

THE NEW SAATCHI AGENCY

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
1	08 January 2000
CLIENT	LOCATION
Gallaher Tobacco Ltd - Salamander	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Barry Jenner	Moray MacLennan
Patrick Billson	Davide De Maestri
	Kara Gnodde

CONTACT NOTES	ACTION
Agency presented strategic overview of Salamander next steps.	
It was agreed that 2 brand development projects would be progressed.	
<i>1. Cheap branded King Size as L&B KS competitor</i>	
Agency to review existing research to ascertain level of understanding of L&B KS smokers' needs and values.	Agency
Agency and Client to discuss if further research required prior to finalising names, creative and packaging briefs (a 'traditional' development route).	Agency/Client
Agency to present critical path development.	Agency
<i>2. Mid Price KS</i>	
It was agreed that whilst price point fixed (at £2.53 equivalent) no particular brand was the focus. Rather a wider brief needs to be explored.	

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CONTACT NOTES

ACTION

Agency to investigate Big Talk and obtain written proposal as first step to identifying possible relevant smoker needs.

Agency

Agency & Client then to discuss merits.

Agency/Client

In the meantime, agency to employ internal resources to 'brainstorm' fresh approaches to finding the 'best' mid-price kingsize brand position.

Agency

Agency and Client noted that a different approach to an imminent Market Study might be helpful in revealing market gaps but that the time frame was too long to be the sole source of guidance. Agency to work with Marketing Services to ensure appropriate innovative technique/researcher.

Agency

Agency to present critical path development.

Agency

3. *Next Meeting*

Confirmed as 8.30am 16th May 1995

Davide De Maestri

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
9	18 December 1995
CLIENT	LOCATION
Gallaher	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Barry Jenner	Moray MacLennan
Patrick Billson	Carrie Hindmarsh
Fiona Grant	

CONTACT NOTES	ACTION
Agency presented Salamander campaign recommendation for 1996.	
Client recognised that the campaign idea would be impactful and have longevity and had retained some of the key elements that were working in the <i>Jester</i> execution but raised the following concerns:	
<ul style="list-style-type: none"> • The executions were felt to be 'too premium'. • Price and 'from B&H' should be incorporated into more of the executions. • Executions should be simpler. • Potential reproduction problems. • No strong launch idea working as effectively as <i>Jester</i> to communicate price and 'from B&H'. 	
Agency to progress campaign according to these concerns and re-present on Wednesday (20th) evening.	Agency
Agency to present timing plan.	Agency
Agency presented recommendation for trade execution.	

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CONTACT NOTES

ACTION

Client requested that the pack size be increased and queried the need to include the cigarette.

Client to confirm key elements to be included in the copy.

Client

It was noted that in some instances the ad will only be able to run as a single page.

Agency to prepare costings and timing plan.

Agency

Carrie Hindmarsh

19.12.95

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	Telephone	21.12.98	1	AG61

PRESENT - CLIENT

Lesley Stears

PRESENT - AGENCY

Alison Gunston

NOTES

ACTION

Agency telephoned Client to confirm copy to be supplied in January 1999.

Client advised that work on the coupon ad should be put on hold until further notice.

Client to advise w/c 11.1.98

Client advised Agency that they should supply 'I can't get over it' in January 1999 for regional press insertions if the coupon ad is not running.

Agency confirmed that they will present 'Clearly good value' on 23.12.98

Agency 23.12.98

Alison Gunston

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
6	08 January 2000
CLIENT	LOCATION
Gallaher Tobacco Ltd	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Barry Jenner	Moray MacLennan
Patrick Billson	Carrie Hindmarsh
CONTACT NOTES	ACTION
SALAMANDER	
Agency presented recommendations for creative routes to be researched.	
Sterling	
'Moonshine', 'Ice Cube' and 'Water' approved for Microtest.	
Agency to copy at highest possible quality.	Agency
Sovereign	
'Crown', 'Jester' and 'Throne' approved for Microtest.	
Agency to clean up Sovereign packs and to add brand name into copy of launch ad.	Agency
Sullivan & Powell	
'Twelve Wives' and 'Louisiana' approved for research.	
Agency to review female execution and re-present on Monday 4th September.	Agency
Agency to present final layouts and references of copies that will be used in research on Monday 4th September.	C Hindmarsh
Agency to supply update on costings to date and costs for research stimulus.	J Bogie
Agency to present media plan for launch of Salamander. Presentation date TBC.	A Sherman

