

6/10/15

SALEM MUSIC
CORE PROGRAM
SALEM SPIRIT CONCERT SERIES

EXPLANATION

PROVIDES BOTH THE HIGHEST LEVEL OF ATTENDEE IMPACT/CAMPAIGN
DIMENSIONALIZATION AND THE BASIC CREDIBILITY FOR THE OTHER
ELEMENTS OF THE SALEM MUSIC PROGRAM.

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TACTICS

1. SELECT A TALENT PACKAGE THAT IS TARGETED TO YOUNGER ADULT SMOKERS.

INTRO. ACT	-	THRASHER BROS.	-	25 MIN
	-	SET CHANGE	-	7 MIN
SECOND BILLED	-	JUICE NEWTON	-	50 MIN
	-	INTERMISSION	-	20 MIN
HEADLINE ACT	-	ALABAMA	-	80 MIN

TACTICS

2. CONDUCT THE TOUR IN THIRTY MAJOR METROPOLITAN AREAS
THAT ARE CONSISTENT WITH THE BRAND'S MARKET LIST, AND
THAT WILL SUPPORT MAJOR CONCERT ACTIVITY.

SALEM Spirit Concert Series 1983

<u>Date</u>		<u>Location</u>
April	8	Birmingham
	9	New Orleans
	10	Atlanta
	15	Louisville
	16	Indianapolis
	17	Cincinnati
	22	Hartford
	23	New York
	24	Baltimore/Washington DC area
	29	St. Louis
	30	Kansas City
May	1	Oklahoma City
	13	Detroit
	14	Cleveland
	15	Buffalo
October	28	Pittsburgh
	29	Philadelphia
	30	Norfolk
November	4	St. Paul
	5	Milwaukee
	6	Chicago
	11	San Antonio
	12	Dallas
	13	Houston
	18	Hollywood, FL
	19	Tampa
	20	Tallahassee
December	1	San Diego
	2	Los Angeles
	3	San Francisco

10/27/82:DMC

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TACTICS - CONTINUED

3. UTILIZE A SERIES NAME/LOGO THAT INTEGRATES WITH THE BRAND'S OTHER PROMOTIONAL ACTIVITIES.

4. DEVELOP MEDIA AND PROMOTIONAL MATERIALS CONSISTENT WITH THE BRAND'S PROMOTION GRAPHICS AND THE MUSIC VEHICLE.
 - NEWSPAPER
 - PASTERS
 - STAGE SIGNAGE
 - BANNERS

5. WHERE PRACTICAL UTILIZE BRAND GENERAL MARKET ADVERTISING PANELS AT-EVENT TO IDENTIFY THE VEHICLE MORE CLOSELY WITH THE BRAND'S CAMPAIGN.

6. DISTRIBUTE SAMPLES AND COUPONS OF THE BRAND AT EACH CONCERT.

RADIO BROADCAST

1. APPROVED RADIO FOR 1982 MENTIONING NAME OF EVENT AND PLACED BY PROMOTER.
2. TWO OTHER PROGRAMS THAT UTILIZE BROADCAST SUPPORT ON SAME BASIS.
 - A. NOT PURCHASED BUT FOR PROMOTION CONSIDERATION
 - B. APPROVED BY LEGAL

SALEM MUSIC
CORE EXTENSION PROGRAMS
RETAIL PROMOTION

EXPLANATION

RETAIL PROMOTION OFFERING FREE SOUVENIR POSTER WITH
SELF-LIQUIDATOR FOR PROOF-OF-PURCHASE, UNIQUELY PLACED
IN RECORD STORES AND PROMOTED BY RADIO.

TACTICS

1. DEVELOP A FREE SOUVENIER POSTER THAT FEATURES THE TALENT AND THE SALEM SPIRIT CONCERT SERIES LOGO AND DELIVERS A COUPON FOR A CONCERT IDENTIFIED SELF-LIQUIDATOR AND RECORD DISCOUNT.
2. DISTRIBUTION WOULD INCLUDE CIGARETTE POS AND A MAJOR RECORD CHAIN FOR 3-4 WEEKS PRIOR TO EACH CONCERT.
3. COUPON FOR REDEMPTION OF CARTON PROOF-OF-PURCHASE FOR CONCERT SERIES JERSEY.

TACTICS - CONTINUED

4. CONSUMERS WILL ALSO RECEIVE A BOUNCEBACK COUPON WITH JERSEY.
5. COUPON FOR \$1 OFF ALABAMA ALBUM, REDEEMED BY DESIGNATED RECORD CHAIN IN EACH MARKET.
6. SIGNIFICANT LEVEL OF RADIO PROMOTION WILL BE USED IN EACH MARKET.
7. TESTED IN THREE FLORIDA MARKETS IN NOVEMBER.

