

OUTLINE PUBLIC RELATIONS PROGRAMME
FOR
DEALING WITH THE ETS ISSUE
IN THE AIRLINE INDUSTRY

2501045178

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I SITUATION

- o ETS debate focussed within airline industry
- o Airline senior executives are sole decision-makers
- o Bans imposed for perceived commercial and
 'mistaken' passenger benefit
- o Airline passengers are non-participants in
 'invisible comfort factors' debate

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II NEED

- o Generate ETS debate among wider professional audience, especially business travellers

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III KEY MESSAGES

- o ETS is only one of a number of components of cabin air which may contribute to passenger discomfort
- o Invisible comfort factors (eg, cabin air quality and air circulation) are the real issues for passengers, not visible comfort factors (e.g. the minimal ETS levels in aircraft cabins)
- o Adequate ventilation systems are critical for passenger comfort
- o Passenger surveys do not justify bans

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IV STRATEGY

- o Raise the awareness of invisible comfort issues (ie, the low-grade cabin air quality provided by aircraft ventilation systems) amongst passengers and third parties

- o Define, for the airlines, how to deal with the issue of invisible comfort

- o Position Philip Morris as spokesperson for the smokers' point of view

- o Develop basic communications materials to prompt third-party interest in ETS and airline cabin comfort debate

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KEY AUDIENCES*

Primary

- o Business executives, especially frequent travellers

Secondary

- o Travel Agents
- o In-House Business Travel Managers
- o Secretaries/Personal Assistants/Secretarial Associations
- o Conference/Convention organisers
- o Business, Management, National Press and Travel Media (see Appendix I)
- o Travel Agency Associations
eg Guild of Business Travel Agents (UK)
- o Passenger Travel Clubs
eg International Airline Passengers Association (IAPA)

* see Appendix II for further details

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- o Airline Clubs
eg Air France 'Club des 2,000'
- o Airports Authority/Duty-free Shops/Ferry ports
eg Schiphol Airport Duty-free services
Heathrow (world's largest duty-free outlet)
programme could also target ferry ports such as
Dover the world's busiest ferry port
- o Smokers organisations
- o Other transport operators
 - car rental companies eg Avis
 - car ferry operators eg Viking Line (Sweden)
- o Hotel Groups
eg Trusthouse Forte
- o Management Clubs/Institutes
eg Dansk Arbejdsgiverforening (the Danish
management/directors' organisation)

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VI MEDIA TARGETS

- o Quality Business/Management Media
 - eg Business Week (Paris)
 - International Management Today (UK)
- o In Flight/Airport Magazines
 - eg Schipholand (Holland)
 - Airport (UK)
 - Ulisse 2000 (Alitalia)
- o Business Travel Publications
 - eg Business Traveller (International)
- o Conference magazines
 - eg Convention International
- o Aviation journals
 - eg Flight International
- o Pan-European/International media
 - eg International Herald Tribune (Paris)
 - Financial Times (London)
 - Wall Street Journal Europe (Brussels)
- o Nationals (Press, TV and Radio)
 - feature writers
 - aviation correspondents
 - travel editors
 - technology correspondents
 - business correspondents
- o Hotel magazines
 - eg Forte (Trusthouse Forte)
- o Consumer travel journals
 - eg Holiday Which (UK)
- o Marketing Press
 - eg Marketing Week (UK)

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VII METHOD

o MEDIA MATERIALS

- o Position paper (approved?)
- o Produce detailed information briefs on:
 - on aircraft ventilation
 - cabin air quality
 - attitudes to airline smoking bans
 - smokers rights issues
 - ETS
 - Philip Morris

to be used in conjunction with

- for travel agents
- basis for feature articles
- for hand-outs at speaking platforms
(see speaking engagements)

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FEATURE ARTICLES

Syndicate or place feature articles in consultation with the Philip Morris News Bureau

Make available to:

- travel media
- in-flight magazines
- in-hotel publications
- travel press
- business publications

Topics could include:

- light-hearted pieces on travel
- accommodation
- restaurants/entertainment
- traveller profiles
- science and environmental matters

With headings such as:

- 'Are You Sitting Comfortably?
- 'The Air That We Breathe'