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CONTACT NOTES	ACTION
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Qualitative Research

Agency to liaise with Karen Rickards to set up 8-10 qualitative research groups.

K Rickards/
C Hindmarsh

It was agreed that the objectives for the research were to a) enable the Agency to view the groups and find out more about the attitudes, aspirations and motivations of the target group and b) to discover how they respond to the proposed advertising routes.

It was also agreed that any useful findings relating to the routes could be implemented prior to launch.

BERKELEY ULTRALIGHTS

Agency presented work in progress on 'Ant' ad for Berkeley Ultralights.

It was agreed that the barcode should be removed from the pack.

Agency to present final mech and tranny on Wednesday 6th.

C Hindmarsh

Agency to supply final media schedule for sales force on Monday 4th.

J Clouder

BERKELEY KING SIZE - BUDGET

Agency presented '20 tips for avoiding tax' ad for budget burst.

Client approved.

It was agreed that a line of copy should be included to make it clear that it is Berkeley King Size not Berkeley Superkings that is being advertised. Copy should also include a 'specially marked packs' disclaimer. Agency to supply costs and timing plan.

J Bogie

Agency presented media recommendation for Berkeley King Size budget burst.

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CONTACT NOTES	ACTION
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This was approved pending inclusion of Ulster area.
It was agreed that the campaign should not start before Tuesday 28th November.
Agency to supply final media plan.

J Clouder

BERKELEY KING SIZE - NEW BRIEF

Client briefed Agency on a new press ad for Berkeley King Size to continue the 'Deeper Pockets' look and tone and to focus on price.
This to be in press from September 11th.

Agency to present creative idea and media plan on September 4th.

C Hindmarsh

MAYFAIR - BUDGET

Agency presented recommendation for Mayfair Budget burst ad.
Client approved but requested that the subheading be made more legible and that a half page layout should be drawn up
Agency to re-present with costs and timings.

C Hindmarsh

Agency presented media plan which was approved pending inclusion of Daily Record.

It was agreed that the Mayfair ad should run at the same time as the Berkeley King Size '20 Tips' ad but the ads should not appear in the same title at the same time.

Agency to supply final media plan

J Clouder

Carrie Hindmarsh

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
5	08 January 2000

CLIENT	LOCATION
Gallaher Tobacco Ltd	Weybridge

PRESENT CLIENT	PRESENT AGENCY
Peter Veen	Moray MacLennan
Nigel Northridge	Davide De Maestri
Patrick Billson	Carrie Hindmarsh

CONTACT NOTES	ACTION
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Agency presented recommended routes for Microtest for Sterling, Sovereign and Sullivan & Powell.

Sullivan & Powell Est 1880

Client approved subject to Agency reviewing typeface to make it more legible.

It was noted that the 'Not Very Sullivan & Powell' route, despite further revisions and discussions with the ASA, was still
..... with cigarette code.

Sterling - Silver

Client approved. Agency to finish up launch ad.

Agency

Sovereign - Sovereignty

Client approved. Agency to present final layouts to Barry Jenner and Patrick Billson Thursday 31st August.

Agency

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

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CONTACT NOTES

ACTION

Materials for Microtest

It was agreed that the best possible materials be generated for the Microtest (i.e teaser prints for Sterling Silver route to clearly show silverness).

All routes should be finished to an equal standard and supplied by September 6th.

