



ROBINSON & MAITES
PROMOTIONAL MARKETING

PM Corporate Affairs/Robinson & Maites Litter Program Development Scope-of-Work

Background

PM is considering developing programs that will curtail and clean up cigarette butt and packaging litter, to be tested during 1998. At least one program will focus on changing consumer (smoker) behavior, in specific places where cigarette litter is an issue.

Assignment

R&M is to develop an outline for the consumer-focused litter program, to be incorporated into a broader presentation to Ellen Merlo on September 16, 1997. The outline should include recommendations for strategic direction(s), as well as an overview of possible program components and creative concepts.

Program Goals

- Modify consumer behavior to minimize littering.
- Create a positive halo for PM, as the solutions provider for this issue.

Program Outline Development

The agency will receive key information from Burson Marsteller and PM regarding current statistics, existing research regarding behavior associated with littering, and similar programs fielded by other companies and organizations. Once R&M has received these materials, the agency will develop a program outline to include:

1. Program Overview--purpose and rationale
2. Objectives and strategies
3. Messaging: umbrella theme(s)/rationale
4. Recommendations for program targeting:
 - Places--Cigarette Litter Problem Areas--beaches and parks, outside of workplaces, etc.
 - People--Consumer Market Segments

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5. Recommendations on building a relationship with a "credible 3rd party" to co-sponsor the program
6. Ideas for using multiple points of contact to deliver the program to smokers, including:
 - Advertising
 - POS at tobacco retailers
 - Events
 - Direct mail
 - Packaging
7. Ideas for promotions and activities that involve and incentivize smokers.
8. Budget parameters
9. Methods for measuring program success

Timetable

- | | | |
|-------------------------|---|--|
| August 18, 1997 | • | Scope-of-work/estimate to PM. |
| August 18, 1997 | • | PM approve scope-of-work |
| Week of August 18, 1997 | • | Burson/PM forwards to key information to R&M. |
| August 25, 1997 | • | PM, Burson, R&M brainstorm |
| September 8, 1997 | • | Present complete program outline with budget parameters. |

Agency Fee:

~~\$17,000*~~

See attachment

* Estimate based on current scope-of-work. Any revision to scope-of-work are subject to agency fee revisions.

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**PM Corporate Affairs/Robinson & Maites
Litter Program Development
Agency Fee Breakdown**

President	Alan Maites	20 hours @ \$250.00 per hour	\$5,000
Executive Vice President	David J. Sparks	5 hours @ \$200.00 per hour	\$1,000
Executive Creative Director	Dave Rockenbaugh	5 hours @ \$180.00 per hour	\$ 900
Creative Director	Fred Petrick	40 hours @ \$165.00 per hour	\$6,600
Account Executive	Julie Schwartz	40 hours @ \$100.00 per hour	\$4,000
		TOTAL:	<u>\$17,500</u>

additional \$ 5,000.00 for expenses

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