



Memorandum

AT 825 (7-8)

To T. M. Keane  
Senior Product Manager

From L. A. Cammarota  
Assistant Product Manager

Date July 30, 1990

Re: APPROVAL Recommendation: BULL DURHAM Test Market Introduction  
Media Plan (4th Quarter '90)

This requests approval of \$300M during 4th Qtr. for media advertising in support of the BULL DURHAM test market introduction. This media level reflects a \$4.5MM two month national spending rate.

Plan

The Sales Organization will begin coverage on 9/24 in Bakersfield, Fresno-Visalia and Monterey-Salinas, CA; both outdoor and print coverage has been scheduled to begin eight weeks later--w/o 11/12.

Due to limited magazine availability in the test market areas we are restricted to newspaper. The Agency has developed impactful two-color ROP units--1/2 page horizontal spread, 90" and 42" ads. In addition, four color 30 sheets and rotaries will be utilized. Because outdoor is unavailable in Salinas-Monterey, newspaper insertions are being heavied up to compensate.

\$28M has been set aside in the budget for alternative, non-traditional outdoor opportunities (e.g. convenience store boards). Mr. B. Chandler continues to research availabilities.

<u>Budget</u>	<u>\$</u>
OOH	101,138*
Print (2/C newsp.)	170,866
Alternative Outdoor	27,996
Total	<u>\$300,000</u>

\*Includes \$21M for Salinas-Monterey ROP fill.

Funds are available in Unallocated per J. E. Vyse. May we have your approval to proceed.

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*Jaura*

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