Qualitative Research

Client proposed running 8 - 10 qualitative groups to investigate mindset/attitudes of potential Salamander smokers and using advertising routes as a stimulus. It was agreed that the Sovereign Medallion Man could also be put into the groups. Agency to liaise with Karen Rickards.

Agency

Carrie Hindmarsh

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
4	08 January 2000
CLIENT	LOCATION
Gallaher	At Gallaher
PRESENT CLIENT	PRESENT AGENCY
Nigel Northridge	Moray MacLennan
Patrick Billson	Davide De Maestri
	Carrie Hindmarsh

CONTACT NOTES	ACTION
<p>Agency presented advertising routes for Sullivan & Powell (2), Sovereign (2) and re-presented the Sterling route.</p> <p>The following action points were agreed:</p> <ol style="list-style-type: none"> 1. For each route Agency should develop a launch ad focusing on pack and price, and 2 further executions. 2. Agency to supply POS/Concept board to show price and pack only. This to be shown first in Microtest. 3. Agency to provide costings on providing highly finished layouts and copies (including run offs of 'Sterling') for Microtest. 4. Agency to develop launch ad for 'Sterling'. 5. The 'Not Very Sullivan & Powell' executions for research should focus on introducing the thought of what Not Very Sullivan & Powell is all about. <p>This is to be done in a more simple, straight forward way than the executions that were presented.</p>	<p>Agency</p> <p>Agency</p> <p>Agency</p> <p>Agency</p> <p>Agency</p>

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CONTACT NOTES	ACTION
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Agency to meet with ASA once more to clear executions

6. Client felt that the Est 1880 campaign idea was interesting but queried how immediately comprehensive it was. Agency to re-work accordingly and to work up a launch execution.

Agency

7. Client liked the Footman execution from the 'Sovereignty' campaign. However, given the ASA restrictions on using ideas suggestive of Queen Elizabeth, Client requested that further executions (including Launch) be developed.

Agency

8. In the event that the Agency finds the route does not work within the ASA restrictions, Agency should develop a brand new route.

Agency

Carrie Hindmarsh

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
21	08 January 2000
CLIENT	LOCATION
Gallaher - Sovereign	Telephone Conversation
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh

CONTACT NOTES	ACTION
Client updated Agency on results of creative presentation to Barry Jenner.	
<i>Enlightening</i> This execution was liked and, subject to budget approval, approved to run as the launch execution.	Agency to supply costs and timings
<i>Tunnel</i> Client preferred the revised layout of the tunnel in which the Jester is positioned coming out of the tunnel to see the Lights pack but requested that the Agency consider having him crawling out of the tunnel and holding his hands to his eyes to peer at the new pack. It was agreed that this execution could run next year.	Agency to present revised layout.
<i>Stocks</i> Client informed Agency of need to include both the main brand and the Lights variant in the trade ad. The communication should include both a 'Still at £2.49' message as well as an 'And we've introduced a new Lights variant' message. Agency suggested that the Stocks creative idea could still work given that stocks will need to be high both given the low price point <i>and</i> the introduction of the new Lights variant. Client agreed but asked that the visual of the Jester in the stocks be	Agency to present revised layout.

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CONTACT NOTES

ACTION

revised so that the Jester does not look as if he is on a cross.

Cutting Down

Client informed Agency that this execution was not liked and should not be progressed.

Media/Budget Approval

Client informed Agency that final confirmation of budgets for support of Lights and Small Space campaign would be given w/c August 12th.

Miscellaneous

Agency to ensure that all Lights advertising has the correct tar and nicotine levels, i.e. 5mg tar, 0.5mg nicotine.

Agency to fix meeting to present agreed revisions and work in progress on Small Space campaign.