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SPOKESPEOPLE

Development of Philip Morris team of expert spokespeople for interviews/speaking engagements

- select areas of expertise (eg Philip Morris spokespersons on environment, pollution, rights issues, travel)
- identify and formalise team (Philip Morris plus outside experts eg. Larry Holcomb, Charles Caliendi)
- rehearse message delivery
- provide media training
- seek high profile speaking opportunities
- position Philip Morris as credible and industry expert
- back with media kit

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o ONE-TO-ONE INTERVIEWS

Placed in selected media

using:

- Larry Holcomb (toxicologist)
- Charles Caliendi (ventilation expert), formerly with British Aerospace

cover such topics as:

- the 'invisible comfort' issues (see appendix for suggested media)

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o ROUND TABLE DEBATE

Devise a 'closed' taped debate the transcript of which is given to a leading business travel/travel trade/management journal use as an article on "comfort factors"

To include:

- editor
- business travel agency representative
- traveller
- ventilation expert eg. Charles Caliendi
- scientific expert eg. Larry Holcomb
- Philip Morris representative

The debate format could be held in each country area and would result in an 'exclusive' major feature giving third party endorsement in key publication.

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SPEAKING ENGAGEMENTS

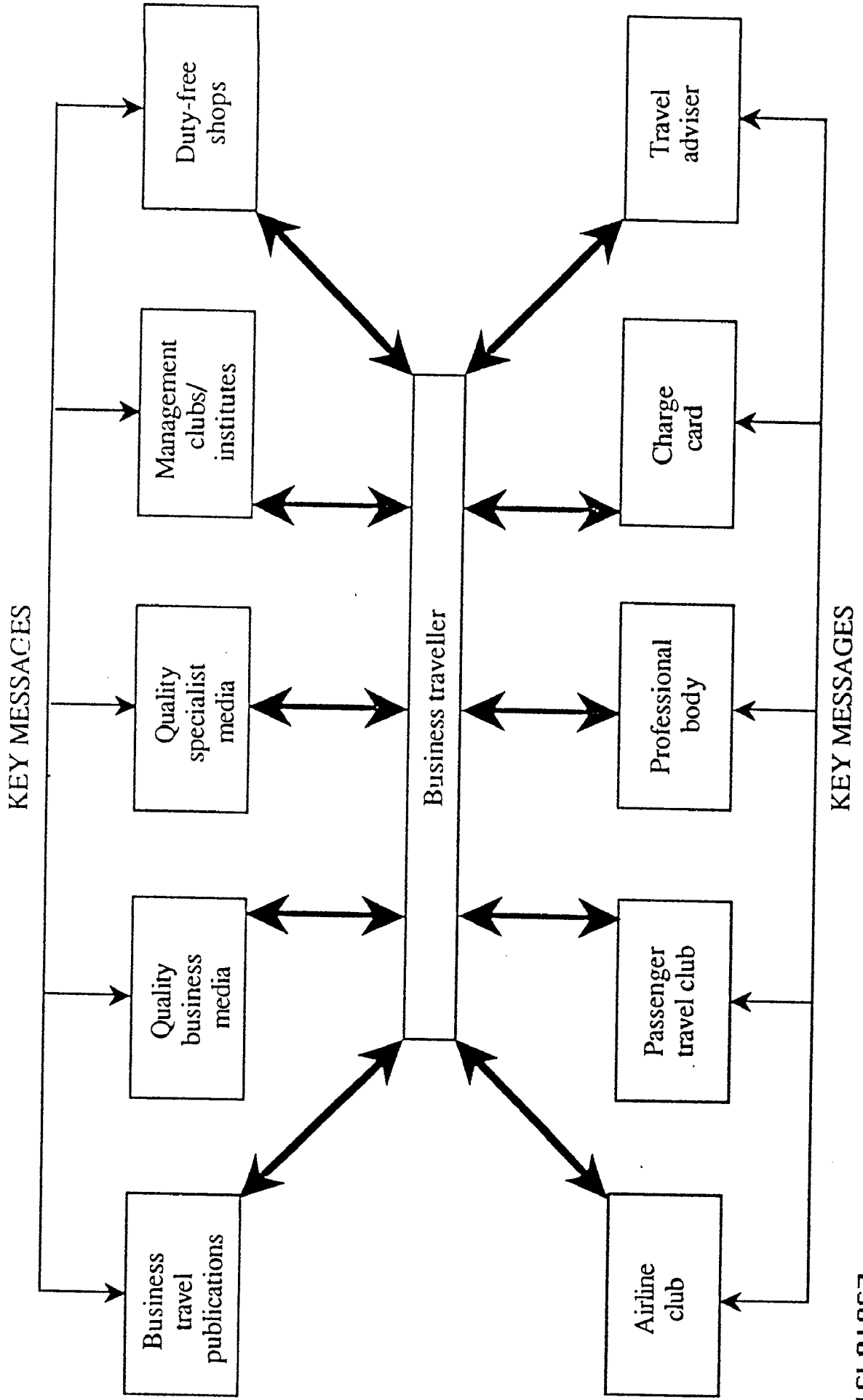
Seek speaking engagements to talk on 'invisible comfort' factors etc

