



ROBINSON & MAITES
PROMOTIONAL MARKETING

The R&M Creative Brief

The Start of Ideas that Produce Results, in The Language Of Our Target Consumer

DRAFT

Client: PM Corporate Affairs **Brand:** **Project:** Litter Program Direct Mail **Date:** April 7, 1998

<p>1. How Can We Describe The Person We Most Want To Talk To?</p>	<p>Smokers on the PM brand marketing and/or mass mobilization databases, exact profile to be determined. The program may be designed to test:</p> <ul style="list-style-type: none"> • Response among a broad cross-section of smokers: Age, gender, PM and/or competitive brand, promotion sensitivity, etc. • Response only among smokers who are more likely to be sensitive to smoking issues.
	<p>Among all smokers, those most likely to change their behavior will be ones who see themselves as concerned, socially responsible people. They admit that they sometimes dispose of cigarettes irresponsibly in outdoor smoking situations, but are not aware of any real alternatives.</p>
<p>2. How Do These People Relate To The Problem of Cigarette Litter?</p>	<p>It is not top of mind, among other problems that smokers face in today's social environment. However, once it is brought to their attention, they admit that it is a problem--especially in front of workplaces, at public transit sites, in parking lots and at beaches/parks. They believe that people--not companies, government, etc.--are the ones primarily responsible for preventing cigarette litter.</p>
<p>3. What is PM's Key Issue For This Program?</p>	<p>In order of priority, to inform/persuade smokers that:</p> <ol style="list-style-type: none"> 1. Litter generally, and cigarette litter specifically, is a problem. <i>Butts can become a problem.</i> 2. They can look to PM as a provider of solutions that are especially meaningful. 3. There are solutions for responsible disposal in outdoor smoking situations, including the pocket ashtray provided. <p><i>Now that I am aware that cigarettes are litter</i></p>
<p>4. What Is The Smoker Insight?</p>	<p>"Cigarette litter is a problem. And with PM's help, I can do something about it. I appreciate their showing me ways to enjoy smoking, yet still be the good person I know I am."</p>
<p>5. What Do We Want Smokers To Do As A Result Of This Communication?</p>	<ul style="list-style-type: none"> • To dispose of cigarette litter responsibly. • To use the pocket ashtray delivered. • To perceive PM as a leader in providing solutions. • To respond to the communication. (TBD--Request additional ashtrays? Refer a friend? Mail in smoker litter behavior survey? Respond to Post-mailing telephone survey?)

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6. What Is The Most Important Thing To Communicate?	<ul style="list-style-type: none"> • Smokers can become part of the solution to the litter problem, by anticipating the need for responsible disposal.
7. Why should people believe it?	<ul style="list-style-type: none"> • Doesn't just talk about problem, provides actual solutions. • PM reputation among smokers--the leader. • Opportunity to increase self-esteem.
8. What Other Instructions Are There?	<ul style="list-style-type: none"> • How/when to use the pocket ashtray. • Other ideas/solutions for responsible disposal of cigarette litter. • How to respond.
9. Where Will This Communication Be Seen?	Direct Mail
10. When Does The Work Have To Be Ready?	Direct mail with free pocket ashtray will be sent to smokers in October 1998.
11. What Are The Critical Steps For Creative Development Of Direct Mail?	<ul style="list-style-type: none"> • Smoker focus groups--message executions: May 1998. • Quantitative research--message and ashtray executions: June 1998
12. What Do We Know About Smoker Response To Specific Creative Ideas/Tactics For This Project?	<ul style="list-style-type: none"> • Copy should be invite/remind smokers to anticipate the litter problem before it happens. In focus groups: "Thought/think" themes strongly preferred "Pick up" (post action) themes rejected • Copy should avoid singling out smokers as litterers. • Graphics should: Show a solution (i.e., receptacle) rather than the problem (cigarette butts). Depict real situations/real people. • Tone should be warm, friendly, straightforward.
13. Does Everyone Agree With This Brief?	<ul style="list-style-type: none"> • Robinson & Maites • PM Corporate Affairs

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