Carrie Hindmarsh

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
11	12 January 1996
CLIENT	LOCATION
Gallaher Tobacco Ltd - Salamander	Agency
PRESENT CLIENT	PRESENT AGENCY
Nigel Northridge	Moray MacLennan
Barry Jenner	Carrie Hindmarsh
Patrick Billson	Phil Edmonds

CONTACT NOTES	ACTION
<p>Agency presented '<i>Jester</i>' campaign.</p> <p>The campaign was liked. The preferred executions to be developed for this year were:-</p> <ol style="list-style-type: none">1. Original Jester2. Seal of Approval3. I'm Impressed4. I'd be Lion <p>The following comments were made on the executions overall.</p> <ol style="list-style-type: none">1. The gold on the pack should be exaggerated.2. The copy should be kept to a minimum.3. The copy should be clearly legible.4. The Jester should not dominate the layout in terms of space occupied.	

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CONTACT NOTES

ACTION

5. Benson and Hedges should always be in the copy and should be written in full.
6. Agency to present highly finished layouts.
7. Agency to present single pages and 48 sheet layouts.
8. Agency to present layouts with health warnings for March and April.

Trade Ad

It was agreed that the trade ad should show the Sovereign pack in the same setting as the main campaign but with no Jester. The majority of the trade campaign will be single pages with 3 consecutive pages running in key titles only. Client requested that reference to the trade margin be made in the copy.

Agency to supply finished layout for sales / legal approval.

Media

Agency to supply updated booked schedules asap.

Carrie Hindmarsh

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
CH10	08 January 2000
CLIENT	LOCATION
Gallaher - Salamander - ASA	ASA
PRESENT CLIENT	PRESENT AGENCY
David Poley	Carrie Hindmarsh
Guy Parker	Marcus Peffers
	Matt Perry

CONTACT NOTES	ACTION
Agency presented concepts for the Sovereign campaign	
The ASA had no difficulty with the copy presented, although there was an initial concern with the '10% bigger' offer.	
Agency to present ASA with revised layout including visuals	
The concept for the Sovereign campaign was approved.	

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	Telephone	30.3.99		

PRESENT - CLIENT

Lesley Stears

PRESENT - AGENCY

Alison Gunston

NOTES

ACTION

Agency telephoned Client to discuss work in progress.

Media Review – Clearly Good Value

(1) Agency informed Client that the positions in the national newspapers for this burst were not as good as in previous bursts, as spaces are allocated on a first come, first serve basis, and booking approval was late for the beginning of 1999.

(2) Coupon – Agency informed Client that the Huddersfield Daily Examiner would be a good alternative to the Bradford Telegraph and Argus for this ad

(3) Coupon – Agency informed Client that we will not make the 5.1.99 insertion. Client advised Agency that there were also legal issues and handling processes to be resolved before go ahead can be given for press supply.

Agency to fax revised copy/layout to Client a.s.a.p. 30.3.99

Combination

Agency informed Client that we are now very tight for time – and we will need to move this burst back to last week of May/first week of June, if we received go ahead this week.

Client to advise Agency of status a.s.a.p. tomorrow 31.3.99

Alison Gunston

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	Telephone	19.4.99	1	AG

PRESENT - CLIENT

Lesley Stears

PRESENT - AGENCY

Alison Gunston

NOTES

ACTION

Agency telephoned Client for verbal agreement to go ahead with pre-production meeting for Combination.

Agency informed Client that the estimate for the photography and retouching of this execution is approximately £16,000 net (i.e. not including commission and production insurance).

Agency confirmed to Client that this cost did not include except the press and poster supply.

Client gave go ahead for pre-production meeting to commence on the afternoon of 19.4.99 on the proviso that the final estimate will be no more than £16,000.

Client comments for the pre-production meeting are as follows:

- (1) Ensure the dial matches that used on the P.O.S.
- (2) The '20' on the dial be RED

Alison Gunston

Agency to provide accurate estimate ASAP.

Agency to check press and poster supply costs and send to Client

Agency to advise creative team at pre-production meeting.