SALEM MUSIC
CORE EXTENSION PROGRAMS
SALEM SPIRIT STAR SEARCH

EXPLANATION

THE SALEM STAR SEARCH WILL EXTEND THE BRAND'S IMPACT IN
CONCERT SERIES MARKETS TO POP MUSIC ENTHUSIASTS BY PROVIDING
A LOCAL TALENT SEARCH VEHICLE THAT ESTABLISHES CREDIBILITY
FOR THE BRAND'S INVOLVEMENT IN LOCAL NIGHT CLUBS.

TACTICS

1. DEVELOP IN ALL APPROPRIATE SALEM SPIRIT CONCERT SERIES MARKETS A TALENT COMPETITION IN CONJUNCTION WITH MAJOR RADIO STATION.
2. CO-PROMOTE WITH MAJOR AC OR TOP FORTY RADIO STATIONS TO CONDUCT A COMPETITION TO SELECT THE BEST POP ARTISTS IN AN AREA DURING A 3-4 WEEK PERIOD PRIOR TO THE CONCERT.
3. RADIO STATION
 - SOLICITS LISTENERS' VOTES FOR ARTISTS TO ENTER THE COMPETITION
 - SCREENS TALENT VIA SUBMITTED TAPES
 - ENLISTS MAJOR CLUBS IN WHICH COMPETITION IS HELD
4. COMPETITION WOULD BE CONDUCTED CONCURRENTLY IN 2-3 CLUBS WITH D.J.'S AS M.C.'S AND THE WINNER BEING AWARDED HIS/HER PRIZE AT THE START OF THE CONCERT BY A D.J.
5. WINNERS FROM THIRTY MARKETS COMPETE AT 1984 SPRING BREAK WITH THE GRAND WINNER RECEIVING A RECORD CONTRACT.

TACTICS - CONTINUED

6. DEVELOP MATERIALS THAT WILL IDENTIFY THE VEHICLE AS SALEM SPIRIT AND TIE DIRECTLY TO THE CONCERT SERIES.
7. CONDUCT SAMPLING AND DISTRIBUTE A PLAYBILL CONTAINING A COUPON DURING THE TALENT COMPETITION.
8. CONCEPT WILL BE TESTED DURING NOVEMBER IN JACKSONVILLE.

SALEM MUSIC
CORE EXTENSION PROGRAMS
LOCAL FREQUENCY PROGRAM

EXPLANATION

IN ORDER TO GAIN GREATER FREQUENCY OF IMPACT ON YOUNG ADULTS
FOR SALEM MUSIC IN TWELVE PRIORITY MARKETS, DEVELOP
OPPORTUNITIES TO PARTICIPATE AS A SPONSOR IN OTHER MAJOR
CONTEMPORARY CONCERT ACTIVITIES IN THESE MARKETS.

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TACTICS

1. THROUGH A LOCAL PROMOTER OR A MAJOR FACILITY PARTICIPATE IN A SIGNIFICANT NUMBER OF LOCAL CONCERTS BY OTHER POP ARTISTS TARGETED TO YOUNG ADULTS.
2. CONTRACT FOR A MINIMUM NUMBER OF CONCERTS FOR A BASE FEE WITH RIGHT OF APPROVAL OF TALENT AND PROVISION FOR PAYMENT OF ADDITIONAL CONCERTS.
3. ACHIEVE SIGNIFICANT IN-FACILITY PRESENCE THROUGH USE OF SALEM SPIRIT CONCERT SERIES BANNERS.
4. DISTRIBUTE SAMPLES WITH COUPON.
5. HAVE PROMOTER INCLUDE SALEM SPIRIT CONCERT SERIES IDENTIFICATION IN ALL PRINT AND RADIO ADVERTISING FOR THE EVENT.

LOCAL FREQUENCY

EXAMPLE

• 1 FACILITY X 30 CONCERTS X 10M ATTENDEES = 300M ATTENDEES

• COST

FEE TO FACILITY
(\$150-200M)

\$ 175M

SAMPLING WITH COUPONS

225M

\$ 400M

SALEM MUSIC
CORE EXTENSION PROGRAMS
LOCAL FREQUENCY PROGRAM

PRIORITY MARKETS

NEW ORLEANS

DETROIT

ST. LOUIS

PITTSBURGH

WASHINGTON, D. C.

