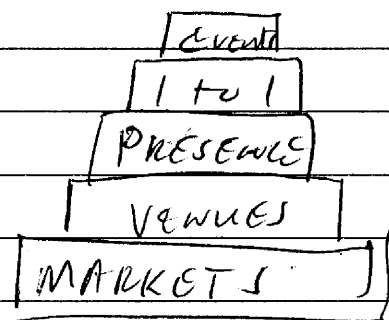


9/30 Meeting w/ Event Team



MARKETS

- 30 MATT
- NY - no smoking
- 2 smoking events per year - no approval
- no sampling

ISSUE CITIES

- SEATTLE - YES
- NYC - NO - Hoboken - YES
- MIAMI - maybe

① Convert Smokers + Grow SOR

- 1 to 1 540,000 @ gurdell 144,000 @ emb
- Presence - bar essentials, signage
- VASS
- ~~100~~ tag-on's
- ~~100~~ ⁶⁰ big events
- 660 events

→ Levers

- 1 to 1
- Presence / ~~VASS~~
- VASS
- EVENTS
- DM LEVERAGE

We've got to be smart

1 to 1 → how do we spend the 540,000 to get the most for brand.

TO DO:

by Fridy 10/10 - MKT RECCO → 20 Slam Dunk

by Fridy 10/10 - PRESENCE - 1, 2, 3 pcs w/ Kiosk

DM Leverage - What's the plan

- Email name

- Email vass by mkt

- Budget

out by Tues 10/17 - Event Brief -

Todd → conversion rate? 8%, 6% how measured?