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE 08 January 2000
CLIENT Gallaher	LOCATION At Gallaher
PRESENT CLIENT Nigel Northridge Patrick Billson	PRESENT AGENCY Moray MacLennan Davide De Maestri Carrie Hindmarsh

CONTACT NOTES	ACTION
<p>Agency presented advertising routes for Sullivan & Powell (2), Sovereign (2) and re-presented the Sterling route. The following action points were agreed:</p> <ol style="list-style-type: none"> 1. For each route Agency should develop and launch ad focusing on pack and price, and 2 further executions. 2. Agency to supply POS/Concept board to show price and pack only. This to be shown first in Microtest. 3. Agency to provide costings a on providing highly finished layouts and copies (including run offs of 'Sterling') for Microtest. 4. Agency to develop launch ad for 'Sterling'. 5. The 'Not Very Sullivan & Powell' executions for research should focus on introducing the thought what Not Very Sullivan & Powell is all about. This is to be done in a more simple straight forward way than the executions that were presented. 6. Client felt that the Est 1880 campaign idea was good but queried how immediately comprehensive it was. Agency to re-work accordingly and to work up a launch execution. 7. Client liked the Footman execution from the 'Sovereignty' campaign. However, given the ASA restrictions on using ideas suggestive of Queen Elizabeth, Client requested that further executions (including launch) be developed for Sovereign in the event that the 'Sovereignty' route cannot be progressed. 	

Carrie Hindmarsh

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	Gallaher	15.1.99		
PRESENT - CLIENT				
Lesley Stears				
PRESENT - AGENCY				
Davide De Maestri, Gareth Kay, Josh Howdle-Fuller, Matt Perry, Alison Gunston				
NOTES			ACTION	
Agency and Client met for Sovereign Status meeting.				
January Burst – I Can't Get Over It				
Agency informed Client that they would undertake reproduction review upon completion of burst.			Agency	
Client noted the change in background colour – to a grey tint from white. Agency/Client to check effect in repro review especially in regional press.			Agency/Client	
Client advised Agency that execution looked good on posters. Walker Media to check poster positioning to ensure it is not directly next to a competitive brand.			Walker Media	
Coupon Ad				
Client advised Agency that this ad is to run in a test region and a decision would subsequently be taken as to whether to run it through the whole schedule.				
Agency to send copy of L&B promotion ad.			Agency w/c 18.1.99	
Below the Line Activity				
Client advised Agency that a combined Mayfair and Sovereign offer had been sent out to 750 000 smokers of competitive brands.				
Client to provide Agency with copy of material.			Client w/c 18.1.99	

CONTACT

CLIENT	LOCATION	DATE	CONTACT REPORT NUMBER
Gallaher	M&C Saatchi	2nd November 1998	AG56

PRESENT - CLIENT

Lesley Stears

PRESENT - AGENCY

Carrie Hindmarsh, Matt Perry, Alison Gunston, Josh Howdle-Fuller

NOTES	ACTION
Agency and Client met to discuss work in progress	
Fir Price	
Agency presented Fir Price cromalin. Client requested that further work be carried out on '£2.89' as it is too recessive at present. Agency agreed to investigate methods of highlighting the price either by darkening the background or working on the colour and surrounding shafts of light.	Agency to present 6.11.98
Agency/Client also agreed that 'RRP' could be reduced in size and placed at the bottom of the price.	Agency to revise.
I Can't Get Over It	
Agency advised Client that further work is being carried out on this execution.	Agency to present w/c 9/11/98
Jester	
Agency advised Client that the current actor might not be available for the February execution (shoot w/c 16/11/98). Client requested that Agency make further enquiries. If he is not available for this execution he is to be advised that he will not be used in any future ads.	Agency to investigate w/c2/11/98
Feather	
Client/Agency agreed to look at revising the headline in this execution to fit the brand strategy for 1999 i.e. changing the focus of the ad from 'price' to 'product quality'.	Agency to present w/c 9/11/98

Coupon

Client advised Agency that this ad would run alternately with the brand ad in regional press starting w/c 11/1/98.

Client agreed to provide Agency with copy brief. Agency to supply production estimate and timing plan.