- management clubs
eg regional meetings of Institute of Directors
- local chambers of commerce meetings
- Rotary clubs
- Travel agents conferences
eg International Tourism Bureau, Berlin, March 1990
World Travel Market, London - Nov/Dec 1989
- Business Travel Agency Clubs
eg Guild of Business Travel Agents (UK)

Develop presentation packs (slides and supporting speaker's notes) for above meetings

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COMMUNICATIONS SYSTEM



FACT SHEETS

Produce information sheets for smoking travellers:

- lists of airlines permitting in-flight smoking
(domestic and international)
- passenger surveys/polls
- travel information
- survey/award on cabin comfort

designed for passengers and travel agents

- available from travel agents
- duty-free counters at airports

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o LEAFLETS

Wallet-sized leaflets on comfort issues

- guides to the facilities of airlines permitting smoking (eg smokers lounges)
- facts on ETS and cabin air quality
- tips
(eg jet lag)
- guides on transport, hotels, restaurants
- points on courteous smoking

distribute/place/issue leaflets:

- as giveaways for travel agents and professional associations
- in cigarette packets sold in airport duty-free shops or at duty-free sales tills
- in secretarial magazines
- inserts in travel press
- media placement offers

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ETS ISSUES PR PROGRAMME - TIME SCHEDULE

ACTIVITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Media Material	X	X	X									
Feature Articles		X	X	X	X				X	X	X	
Spokespeople - selection, training etc	X	X										
Interviews			X	X	X	X			X	X	X	X
Round Table Debate					X							
Speaking Engagements				X	X	X				X	X	X
Fact Sheets	X	X	X	X	X	X	X	X	X	X	X	X
Leaflet Production		X	X	X								

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OUTLINE BUDGET

All costs are approximate and for the London office only, save for production of media materials, position papers and fact sheets which are a one-off origination charge.

<u>ACTIVITY</u>	<u>FEE</u>	<u>EXPENSES</u>
1. Media Researching, writing and producing six position papers/bullet-point papers	4,500	240
2. Feature Articles Placing and researching and/or writing four feature articles	3,000	100
3. Spokespeople development Speaker and media training	3,250	500
4. Setting-up Six one-to-one interviews including writing background to accompany interviews and follow up	4,800	900
5. Round table debates Per lunch in central London hotel for seven people, to include identifying and inviting guests, speech writing, attendance at event, venue hire and lunch for eight.	3,500	750
6. Seeking four speaking engagements, preparing presentation and follow up	6,400	1,200
7. Fact sheets Researching, writing and producing four fact sheets - to print 5,000 of each on DL size cards.	4,000	5,000
8. Wallet sized leaflets. Researching, writing and producing six postcard size leaflets - to print 5,000 of each on postcard size heavy paper.	4,000	6,000

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9	Placing fact sheets and wallet sized leaflets in appropriate outlets, including media offers.	8,700	400
10.	Ongoing day-to-day Contact with journalists throughout year, preparing and maintaining list of professional bodies, etc	9,000	1,800
11.	Administration To include sundry telephone, faxes, photocopies, deliveries, postage, secretarial services and stationery.	4,800	6,000
SUB TOTAL		55,950	22,890
GRAND TOTAL		£78,840	

