

Strategies

1. Overview

- Provide a platform to effectively announce national major Brand developments:

January - New Campaign

March - Availability of improved parent product

September - Introduction of VULFCS

- Execute these introductory phases within the designated drive periods (January/February) (September/October) with heavy national presence as well as heavier than average presence in high potential divisions using the following media priorities.

Local Media

Newspaper

Out-of-Home

Local Magazines

National Media

Mass female and male magazines

Selective male and female magazines

Selective audience ~~to~~ magazines

Supplements During drive and emphasis periods