Agency/Client W/c 9/11/98

Media

Client requested that the current media laydown be revised as follows:

- (1) Burst mid-March to be moved back to Jan/Feb
- (2) Burst at beginning of April to be moved to the end of the third burst (August)
- (3) Third burst to commence at beginning of July (as opposed to beginning of June)

Walker Media to supply new schedule w/c 9/11/98

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
29	08 January 2000
CLIENT	LOCATION
Gallaher	Golden Square
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Josh Fuller
	Matt Perry

CONTACT NOTES	ACTION
<p>Client and Agency met for Reproduction Meeting for the <i>House</i> and <i>Stocks</i> campaign.</p> <p>Reproduction Client and Agency satisfied with the reproduction for the <i>House</i> and <i>Stocks</i> campaign.</p> <p>Media Client and Agency satisfied with the positioning for the <i>House</i> and <i>Stocks</i> campaign.</p> <p>Bash Proof Agency to make blue in OPF of Sovereign Lights pack richer. Agency to supply revised signature proof to Client.</p> <p>1997 Creative Client to return concept boards. Client informed Agency that following the results of the latest RAL figures, Enlightened would not run as the next execution as the main</p>	<p>Agency 16.1.97</p> <p>Client</p>

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CONTACT NOTES

ACTION

brand still required further support.

Client and Agency to make a decision on the selection of the next execution.

Next execution will include a price flash of £2.65.

Next Status

Client and Agency to fix up next status meeting and on going status meetings throughout the year.

Competitive Review

Agency to present a mini review of Royals and L&B poster and press campaign at next status meeting.

Client/Agency

Client/Agency

Agency

Matt Perry

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
AG49	08 January 2000
CLIENT	LOCATION
Gallaher	M&C Saatchi, Golden Square
PRESENT PHOTOGRAPHER	PRESENT AGENCY
Tim O'Sullivan	Sedonie Adams-Grant
	Matt Perry
	Elliot Harris
	Alison Gunston

CONTACT NOTES	ACTION
<p>Pre-production meeting for Refreshed Jester 'Cows' and 'Can't Get Over It'</p> <p>Quality Cues</p> <ul style="list-style-type: none"> Agency explained history of Sovereign advertising and informed photographer of importance of quality cues being inherent in new photographic style – as the black and white floor and pillars are not absent. <p><i>Jesters outfit.</i></p> <ul style="list-style-type: none"> Agency informed photographer that the clarity and quality of this outfit should more closely reflect the visual in the <i>'I'm Only Joking'</i> execution. Agency informed photographer that colours of outfit should not be too dark. Photographer explained that he uses a process (cross-process) that ensures colour contrast and inherent warmth that makes the colours 'zing out' from the poster. Photographer/Agency agreed that Jester would look real and dramatic – not cartoon-esque. Photographer to source 	<p>Agency/Photographer to source reference if</p>

M & C SAATCHI AGENCY

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complimentary make-up artist.	required.
Jester's Expression	
<ul style="list-style-type: none"> Agency informed photographer of ASA guidelines regarding the facial expression of the Jester i.e. that he must not have an exaggerated expression. Photographer agreed to take a range of shots covering various expressions from deadpan to animated. 	
The Pack	
<ul style="list-style-type: none"> Agency/Photographer agreed to model make the pack for both executions, ensuring that it would look beautiful with crisp clean graphics. Agency explained that '<i>Sovereign</i>' and '<i>Benson & Hedges</i>' must be clearly legible on the pack – so should be enhanced/enlarged in model making. 	Agency
<ul style="list-style-type: none"> Agency requested that Photographer shoot the pack in varying degrees of prominence i.e. both up-front, in the foreground and also slightly more recessive. 	Photographer
Specifics Re: Cow	
<ul style="list-style-type: none"> Agency to present single page layout to Client. Agency/Photographer agreed that Cows would be downsized from current layout to ensure that the Jester and pack are more prominent. 	Agency 4.8.98
<ul style="list-style-type: none"> Photographer informed Agency that pack should be made 30% larger than actual size for this execution in order to enhance its impact. 	Agency
<ul style="list-style-type: none"> Agency requested that the Jester be made to look more active than in current layout – i.e. that he was actually pulling the udder. 	Photographer

