  
(5 Theaters)
- Westchase  
Westheimer & Gressner  
(5 Theaters)
- Deerbrook 6  
FM 1960 East @ Highway 59  
(6 Theaters)

**Outdoor:**

- I-45 Drive-In Theater

o Possible Beach Activity Locations

**Galveston Area**

- Indian Beach/Jamaica Beach
- Crystal Beach
- Apffel Beach
- Stewart Beach

## Dakota Tactical Plan

### SCHEDULE D (Cont.)

#### ABOUT GALVESTON AREA BEACHES

*Within the last few years, tourist traffic has exploded in Galveston. This traffic, predominantly young adults from areas in and around Texas has settled into four main beach areas: Stewart Beach, Appfel Beach, Jamaica Beach and Indian Beach. These areas represent strong opportunities for Dakota field activity. The rules and regulations for these beach areas follow.*

**STEWART BEACH** - Stewart Beach is adjacent to Appfel Beach, and these beaches combined hosts the largest number of adult tourists in the Galveston area. Beachgoers are allowed to park their cars on the beach, and are allowed to bring food and beverages into this area (including liquor) as long as these items are not in glass containers. There is a beach cafe on Stewart Beach which serves simple snack items and houses rest rooms and a small bar. Sponsored activities on Stewart Beach include volleyball series, concerts, swimsuit competitions and surf contests throughout the spring and summer months. The majority of these events are hosted by KRBE (Power 104) and the Galveston Tourism Bureau.

**APPFEL BEACH** - This mile-long beach is two miles from Stewart Beach. Visitors to Appfel Beach pay \$5 to enter the area, where they can drive within 50 feet of the water. Rules for food and beverages are consistent to those at Stewart Beach. Sponsored activities take place in tandem with those at Stewart Beach, often occurring at one beach on Saturday and the other beach on Sunday on any given weekend. Four major concert events are planned for Appfel Park in March 1990 and will be followed by additional events throughout the summer.

**JAMAICA BEACH/INDIAN BEACH** - These beaches are on the West end of Galveston and are not as inviting to heavy tourist traffic. Rules and regulations for both beaches are not yet firmly established - and they do not have rest rooms or existing tourist facilities. In 1989 cars were allowed to drive out onto Indian Beach - however, in some seasons it has been closed to this type of traffic. Indian Beach is also referred to as 16 Mile Beach.

**CRYSTAL BEACH** - Crystal Beach is located in Bolivar, a small resort town near Galveston. The Crystal beach area is 20 miles long and is supplemented by a number of small restaurants, shops and nightclubs in the immediate vicinity. Housing in this area is predominantly vacation homes, with one hotel in the area. There are no other condominiums or temporary housing facilities in this area, so vacationers tend to be retirees or families who have homes or relatives in the area.

## Dakota Tactical Plan

### SCHEDULE F

#### DAKOTA MUSIC VEHICLE RECOMMENDATION

*After an informal poll of the Dakota target in nightclubs and retail locations the following vehicles were identified as appropriate for Dakota consideration: Ford Bronco II 4 X 4; Chevy Blazer Jimmy 4 X 4; Jeep Wrangler; Nissan Pathfinder; Suzuki Samurai and the Isuzu Trooper. Of these vehicles, the Chevy Blazer has been indicated as the best choice. It is durable 4 X 4 that has both a truck and "popular car" appeal. It is ideal for the Dakota Music Vehicle because it does have target appeal as well as a solid construction. The Blazer construction will allow the Dakota Music Vehicle to go and set-up in all locations needed, including "beach spots". Finally, the Blazer is a secure vehicle, which is an added benefit for the protection of stereo equipment. The Chevy Blazer is the recommended choice for the DAKOTA MUSIC VEHICLE.*

Dakota Tactical Plan

SCHEDULE G

DAKOTA POOL TABLE RECOMMENDATION

*Two methods will be used to place Dakota-customized pool tables into appropriate targeted adult recreation venues (bars, clubs, etc.).*

