Kod   PEN   9/30/04   → in powerpoint on template
                                        → Budgets in Excel
Project / Program

① Objectives — i.e. # of consumers, etc.

② Strategies   know how to do it

③ Detailed Plans / Tactics

Budget (shared drive) — T drive
(excel)   — Mktz folder
                     — Salem folder
(Ajay to   → — Create a Kobt folder
 create)   — Louisv. folder
              JKL → Koor folder
                  — Co Plan'05 folder

— Ray. to send us
   budget template files

per element of Program —
Item   Rationale   Cost
        X + Y/DX =

— Budget
  File by Name of program & date.
    MKXX Events 100704
  & make new + revisions
    MKXX Events 100804

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1214

- smoking the best?
- website + we we'll keep you connected w/
- test + we'll keep you connected w/ the best (of other things)

(April May)
Taste Challenge (May June)

TryKool

So Confident you will like it
That we are giving you one

Consumer
- Challenge / 7th Impact o money Back → Mail Pack Back
- Stand out
- Rich mel (corrective + seed) Magaz. Adv. /
- creative impac in test → take your time → different

DM to Competitive smokers w/BRC
- Criteria to evaluate → Website: incent keep informed (poll count / feedback) Questionnaire
integrate product story
- E-Mail -reply + link to website

- Retail Matl's / sleeves

- Overun + Ousents on Free Pk

- Horeca Sampling -sampling -pho w/cpns -promo matl's.

- w/data capture for follow-up mailing
- Set Sales/ in focus Assignmts / Retail sampling pho w/ B10rf cpns

- Feedback

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- Follow on purchases - #8030 B10rf Ousent Cpn.
Horeca & Retail Set Sales

- DM f/m mailer wrap up to #8030

- Mag. Special Insert — interactive / proven or intrigue
- tear off pad of scoresheet
- DM
                                                    } of product attributes etc.

- Inside of sleeve
  another scoresheet

Product Story on website — links to these
+
expertise supported by Sr. Brand

- What's the best?

(Don't settle for less)

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MXX DJ Tournant

- Syn awareness
- Inc.# of Consumers

- Hi Profile talent all events   w/ DJ Battle
                                      + w/ MC Battles
- All events draw consumer attendance & w/other talent

⤷ + build into events

- Remain communication + understand
  that it is more than DJ Battle only

- DM - nat'l - city specific -   mailing pup
- Magaz
- ROP
- ROPevent   lenticular face
- Website   digital photos/tins
- E-mail
- PACKS?   → in advance in AOF's
- Video Remise
      - 2004
      - City remise '05 + up
- Nat'l Events
- Pack Inserts
- Sampling

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Music Events

- Celebrate the culture
- Appeal at broad level beyond musk
- Concerts/Parties
- Tour
- Everybody every has a theme
Multi-cultural Celebration
KOOL FUSION

- Cultural Celebration
- Celebration of Music Culture
Single
sm. Fusions
- Diversity
Shared Experiences

Collaboration of artists on stage   fun

Pkgs   - Trips   Celebr. of
fun Experiences   - Nts.   Diverse
B/g Diverse   - Carnival Trip   Experiences
                   of mixed
                   merch.
                              Ultimate Exp.
                              of music & diverse   are
                              in the hand   diverse
                                                     Exp. n
                                                     awards

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1) When Celebrating diversity / Multiculture
   Experiences Showcase of cultures
                                    unique experience
                                    retail?
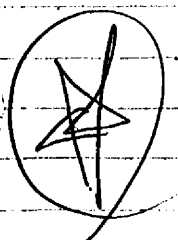
2) Connection (connecting w)
   - People / (leader / networked
   - Sounds
   - Cultures

3) House
   - Events are in the House

4) Kool (Music) Experiences
   Rich/Bold, etc.

✪ The Kool Experience

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