

Note for Arwady, Marge

*** URGENT ***

From: Padoan, Art
Date: Tue, Apr 16, 1996 3:11 PM
Subject: Gyro Advertising - Red Kamel
To: Fernandez, Pascal
Cc: Arwady, Marge; Bischoff, Jim; Galeotti, Kay; Lewis, Arlene; Margolis, Jerry; Paoli, Pete; Schwartz, Andrew; Suter, Norma; Zerangue, Kent

Pascal,

Gyro Advertising is a small Philadelphia agency, which consists of 12 people, catering to consumers in their 20s and 30s. Their major clients other than RJR include MTV, ESPN, and the WHY100 Radio Station in Philly.

This agency has also developed campaigns for Hanes Hosiery and Budweiser Beer (1994).

Gyro's total estimated annual billings are approximately \$1 million.

How does this information compare with what you were able to obtain from Leo Burnett?

Also, RJR is promoting Red Kamel via a "Camel Page" in the April 16th issue of New York's Village Voice. The full-page ad includes the following list of hot spots where Red Kamels are available exclusively:

- bOb
- Den of Thieves
- Downtown
- Doc Holiday's
- Limelight
- Lucky Chengs
- Nation
- Notel Motel
- Nice Guy Eddie's
- Now Bar
- Palladium
- Sapphire Lounge
- ST
- Tunnel

I'll give you a copy of the full-page ad for your upcoming presentation to the NPC.

Regards,

Art