*The first method is a "Refelting Program", in which certain target bars that already have suitable existing tables are selected and are contracted to replace the felt on their tables with customized, brand-identified felt we supply. This program would be coordinated through the table distributor(s), who would contract the actual refelting work.*

*The second method would be to replace tables in appropriate venues. This will be the preferred method when the existing tables in a targeted venue are in poor condition and refelting them would not convey appropriate image quality for our brand.*

*For replacement tables, two types will need to be used. The first is a regulation size "pool hall type" table. This is the standard table that is used in billiard parlors on a "pay for time played" basis. Of this type, the Gandy SPORTSMAN is the recommended table. The SPORTSMAN is an oversized table with a playing surface of 46" X 92". The SPORTSMAN has a solid construction, built of Formica with plastic pockets. This construction is the most durable, which accounts for the SPORTSMAN's playability and longevity.*

*The second type is a coin operated table which is a "pay per use" table. The recommended table for coin operated situations is the VALLEY table. The VALLEY table is "user friendly" in that it is an easy machine to maintain and service. Coin operated tables are smaller than regulation tables both in length and width. The VALLEY has a playing surface of 39" X 78". The smaller construction allows the VALLEY table to be placed in smaller areas than a regulation sized table can be placed.*

*Both the Gandy SPORTSMAN and the VALLEY tables are recognized as quality tables. Their reputations will make placing them in bars, clubs and pool halls easier because owners are confident in the performance and quality of both these tables.*



Dakota Tactical Plan

SCHEDULE H

**DAKOTA PROGRAM MATERIALS**

Responsibility

Presence Materials (Exh.C)	
Tournament Posters (2,000)	PMI
Imprint Banners (500)	PMI
Telephone Chalk Boards (80)	RJR
Dakota Neon Signs (50)	RJR
Pool Table Lights (100)	RJR
Pool Table Accessories (400)	PMI
Large Stage Banners (10)	PMI
Tiffany Style Hanging Lamps (100)	RJR
Clocks (100)	RJR
Dart Board Scoreboard Signs (50)	RJR
Mirrors (200)	RJR
Premiums (Exh. D)	
T-Shirts for Consumers (10,000)	PMI <i>NR</i>
Pack Lighters (50,000)	RJR
Soft Sided Coolers (2,500) —	PMI <i>NR</i>
Six Pack Sleeve Coolers (2,500)	RJR
Beach Towels (2,500)	PMI
Cassette Holders (soft) (2,500)	PMI
Blank Cassettes with Dakota label (2,500)	RJR
Boom Boxes (50)	PMI
Beach Kits (1,000)	RJR
Party Kits (250)	RJR
Knit Shirts (for Bar Personnel) (3,000)	RJR
Leather Jackets (250)	RJR

Dakota Tactical Plan

SCHEDULE H (cont'd)

**DAKOTA PROGRAM MATERIALS**

Games (Exh. E)  
Pool Tables - Large  
Pool Tables - Coin op - Small

PMI  
PMI

Bar Kit Materials (Exh. F)  
Matchboxes (100,000)  
Ashtrays (20,000)  
Pen Lights (1,000)  
Ink Pens (2,500)  
✓ Drink Coasters (20,000)  
✓ Napkins (500,000)  
✓ Imprint Table Tents (50,000)  
✓ Stirrers (50,000)  
✓ Napkin, Stir Rod Holder (2,500)  
Bar Trays (500) ——— ?  
✓ Bar Towels (2,500)

RJR  
RJR  
RJR  
RJR  
PMI  
PMI  
PMI  
PMI  
PMI  
PMI  
PMI RJR  
PMI

Other Materials (Exh. G)  
✓ Name Generation Forms (60,000)  
Sampler Uniforms (40) 2-sets  
Dakota Rep Uniforms (5p - 5 sets each)  
Sampler Bags (30)  
Gratis Packs (90,000)  
Vehicle Customization/Delivery

PMI  
PMI  
PMI  
PMI  
RJR  
RJR/PMI