

ELI CUTTER MEDIA PLAN

PLANNING CONSIDERATIONS

1. MARKETING OBJECTIVES

- . GENERATE HIGH LEVELS OF BRAND AWARENESS (85+ RANGE) AMONG TARGET AUDIENCE TO STIMULATE BRAND INTEREST, TRIAL AND ACCEPTANCE
- . FACILITATE PEER GROUP ACCEPTANCE OF ELI CUTTER BY CREATING PERCEPTION OF AN ESTABLISHED, MAINSTREAM BRAND, SIMILAR TO MARLBORO

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