CONTACT REPORT - CONTINUEDAlison Gunston

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
AG48	08 January 2000
CLIENT	LOCATION
Gallaher	M&C Saatchi, Golden Square
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Davide De Maestri
	Matt Perry
	Elliot Harris
	Alison Gunston
	Josh Fuller

CONTACT NOTES	ACTION
<p>Agency and Client met to confirm next execution for Sovereign and to discuss pre-production and quality cues.</p> <p>Quality Cues</p> <ul style="list-style-type: none"> Agency informed Client that Jester executions would have inherent quality feel from style of photography rather than being forced from elements used in previous ads e.g. chequered floor, columns. Client/Agency agreed that the make-up on the Jesters face would be toned down to look less cartoon-esque and more real. Agency to experiment with possibility of adding a colour-wash to the background. <p>Photography</p> <ul style="list-style-type: none"> Agency presented Tim O'Sullivan's book. Agency informed Client that this photographer would mean images were less stark, more real, and, whilst still being bright, would be warmer than current executions. Client agreed to use recommended photographer subject to estimate 	<p>Agency</p> <p>Agency to present</p>

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
AG51	08 January 2000
CLIENT	LOCATION
Gallaher	M&C Saatchi
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh
	Justin Clouder
	Josh Howdle-Fuller
	Matt Perry
	Alison Gunston

CONTACT NOTES	ACTION
Sovereign Status Meeting Wednesday 26th August	
Blown Away <ul style="list-style-type: none"> Agency reported that Blown Away had run in press and poster throughout July and the beginning of August. Agency reported that the price was revised for 3rd August magazine issues onwards. Agency reported that they will be supplying full colour page to the Consumer Club magazine for 21.9.98. 	Agency
October Burst	
<i>I Can't Get Over It</i> <ul style="list-style-type: none"> Agency presented initial transparency and layout for single page, poster and half page. Client approved the layouts and requested that the transparency be retouched to ensure that the Jester's leg did not cover all of the 'H' on Hedges. 	Agency
<i>I Can't Get Over It (cont)</i>	

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CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
CONTACT NOTES	ACTION
<ul style="list-style-type: none"> Client/Agency agreed to run this execution in the first quarter of 1999 when there is a white health warning and the timing is more appropriate for a stronger price message. 	
<i>Cows</i>	
<ul style="list-style-type: none"> Agency presented initial transparency and layout for single page, poster and half page. Client approved layouts and requested that the smaller cow's eye be retouched so that it is clearer – by removing the blue and making the eyeball whiter. Client/Agency agreed to run this execution in the October burst. Client/Agency agreed to look at the possibility of using a landscape version for outside back covers of magazines. Agency to present layout. 	Agency
Planning	
<ul style="list-style-type: none"> Client/Agency discussed implementing a stronger tactical execution in the first quarter of 1999. Client approved brief. Agency to brief creative team. 	Agency to brief w/c 7.9.98
<ul style="list-style-type: none"> Client/Agency agreed that a Christmas execution should run in the December poster burst. 	Agency to present w/c 7.9.98
<ul style="list-style-type: none"> Agency advised Client that they were unable to update the team on brand switching data until Gallaher had sourced more reliable figures. 	Client
<ul style="list-style-type: none"> Client requested boarded versions of both executions for research purposes. 	Agency w/c 7.9.98

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER		PAGE NUMBER
CONTACT NOTES		ACTION
Media		
Miscellaneous		
<ul style="list-style-type: none">Agency/Client undertook reproduction and positioning review for Blown Away.		
<ul style="list-style-type: none">Agency to investigate poor positions within Mirror Group titles, particularly the Sundays and in OK Magazine (31st July) and Woman's Own (10th August).		Agency
<ul style="list-style-type: none">Agency to investigate poor reproduction in the following papers Newcastle Evening Chronicle (3rd August), Sunday Mirror (26th July), Sunday Mirror (2nd August), The People (2nd August).		Agency
<ul style="list-style-type: none">Client briefed Agency on below-the-line activity.		