NB: Production costs for leaflets and fact sheets are for basic product

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SAS MARKETING PLAN

OBJECTIVES

- PLACE THE ISSUE OF SMOKING ABOARD AIRCRAFT INTO PROPER PERSPECTIVE RELATIVE TO OTHER
 - A) PASSENGER ISSUES, AND
 - B) AIRLINE ISSUES
- PLACE ETS INTO PROPER PERSPECTIVE
- RAISE PASSENGER AWARENESS TO INVISIBLE COMFORT PARAMETERS ABOARD THE AIRCRAFT

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TARGET AUDIENCES

- A. SAS
 - management staff
 - flight personnel
 - other SAS personnel
 - SAS passengers
 - SAS travel services
 - SAS hotels worldwide

- B. Airline Passengers
 - business travellers
 - vacation or occasional traveller

- C. Travel support industry
 - independent travel agents
 - corporate travel agents
 - travel associations
 - passenger associations
 - airports

- D. Airline industry
 - other airlines
 - airline issues groups, e.g. IATA,
Partnership for Improved Air Travel

- E. Airline Unions

- F. Public in general

- G. Opinion leaders

- H. Pro-smoking groups

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STRATEGIES

IF SAS participates in the marketing efforts, apply A-F. If they do not, A-E will still move forward.

- A. Use independent ETS consultants
 - present and/or publish SAS study result in scientific forum
 - raise the awareness level of invisible comfort issues in passenger and/or popular media
 - brief SAS management and flight personnel on in-flight environment generally and the SAS IFAQ study specifically
- B. Work with transportation consultants to address IFAQ with aircraft manufacturers
- C. Use International Flight Attendants Association to reach union members
- D. Develop a courtesy campaign specifically for airlines
- E. Letter Campaign
- F. Use SAS as international showcase to carry the IFAQ message as a "third party" to:
 - SAS passengers
 - SAS travel services (travel agents & hotels)
 - SAS flight unions
 - other passenger media
 - industry trade press
 - public media

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TACTICS

IF SAS participates in the marketing efforts, A-I would apply.
If they do not, A-E will still move ahead.

- A. Independent ETS consultant communications with passengers and general public
- Media interviews
- business travel publications
 - vacation travel organizations and publications
 - airport magazines
 - consumer travel publications
 - marketing press
 - Pan European/International media
 - W/SAS - Nordic media
- Participate in panel discussion on IFAQ
- B. Transportation Consultants
- media interviews
 - articles for aviation journals
 - ventilation articles
 - discussions with aircraft manufacturers
- C. Flight Attendants Union (IFAA)
- convey the story of the broad issue of IFAQ and the minimal role of ETS at the IFAA Congress in October
 - encourage IFAA president to participate, perhaps host, a panel discussion on airline workplace issues, of which smoking would be a minor part.
- D. Airline smoker courtesy campaign
- paid advertisements in Scanorama (SAS)
 - other in-flight magazines
- E. Letter writing campaign, systematic and regular flow of letters, by passenger and interested parties to:
- airlines
 - passenger clubs
 - passenger magazines
 - travel publications
- F. Communication inside SAS
- briefings by ETS consultants at each of the SAS bases
 - informational video (5-7 minutes) for SAS employees
 - information for flight attendant training program
 - travel services
 - hotel services

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G. SAS Communication with Passengers

- PR film (12-15 minutes) to be shown on executive channel in SAS hotels worldwide. It would position the IFAQ study just one of the many behind the scene services carried out by SAS for passenger comfort.
- feature article in Scanorama
- article for passenger lounges
- media interviews with passenger oriented journals "SAS caring about the passengers environment...the largest IFAQ study..."
- SAS travel group to sponsor a newspaper supplement on Business Travel in which the issue of in-flight environment is a part. A second supplement, different paper and different time, to be targeted to vacation travel.
- survey by their travel group as to important passenger issues.

H. SAS Communication with Industry

- SAS signature article in trade press
- SAS hosted panel discussion on airline issues and comfort factors taped and transcript

I. SAS Communication with General Public

- SAS to have spokesperson available for interviews with the same media as identified in A above
- SAS participation in panel discussion on airline issues.

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