

DATE Jan. 7, 1986

GOTTI DANE BERNBACH INC. ADVERTISING - NEW YORK

TO	J. Mariucci	COMES TO	G. Roberts J. Saviskas L. Shank J. Morales J. Munizata R. Silka J. Noble
FROM	N. Ralph		
RE:	Kool Creative Issues		

We have agreed to meet with the client early in January to discuss Kool campaign creative issues. Prior to that meeting we need to identify both the near and long term issues.

As we see it, the near term issues involve maximizing the campaign's potential in its current format while the longer term issues center around the campaign's future evolution.

I. Near Term Issues

The following are some of the ways in which we think the campaign can be improved and what effect these changes may have.

o How can we bring more product focus to the advertising?

The current work is weighted heavily in the direction of smoke + imagery (the Rider, the motorcycle) to the degree that there is loss of product focus. By introducing some of the qualities of Menthol flavor (freshness, excitement, vitality, spontaneity) on a symbolic level, we can achieve better integration of product and image.

Two elements, already in the advertising, which can serve as menthol identifiers, are:

- the natural backgrounds (for freshness)
- The Rider shot (excitement, vitality) if photographed with more action.

o How can we achieve more overall focus and clarity of communication?

The current campaign involves many elements in order to communicate the campaign idea:

The Rider
The Motorcycle
The Portrait
The Background
The Copy
The Pack Art
The Bi-pack Technique

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NOTICE
the film image is less clear than
a notice, it is due to the quality
of the original image.

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