


PM Corporate Image Advertising Audience/Message Connection

Current Message Priorities & Topic Areas By Audience

Priority Key

High
Medium
N/A

Message / Topic	Audience / Rationale			
	Opinion Leaders	Active Moms	African Americans	Hispanics
Making A Difference <ul style="list-style-type: none"> • Opportunistically look at points of emphasis / leverage hot-buttons 	<ul style="list-style-type: none"> • Total scope of effort important here • Key base message for driving favorability • Talks to O.L.s as human beings 	<ul style="list-style-type: none"> • Key base message for driving favorability • The road to favorability: <i>personal connections via family/women issues</i> 	<ul style="list-style-type: none"> • Key base message for driving favorability • <i>Community Impact</i> is a key favorability enabler 	<ul style="list-style-type: none"> • Key base message for driving favorability • <i>Community/family impact and self-sufficiency</i> are key favorability enablers
Responsible Mktg/Mfctr. <ul style="list-style-type: none"> • Strengthening Efforts To Protect Kids: <ul style="list-style-type: none"> - Access, Compliance/Voluntary Efforts, States Investing MSA \$ • Informed Choices: <ul style="list-style-type: none"> - FDA / Web-based Info. 	<ul style="list-style-type: none"> • Necessary dimension to <i>what we do</i> • Provides permission to believe stories messages <ul style="list-style-type: none"> - Some need to hear this 	<ul style="list-style-type: none"> • Direct link to <i>protecting kids</i> hot-button • Provides permission to believe stories messages <ul style="list-style-type: none"> - Important for those who may need to hear this before anything else 	<ul style="list-style-type: none"> • Direct link to <i>Community</i> hot-button • <i>Open/honest</i> take-away is key for this audience • Provides permission to believe stories messages <ul style="list-style-type: none"> - Some need to hear this 	<ul style="list-style-type: none"> • Direct link to <i>Community/family</i> hot-button • Provides permission to believe stories messages <ul style="list-style-type: none"> - Some need to hear this
More Than A Tobacco Co. <ul style="list-style-type: none"> • <i>Brands Focus (vs. OPCOs)</i> 	<ul style="list-style-type: none"> • Information sharing is valued by this audience • Broaden PMC's frame-of-reference for "normalization" among O.L.s 		<ul style="list-style-type: none"> • Leverage "information gap" insight 	

20822244537