ATLANTA

CHARLESTON, WEST VIRGINIA

BUFFALO

PHILADELPHIA

BALTIMORE

MEMPHIS

CHICAGO

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SALEM MUSIC
CORE EXTENSION PROGRAMS
NATIONAL MERCHANDISE PROGRAM

EXPLANATION

INCREASE THE BRAND'S REACH AMONG YOUNG ADULTS THROUGH SALEM
MUSIC BY DEVELOPING MERCHANDISING PROGRAMS WITH MAJOR
POP ARTISTS FOR THEIR 1983 NATIONAL TOURS.

TACTICS

1. SELECT TOURING ARTISTS THAT ARE TARGETED TO YOUNGER ADULT SMOKERS AND CONSISTENT WITH THE BRAND'S DESIRED USER IMAGERY.
2. NEGOTIATE MERCHANDISING CONTRACTS THAT PROVIDE SALEM SPIRIT LOGO ON APPAREL SOLD AT CONCERTS (T-SHIRTS, JERSEYS, ETC.) AND POSSIBLY DISTRIBUTION OF CUSTOMIZED PLAYBILLS.

NATIONAL MERCHANDISE PROGRAM

EXAMPLE

- 0 1 TOUR X 25 CONCERTS X 10M ATTENDEES = 250M ATTENDEES
- 0 25% PURCHASE APPAREL - 60M ATTENDEES IMPACTED
- 0 COST RANGE \$60-75M

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SALEM MUSICTIMING

(WEEK OF)

	<u>CONCERT SERIES</u>	<u>STAR SEARCH</u>	<u>RETAIL PROMOTION</u>	<u>LOCAL FREQUENCY</u>	<u>NATIONAL MERCHANDISING</u>	<u>PLAYBILL</u>	<u>MEDIA</u>	<u>MALL</u>
TACTICS FINALIZED	10/18	10/18	10/18	11/15	11/15	-	-	-
PRESENT SKETCHES TO BRAND	10/25	11/1	11/1	11/1	11/1	-	-	-
TEST STARTS	-	11/4	11/5	-	-	-	-	-
EVALUATE TEST	-	11/29	11/29	-	-	-	-	-
PRESENT COMPS TO BRAND	12/13	12/13	12/13	12/13	12/13	12/13	12/13	12/13
COMPLETE TACTICAL PLAN	12/13	12/13	12/13	12/13	12/13	12/13	12/13	12/13
DEPARTMENT PRESENTATION	12/20	12/20	12/20	12/20	12/20	12/20	12/20	12/20
MATERIALS IN MARKET	3/14/83	3/7/83	3/7/83	-	-	3/14/83	3/14/83	3/14/83
PROGRAM BEGINS	4/8/83	3/14/83	3/14/83	3/14/83	3/14/83	3/14/83	3/14/83	3/14/83

* ESTIMATED

SALEM MUSICCRITICAL PATH

(WEEK OF)

	<u>SALEM SPIRIT CONCERT SERIES</u>	<u>MERCHANDISING PROGRAM</u>	<u>LOCAL FREQ. PROGRAM</u>	<u>SALEM SPIRIT STAR SEARCH</u>	<u>RETAIL PROMOTION</u>
FINALIZE TACTICS	10/18 (1)	10/15 (3)	10/15 (3)	10/22	
DRAFT TACTICAL PLAN (W/BUDGET)	11/1	11/1	11/1	11/1 (4)(5)	11/1 (4)
FINALIZE NEGOTIATIONS	11/1 (2)	12/1	12/1	12/1	12/1
<u>MATERIALS</u>					
SKETCHES TO SEP&D	10/18	10/18	10/18	10/18	10/18
BRAND	10/25	10/25	10/25	10/25	10/25
COMPS TO SEP&D	11/29	11/29	11/29	11/29	11/29
BRAND	12/6	12/6	12/6	12/6	12/6
ART/MECHANICAL	1/17/83	1/10/83	1/10/83	1/10/83	1/10/83
EVALUATE TEST	-	-	-	11/29	11/29
COMPLETE TACTICAL PLAN	12/13	12/13	12/13	12/13	12/13
SUPPLIER CONTRACTS EXECUTED	11/15	12/31	12/31	12/31	12/31
DEPARTMENTAL PRESENTATION	12/20	12/20	12/20	12/20	12/20
MATERIALS IN MARKET	3/14/83	-	-	3/7/83	3/7/83
PROGRAM BEGINS	4/8/83	3/14/83	3/14/83	3/14/83	3/14/83

* SPECIFIC DATE NOT "WEEK OF"

(1) DETERMINE INTRO, ACT & FINAL ROUTING

(2) ESTABLISH 1983 DEPOSIT SYSTEM

(3) CONFIRM INSTRUCTIONS TO SUPPLIERS

(4) COINCIDENTALLY DETERMINE EVALUATION CRITERIA FOR TEST

(5) DETERMINE APPLICABLE 1983 MARKETS