

MILITARY YAS
OBJECTIVES

- MAXIMIZE EXPOSURE OF MILITARY YAS TO THE CAMEL BRAND.
- PROVIDE EFFECTIVE PRESENCE FOR SALEM AMONG BLACK MILITARY YAS.
- LEVERAGE THE VIABILITY OF CAMEL CREATIVE AMONG MILITARY YAS.
- PROVIDE ADVERTISING SUPPORT TO FIELD SALES/MARKETING EFFORTS.

EXACT COPY

50740 0890

MILITARY YAS
OOH FORMS/RATIONALE

<u>OOH FORM</u>	<u>RATIONALE</u>
● ON-POST TELEPHONE KIOSKS	● PROVIDES SOLE MEANS OF COVERING MILITARY INSTALLATION.
● ANIMATED/NEON BULLETINS	● PAY PHONES USED PRIMARILY BY YOUNGER ADULTS.
● 30-SHEETS BULLETINS	● PROVIDE COVERAGE OF INSTALLATION EXITS/ENTRANCES.
● BUS SHELTERS TAXI TOPS KSBP'S	● ANIMATION/NEON ENHANCES CANEL CREATIVE TO APPEAL TO YAS.
	● PROVIDE COVERAGE OF MAJOR THOROUGHFARES LEADING IN/OUT OF MILITARY INSTALLATIONS.
	● AVAILABLE IN ALMOST ALL MARKETS, PROVIDES COVERAGE OF SMALLER MARKETS WHERE LESS TRADITIONAL FORMS MAY BE UNAVAILABLE.
	● TARGET MILITARY YAS WHO USES MASS TRANSIT TO TRAVEL OFF-POST.
	● CONTRACTED TO FOCUS ON GEOGRAPHIC AREAS LIKELY TO BE FREQUENTED BY MILITARY YAS.

1680 0720S

MILITARY YAS
OOH FORMS/RATIONALE

OOH FORM

- STACKED 30-SHEETS
- 1-SHEETS
- 8-SHEET BACKLIGHTS
- TECHNOMATION
- MALLS
- MOVING IMPRESSIONS (BACKLIT)



RATIONALE

- BREAKS THROUGH CLUTTER, GENERATES ADDITIONAL IMPACT IN MARKETS WITH LIGHT INVENTORIES OF NONTRADITIONAL FORMS.
- PROVIDES HEAVY COVERAGE OF OFF-POST RETAIL OUTLETS, RECREATIONAL FACILITIES.
- BREAKS CLUTTER IN URBAN MARKETS.
- SUPPORTS IN-STORE PROMOTIONS.
- PROVIDE IMPACTFUL COVERAGE OF OFF-POST AREAS FREQUENTED BY MILITARY YAS.
- OFFERS LOCATIONS AT OR NEAR OFF-POST RECREATIONAL FACILITIES FREQUENTED BY MILITARY YAS.
- BACKLIGHTING ENHANCES APPEAL OF CAMEL CREATIVE.
- PROVIDES IMPACTFUL COVERAGE IN BARS, POOL HALLS, RETAIL OUTLETS AND OTHER YAS ESTABLISHMENTS.
- TECHNOLOGY ENHANCES CREATIVE'S APPEAL TO YAS.
- PROVIDE COVERAGE IN AREAS WITH LIMITED OOH.
- PROVIDE COVERAGE AT HIGHLIGHT LOCATIONS AND CONGREGATION AREAS.

50740 0892

0893-0

MILITARY YAS
STRATEGIC FOCUS

THE MILITARY YAS MEDIA PLAN WILL REFLECT YAS MEDIA USAGE PATTERNS BY CONCENTRATING SPENDING EXCLUSIVELY IN OOH. NEWLY DEVELOPED OOH TECHNOLOGY AND CONFIGURATIONS WILL BE USED TO HEIGHTEN THE ALREADY STRONG APPEAL OF CANEL'S CREATIVE AMONG YAS. THESE NEW TECHNOLOGIES AND CONFIGURATIONS WILL BE LOCATED, ALONG WITH TRADITIONAL OOH FORMS, TO ENSURE MAXIMUM REACH/FREQUENCY AGAINST MILITARY YAS AND TO PROVIDE STRONG SUPPORT TO SALES/PROMOTION EFFORTS AIMED AT MILITARY YAS.

- LOCATIONS WILL INCLUDE BOTH ON-BASE AND OFF-BASE SITES.
- OFF-BASE LOCATIONS WILL TARGET BOTH VEHICULAR AND PEDESTRIAN TRAFFIC, CONCENTRATING ON AREAS WHERE THE TARGET GROUP SPENDS THEIR LEISURE TIME.

MILITARY YAS
SPENDING

<u>OOH FORMS</u>	<u>ESTIMATED ANNUAL COST</u> (\$M)
TELEPHONE KIOSKS	.3
ANIMATED/NEON BULLETINS	.8
BULLETINS/30-SHEETS	.6
TRANSIT	.5
STACKED 30-SHEETS/BULLETINS	.7
8-SHEET BACKLIGHTS	.2
1-SHEETS	1.2
TECHNOMATION	.3
MALLS	.1
OPPORTUNITY RESERVES	.2
	<hr/> 4.9
CORPORATE INVENTORY INCLUDED ABOVE	(.5) *
	<hr/> 4.4
INCREMENTAL FUNDS NEEDED	

* THIS AMOUNT COULD INCREASE ONCE OOH OPERATIONS ANALYZES EACH MARKET.