



LEO BURNETT U.S.A.

December 5, 1989

Ms. Meg Meurer
Philip Morris, Inc.
120 Park Avenue
New York, NY 10017

Re: Marlboro Racing Meeting Summary and Next Steps

Dear Meg:

This provides you with our summary of the Racing shoot pre-production meeting held at Philip Morris on November 30 and details of the next steps, and timing, we will take to accomplish the shoot.

Meeting Summary

The pre-production meeting was scheduled to accomplish the following objectives:

- Agree to the objectives and the strategy for the Marlboro Racing '90 look
- Present shoot concepts and agree to direction to develop
- Coordinate actions/responsibilities to make the shoot happen
- Identify and resolve outstanding issues

Agreements

- **Objectives:** The objectives and strategy were approved as presented. Ellen Merlo emphasized that Marlboro Racing in 1990 includes two cars and two drivers, and any creative look for the season must include both cars and drivers.
- **Concepts:** Eight creative concepts were presented and agreement was made to develop/shoot five of the concepts:
 - "Right Stuff"
 - Finish Line/Victory: Both concepts were seen as similar executions that could be developed together.
 - Remote/Car to Car
 - Pit Action
 - Signage

CONFIDENTIAL
021984

2048650744