

April 23, 1974

Mr. John Kemerly
Kemerly Gits/An Ours, Inc.
47 W. 38th Street
Indianapolis, Indiana

Dear John:

Here is a wrap-up plus some additional input on the cooperative advertising campaign I designed to assist you in moving your Elec-Trak tractors this spring. First, the reasoning behind the campaign.

1. The budget for this entire campaign is \$5,000; \$2500 for you and \$2500 for us following the published cooperative advertising campaign guidelines. The plans I presented utilize the entire \$5000 on the premise that it is easier to shut something off, than it is to make a "go decision", on some part of the campaign. Realistically, you probably won't approach this figure.
2. It is important to get a hard and heavy start on the campaign in all media. The reason for this all-media, heavy start is to get some market momentum started and to get those prospects in your door. Second, an all-media start allows you to measure which of the media, newspaper, radio, television, is doing the best job for you. This measurement can't be overemphasized, as later in the campaign you will need that knowledge to spend the money wisely.
3. After the campaign is two or three weeks old, the campaign slackens its pace somewhat. This is based on the assumption that the heavy start will get those prospects in the door and you can reduce your advertising expenditures somewhat. Of course, the campaign doesn't completely "die"; you continue advertising in whatever media you have determined to be the best performer, on a light schedule.
4. Regardless of early advertising performance, it will be valuable to have a mid-season boost which can take the form of a special event to create some excitement or a mid-season advertising blockbuster (the insert) to regenerate

additional traffic. If a special event, publicity is warranted and you should now begin to cultivate any press people necessary.

The attached schedules and budgets are rough approximations of what you can do. Of course, what actually appears in print, on the air and on the screen is entirely up to you. Submission of advertising materials for credit should follow normal cooperative advertising procedures. Any special events will require written approval from us before undertaken.

Now for things I promised you from here. I am having 30 price lists without dealer costs shipped this week. I am having 40 thousand inserts shipped this week. If your TV people absolutely need transparencies, I will send them, but only if. And enclosed with this letter is extra clip art for your use in newspapers.

If you have questions, please don't hesitate to call or better yet, contact Bill Massey. Great visiting with you again and I'll see you again in May. By then Bob would have sold most of the units anyway, right?

Very truly yours,

David T. Hunn
ADVERTISING & SALES PROMOTION

DTH/cp
Enclosures

cc: D. A. Quincy
W. F. Massey
P. E. Brunswick

PROPOSED ADVERTISING CAMPAIGN FOR

KEMERLY GITS/AN OURS

Week Of: 4/22 Measurement Weeks 4/29

	<u>4/22</u>	<u>5/6</u>	<u>5/13</u>	<u>5/20</u>	<u>5/27</u>	<u>6/3</u>
Newspaper	Small teaser ads to T.V. section blockbuster: 3/4 page in Sunday T.V. section.	3-4 column ad Sunday garden or sports section (optional)*	2-3 column ad last 4 days of wk. (optional)*	2-3 column ad last 4 days of wk. (optional)*	3-4 column ad (optional)*	Co-op Clip ads (optional)

	<u>4/22</u>	<u>5/6</u>	<u>5/13</u>	<u>5/20</u>	<u>5/27</u>	<u>6/3</u>
Radio	Drive time 30's, WIBC + annncr. plugs WIFE-FM	Drive time 30's (optional)* (optional)*	Drive time 30's (optional)* (optional)*	Drive time 30's (optional)* (optional)*	Drive time 30's (optional)* (optional)*	Drive time 30's (optional)* (optional)*

	<u>4/22</u>	<u>5/6</u>	<u>5/13</u>	<u>5/20</u>	<u>5/27</u>	<u>6/3</u>
Television	Production time for TV spots starts this week.	30's on Merv Griffin, prime time in Indianapolis preemptable	30's on Merv Griffin TV (optional)* spots (optional)	Continue TV spots (optional)		

	<u>4/22</u>	<u>5/6</u>	<u>5/13</u>	<u>5/20</u>	<u>5/27</u>	<u>6/3</u>
Special Event						

* Pick two of your three media based on the performance you measured in the first two weeks of the campaign.

ROUGH ESTIMATE COST SHEET

<u>Week</u>	<u>Newspaper</u>	<u>Radio</u>	<u>T.V.</u>	<u>Special</u>	<u>Total</u>
4/22	TV section ad- \$750 Teaser ad-\$150	\$300	T.V. Production \$100	--	\$1300
4/29	\$300	\$300	4 Spots \$280	--	880
5/6	\$150	\$100	\$280	--	530
5/13	Insert \$150	\$100	\$280	Direct Mail \$1400	1930
5/20	\$150	Special Event Tie-In \$300	--	Special Event \$500	950
5/27	\$150	--	--	--	150
6/3	\$150	--	--	--	150
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Total	\$1950	\$1100	\$940	\$1900	\$5890