

each co's mailing  
list -- #/co's . . .

DOWNUNDER

SMOKER DIRECT RESPONSE PROGRAM

An integral part of the Downunder strategy involves activating the industry's smoker base to be aware of and support the larger efforts. This will be achieved through a smoker direct response program.

This direct contact program will accomplish two goals. First, through a series of interactive contacts between the smoker and the company, the smoker will be educated about Downunder, persuaded of its viability and motivated to act on its behalf, however needed. Second, contact with several million smokers helps provide a substantive foundation for the Downunder announcement and advertising campaign ("We talked to our smokers and some non-smokers -- we asked them what they thought would work...").

The suggested contact pattern is as follows:

1) Questionnaire to the smoker from FER. The purpose of this communication is to begin a dialogue between the smoker and the companies on the issue of ETS solutions, specifically non-government related accommodation of both smoker and non-smoker.

The letter, sent under the CEO's signature to each smoker, will be very personal and anecdotal -- an honest discussion of the issues the industry has been grappling with surrounding ETS.

The letter will also be segmented geodemographically. This is, the message contained in the text of the letters will vary based on the political/cultural predisposition of eight key demographic segments (as gleaned from a merging of cluster and survey data). This is critical, as it allows the companies to

ensure that they are communicating with the smoker in the most powerful manner, one which increases the likelihood of response.

In the letter, the CEO will explain the industry's problem on ETS and ask for the smoker's input on the subject through a business reply envelope included in the package. The reply mechanism allows the smoker to express his/her views on ETS and its solutions.

Comments received from smokers will be coded to allow for a "personalized" response by FER to each of the respondents in the follow-up letter discussed below.

2) Pre-announcement letter to smokers from FER. This letter, again sent to all smokers, will arrive shortly before the official Downunder announcement. The focus of the letter: to inform smokers of the industry's decision to pursue voluntary accommodation based on, among other things, feedback from the smokers.

Those who returned a comment will have a special paragraph added to the text of their letter making specific reference to their response.

For example, comments would include: "people treating smokers like second-class citizens" "higher and higher taxes" "everyone wants smokers to quit" "there's nowhere left where a smoker can smoke" "they won't let me smoke in my office." The variable paragraph in the text would be keyed to respond to the specific comments written: "Thank you so much for responding to the questionnaire I recently sent you. I found particularly interesting your comments on discrimination faced by smokers. I can assure you we're doing everything we can to ..." or "Thank you...I found particularly interesting your concern about the increases in cigarette excise taxes..."

Where smokers raise specific concerns or ask for more information, we would send one of the many prepared pieces of the TI or the companies. The overall thrust would be support for smokers and freedom of choice.

Also, the text of the letter will vary by target cluster group.

Most important, however, this letter lets smokers be fully informed about Downunder at the same time they see it on the Nightly News or in the newspaper. Not only will this encourage greater -- and more vocal -- support from smokers, it is certain to inspire a pre-announcement dialogue between millions of smokers and their friends, neighbors and co-workers, a dialogue that paves the way for non-smokers to be more accepting of Downunder as it rolls out.

DOWNUNDER

*50k / call park*

Downunder Budget  
(Quarter - Years) (\$ in thousands)

<u>ITEM</u>	<u>2/88</u>	<u>3/88</u>	<u>4/88</u>	<u>1989</u>	<u>TOTALS</u>
Ad Creative/ Research	\$100	--	--	--	\$100
Direct Mail/ Creative	25	--	--	--	25
Ad Placement	4,000	4,000	3,000	8,000	19,000
Direct Mail	3,000	1,500	100	400	5,000
PR Activity	300	200	200	400	1,100
Accomm. Assistance to Business	--	250	250	500	1,000
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<b>TOTAL:</b>	\$7,425	\$5,950	\$3,550	<del>\$9,300</del>	\$26,225

9,300

DOWNUNDER BUDGET NOTES

AD CREATIVE/RESEARCH (\$100,000)

- Getting public perceptions, likes and dislikes, and reactions to the proposed ad campaign.

DETAIL MAIL/CREATIVE (\$25,000)

- Getting public perceptions, level of understanding, reactions to the proposed direct mail campaign.

AD PLACEMENT (\$19 MILLION)

- Print media nationwide and targeted for regional areas, development of the campaign is under way. Campaign will work to get the message out (i.e. smoker and non-smokers can live together, accommodation) and alter public opinion.

DIRECT MAIL (\$5 MILLION)

- To communicate the facts about ETS directly to smokers, and answer their questions.

PR ACTIVITY (\$1.1 MILLION)

- Kick-off press conference, then continued support activities.

ACCOMMODATION ASSISTANCE TO BUSINESS (\$1 MILLION)

- Funding the purchase of an air filtration device for business, printing and sending our information kits, arranging for consultants to assist businesses with the issues.

### Conclusions of Downunder

- Science has not established a health risk to non-smokers from ETS
- ETS is nonetheless an annoyance to some non-smokers
- It is therefore proper policy for businesses, restaurants and other public places to accommodate the preferences of smokers and non-smokers even through designated smoking areas where necessary and appropriate
- Government intervention in this matter should only be a last resort and should place maximum responsibility on proprietors to assure smokers and non-smokers are accommodated in all public places

Situation

- perception of issue
- trends in smoking restriction legislation
- media reporting of this legislation
- business responses
- effects on smokers
- trends towards bans/anti-smokers have captured issue/popular support

Strategy

- provide public restatement of industry position to capture issue/popular support
- support private initiatives on smoking accommodation in private business
- use legislative process to compel accommodation of smoking
- continue scientific battle in separate forum

Benefits

- increase industry leverage in legislatures
- provide an acceptable area for smokers in all social contexts
- provide a statutory basis for smokers to assert a right to smoke
- isolate anti-smoking forces
- allow industry to claim victory for smokers with passage of accommodation legislation thus reversing perception that all smoking legislation is anti-smoking

Risks

- raise visibility of issue (already visible)
- concede smoking can be legitimately limited (right to smoke implies right to smoke-free area)
- promote government intervention (already a fact)

Tactical Plan

- Public Relations, Advertising and direct mail campaign stressing smoking accommodation including separation and designated areas
- When politically feasible, model legislation introduced in state where restrictive legislation is already at issue
- Initiative campaigns mounted in states to reverse state legislation and pre-empt local legislation
- Science (CIAR) and AISIE