

"Smokers, Don't Blame The Crew" Advertising Campaign

SMOKERS, DON'T BLAME THE CREW!

A new law goes into effect tomorrow which bans smoking on domestic flights scheduled for two hours or less. You may not like the law, but we urge you to comply with good humor! Airline personnel will only be doing their job by enforcing the smoking ban. So please don't take your frustrations out on them.

Write your Senators and Representative in the U. S. Congress. After all, the Congress passed the law which has turned cabin crews into policemen. Tell your elected officials what you think of this law. Today!

I am a smoker and I am opposed to the new law banning smoking on domestic airline flights of two hours or less. It infringes on personal liberties and is an unnecessary restriction. Please send me more information.

Name _____

Address _____

City _____ State _____ Zip _____

Send this coupon to The Tobacco Institute, 1977 E. Street, N.W., Suite 200, Washington, D.C. 20006


TOBACCO INSTITUTE

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I am a smoker and I am opposed to the new law banning smoking on domestic airline flights of two hours or less. I request that you contact my Senator and Representative and urge them to oppose this law. Thank you for your attention.

Name _____
Address _____
City _____ State _____ Zip _____

From the Smoking in The Tobacco Industry, 1971 Edition,
P. O. Box 999, Washington, D. C. 20005.


TOBACCO INSTITUTE

ACTUAL SIZE

I am a smoker and I am opposed to the new law banning smoking on domestic airline flights of two hours or less. It is unfair and places an unreasonable burden on airline cabin crews. Please send me more information!

Name _____

Address _____

City _____

State _____

Zip _____

Return this coupon to The Tobacco Institute, 1875 I Street, N.W., Suite 800, Washington, D.C. 20006.



T H E
TOBACCO INSTITUTE

(Individuals returning this coupon will receive information about the history of airline smoking restrictions, guidance on communicating with Members of Congress, and suggestions to contact airlines, DOT and smokers' rights support groups.)

Airline Advertising Campaign Copy Platform

I. Program Objective

Through a broad-based newspaper advertising campaign, the Tobacco Institute is calling on smokers to voice their opposition to the smoking ban on scheduled flights of two hours or less. Ads will run in daily newspapers on April 21 and April 22.

By adopting a positive theme, the copy, in addition to asking smokers to express their displeasure, requests that people not take their frustration out on cabin crews.

II. Primary Prospects

The campaign is designed to reach a broad-based audience in key cities throughout the United States.

While the primary target is smokers, and specifically those who are frequent flyers, the campaign also will effectively reach:

- o Labor - particularly those in the airline industry
- o The airline industry
- o Regulatory agencies
- o Members of Congress
- o Business decision makers

III. Focus of Sale

The copy points accomplish multiple objectives:

- (1) Clearly positions the Tobacco Institute as "concerned" with the well-being of airline crews.
- (2) Clearly portrays the Tobacco Institute as living by the law of the land.
- (3) Urges those opposed to the law to petition their government for a change in the law.
- (4) Creates distance between the Tobacco Institute and any disturbance that may occur on flights.

IV. Benefits

The advertising campaign positions the Tobacco Institute in a positive framework, giving opponents little to criticize. Very little of a negative nature can be used by opposing forces since the Tobacco Institute is advocating law and order, and reasonable behavior.

Secondly and unexpectedly, the Tobacco Institute is coming to the defense of unions whose Washington representatives were in favor of the bill. This could make a difference in the future.

V. The Facts

A large number of smokers is unaware that smoking will be banned on flights of two hours or less. Airline crews undoubtedly will encounter problems. The ad campaign, while forceful, is not negative and should be well received by all but the most zealous anti-smokers.

The copy contains three components:

- (1) Succinctly relates that the ban goes into effect on April 22 on domestic flights of two hours or less. Serves as a reminder to all air travelers.
- (2) Urges passengers to comply with courtesy.
- (3) A vehicle (the coupon) for voicing objection by writing the Tobacco Institute.

VI. Tone

By assuming a "high road" approach, the campaign is extremely credible.

Newspaper

Ad Size: Full Page/Black and White

Flight Dates: Friday, April 22
(One-Time Insertions)

Market	Newspaper	Total Cost
San Francisco, CA	<i>Examiner/Chronicle</i>	\$26,832
Boston, MA	<i>Globe</i>	21,995
Miami, FL	<i>Herald/News</i>	25,304
Houston, TX	<i>Chronicle</i>	13,029
Denver, CO	<i>Post</i>	10,320
Minneapolis, MN	<i>Star Tribune</i>	15,036
St. Louis, MO	<i>Post Dispatch</i>	10,870
Pittsburgh, PA	<i>Press/Post-Gazette</i>	19,247
Detroit, MI	<i>News</i>	30,265
Cleveland, OH	<i>Plain Dealer</i>	15,738
Seattle, WA	<i>Times/Post-Intelligencer</i>	16,522
Philadelphia, PA	<i>Inquirer/News</i>	31,437
New York, NY	<i>Daily News</i>	41,521
Total One-Time Insertions:		\$278,116

Newspaper

Ad Size: Full Page/Black and White

Flight Dates: Thursday, April 21
Friday, April 22
(Two-Time Insertions)

Market	Newspaper	Insertion Cost	Total Cost
	<i>USA Today</i>	\$38,178	\$76,356
Atlanta, GA	<i>Journal/Constitution</i>	13,746	27,492
Dallas, TX	<i>Times Herald</i>	12,674	25,348
Chicago, IL	<i>Tribune</i>	34,572	69,144
Washington, DC	<i>Post</i>	31,476	62,952
New York, NY	<i>Times</i>	36,982	73,964
Los Angeles, CA	<i>Times</i>	32,498	64,996
Total Two-Time Insertions:			<u>\$400,252</u>
Total Newspaper Expenditure:			<u>\$678,368</u>

Inflight Publications

Ad Size: Full Page/Black and White

Airline	Publication	Number of Insertions	Total Cost
American (semi-monthly) Circulation: 205,821	<i>American Way</i>	12	\$ 104,520
Delta (monthly) Circulation: 396,377	<i>Delta Sky</i>	6	92,850
East/West Network (monthly) Circulation: 1,950,726	<i>Vis a Vis</i> <i>Continental</i> <i>Eastern Review</i> <i>Northwest</i> <i>Pan Am Clipper</i> <i>Southwest Airlines Clipper</i> <i>TWA Ambassador</i>	6 (each publication)	457,080
Piedmont (monthly) Circulation: 200,000	<i>Piedmont Pace</i>	6	34,212
USAIR (monthly) Circulation: 213,900	<i>USAIR Magazine</i>	6	78,462
Total Inflight Expenditure		6	\$767,124