

Burson-Marsteller

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The Philip Morris Center For Accommodation Options (PMCAO)***Guiding Principle***

"We recognize that ETS can be annoying or uncomfortable to some non-smokers and that there are differing views on ETS science...For this reason we are working on solutions, including technological improvements in ventilation systems, to accommodate the rights and preferences of both non-smokers and those who choose to smoke in the workplace and in public places. In addition, we enthusiastically support voluntary restrictions and reasonable regulatory measures designed to minimize involuntary exposure to ETS while preserving our customers' ability to enjoy a legal product."

PM CAO Mission

The Philip Morris Center for Accommodation Options is both a facilitator of discussion and a public information resource center, offering practical and reasonable solutions to accommodate the smoking choices and environment preferences of both those who choose not to smoke and those who do.

The Center aims to provide businesses with information on effective and economical accommodation options which assure that both those who choose not to smoke and those who do are afforded equally comfortable and pleasant environments in public places and workplaces.

The Center has no 'cast in stone' approach to addressing the issue. Instead, it offers a multitude of relevant information, evaluation tools and practical experiences to help businesses decide on the most appropriate approach for their particular situation.

Through information sharing, education and discussion the Center will raise awareness about technological improvements in ventilation systems and their business applications.

The Center has set itself the challenge of helping businesses make smoking in public places a non-issue. It will achieve this by providing them with the necessary information - supported by institutional knowledge - to do what is most appropriate for their customers and their employees.

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The Key Drivers Of The PMCAO

- ***An Educator*** – the PMCAO will be the ‘knowledge center’ for all information pertaining to the issue of accommodating the needs of non-smokers and smokers. This will include access to existing information on the subject, the creation of new reports/data and the application of different approaches, some of which will be in existence in other parts of the world. It will then package the information in a way which is relevant and practical to each of its key constituents.
- ***A Facilitator*** -- the PMCAO will be responsible for building relationships with the ‘supply’ side. Through the creation of new communication vehicles it will bring the supply side into direct contact with a multitude of ‘places’ initiatives creating an awareness of a larger, more attractive market for them to service.
- ***An Advisor*** -- the PMCAO will be positioned and act as an impartial advisor which can be called upon to talk, discuss and explore new thinking on the issue of addressing concerns about smoking in public places. In doing so it will become a valuable resource to all existing places initiatives (and any possible future ones).

PMCAO Key Messages

1. The Center recognizes that ETS can be annoying or uncomfortable to some non-smokers and that there are differing views on ETS science. For this reason we are working on solutions, including technological improvements in ventilation systems, to accommodate the rights and preferences of both non-smokers and those who choose to smoke in the workplace and in public places.
2. The Center enthusiastically support voluntary restrictions and reasonable regulatory measures designed to minimize involuntary exposure to ETS.
3. The Center plays the role of an educator, facilitator and advisor to any business or organization which is looking to address the issue of smoking in public places.

The PMCAO Brand Personality

- Authoritative
- Experienced
- Trustworthy
- Open/Approachable
- Engaging
- Resourceful

The Day-To-Day Operation Of The PMCAO

- The PMCAO is an umbrella organization for all existing, and any possible future Philip Morris places initiatives
- The Head of the PMCAO is not a places initiative manager. He or she will be positioned as the 'Knowledge Leader' or authority on options associated with the issue of smoking in public places - a resource which all the places initiative managers can access
- The Head of the PMCAO would have either full time or part time resources on which to call on for support in the areas of: supply side interaction, research and business studies, coordination with places initiatives and outreach to influencer groups
- The Head of the PMCAO will actively present the Philip Morris corporate position on smoking in public places as outlined in the guiding principle, mission and key messages to create a fertile environment in which the places initiatives can successfully conduct their activities.

To Launch Or Not To Launch?

We recommend that the PMCAO is publicly launched in January in each of the test markets. The basis for this recommendation are the need to:

- create a synergy with existing PM places program initiatives
- start the process of building brand recognition and what the Center stands for
- alert key constituents that a new resource is now available

Launch Recommendations

- A series of activities during one day in early January which announces the Center, what it stands for and the services it can offer
- Commission research which will ultimately be built into a report to be used in all key events. The working title for the report is:

"Tolerance In Columbus" Options And Actions

- The research will demonstrate practical accommodation examples for all places venues, attitudes and economic data summaries
- Case studies will be provided of companies which have chosen to ban smoking, those who have focused their attention on integrated solutions and those who have chosen the segregated solution

- Economic planning models will be explained and practical demonstrations provided on how they can be applied
- We will arrange a lunch time presentation at the Ohio Chamber of Commerce where the Head of the CAO will outline the findings and explain how the CAO can help businesses as they struggle to find the answer to their own specific needs. The local media and relevant trade publications will be invited to the meeting
- Following the lunch a formal local media briefing will take place, unveiling the research data, introducing the CAO and explaining how the media can use it as a resource for the future
- In the late afternoon the CAO will host a large event for all key audiences of the places initiatives (including: hospitality associations and the supply side). The flow of the event will be cocktails, followed by presentation, followed by informal conversation
- An option for consideration is the development and placement of an ad in key local and trade publications (which would feature an internet address for the CAO).

The three activities are designed to hit each key audience and start the life of the CAO with a 'bang'. At the end of the day there will be little doubt about what the CAO is, who runs it and the value it can offer. The challenge will then be to build on the momentum the launch creates.

Next Steps

- Agree on all the above
- Agree on the operating/reporting structure
- Develop a visual image which reflects the brand personality and can be used in a multitude of media
- Agree on a name for the CAO (if indeed it is going to change)
- Add the necessary detail to the launch plan.

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