



To T. M. Keane, Senior Product Manager

Date 2/1/89

From M. B. Milrod, Associate Product Manager

Re: Approval Recommendation: MALIBU Black Audience Advertising Effort

This recommends extended advertising support for the expanded MALIBU Inner City distribution/sales drive in Los Angeles, during 8 months of 1989.

#### BACKGROUND

A MALIBU 100's Inner City Support Test was successfully conducted in Chicago, Detroit and St. Louis (4th Qtr. '87 - 1st Qtr. '88). Distribution and repeat sales were achieved in specially targeted urban retail calls. On 4/12/88 approval was received to expand the test to similar select outlets in nine additional markets. It was further decided to amplify/modify the program in one market to test a major MALIBU Menthol Black Audience program against a much larger population and geographic target. The Los Angeles market was selected and OOH & newspaper coverage began in August, 1988. Concurrently, a major product sampling program was executed by the Field Sales Organization.

#### RECOMMENDATION

A five month schedule is recommended using OOH (30 sheets and 8 sheets) and 4/c newspaper insertions in The Los Angeles Sentinel.

#### Creative

Creative would highlight "MALIBU Menthol", featuring the menthol packs and Black talent, as was done in the past. New creative is prepared and is ready for 1989 placement.

#### Media

Media support is recommended near the same weight used in 1988 as follows:

##### OOH (concentrated in W-37 Black area)

3 months flighted (1 month on, 1 month off, etc.) 8 sheet  
#100 (100 panels)  
3 months flighted (1 month on, 1 month off, etc.) 30 sheet  
#100 (58 panels)