CONTACT

CLIENT	LOCATION	DATE	CONTACT REPORT NUMBER
Gallaher	Gallaher	27.10.98	AG55

PRESENT - CLIENT

Lesley Stears

PRESENT - AGENCY

Carrie Hindmarsh, Matt Perry, Alison Gunston

NOTES	ACTION
Agency and Client met to discuss the Sovereign brand strategy for 1999	
Agency and Client agreed to develop ads which retain the key elements of the Jester campaign but change the focus from <i>value</i> (i.e. from B&H at £x) to <i>quality</i> i.e. what a good taste/smoke.	Client to provide facts on product quality w/c 26.10.98 Agency to present concepts 18.11.98
Client advised Agency that the price must stay on the ads but that it does not need to be in the headline e.g. put on pack, make smaller.	Agency to investigate options
Client expressed concern over the colour of the Jester's costume. Agency agreed to ensure that colours were rich and vibrant in subsequent executions.	Agency
Coupon Ad Agency presented coupon ad. Client likes the concept and will seek internal approval. Agency to investigate production costs.	Client to advise w/c 2.11.98
Taste Test Ad Agency presented comparative taste test ad. Client likes the concept and will seek internal approval. Agency to investigate production costs.	Client to advise w/c 2.11.98 Client to advise on availability of appropriate data w/c 2.11.98
Media Client/Agency agreed that the tactical advertising would run in regional press with the brand advertising running in National Press and Magazines. Client to discuss current media laydown for 1999 with Walker Media.	Client/Walker Media 2.11.98

Alison Gunston

CONTACT

CLIENT	LOCATION	DATE	CONTACT REPORT NUMBER
Gallaher	M&C Saatchi	14.10.98	AG54

PRESENT - CLIENT

n/a

PRESENT - AGENCY

Gerard Donnachie, Christine Neophytou, Elliott Harris, Alison Gunston (Agency)
Paul Cowen - Photographer's Agent
Glen Ash - Retoucher

NOTES

ACTION

Pre-Production Meeting for Fir Price Ad

Illuminated Price

Agency informed photographer and retoucher that the price must be illuminated i.e. must have a neon effect.
Photographer informed Agency that this effect would be achieved using perspex models with a light shining through from behind.
'Pings' of light will also be shot – red/gold and silver to achieve an illuminated halo effect around the price.
Agency/creative services agreed to investigate darkening the background around the price to allow it to shine out.
Agency agreed that price must be positioned as close to the top of the tree as possible given ASA guidelines. Agency to present initial layout to the ASA for approval.

Agency 22.10.98

Tree

Agency was informed that two trees would be combined to create the desired shape and thickness as per the current layout.

Jester

It was agreed that the Jester's position would be as per the current layout.
The Jester's make up will be natural as in the *Cows* execution.
Agency requested that the Jester be shot with a range of facial expressions from straight to more animated.

NOTES**ACTION***Pack*

Agency was informed that the existing model was being cleaned in preparation for the shoot.

Agency informed photographer that the pack shot must be beautiful with 'Sovereign' bold and clear. The Sovereign coin must also be visible as per the current layout.

Photographer informed Agency that the Jester would be shot on a black surface, allowing his bright costume to be reflected in the top of the pack.

Quality cues

Agency reiterated the need for all of the elements to be beautifully shot - rich in colour and detail – to ensure that the ad had a quality feel.

ALISON GUNSTON

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
AG53	08 January 2000
CLIENT	LOCATION
Gallaher	Gallaher
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Matt Perry
	Alison Gunston

CONTACT NOTES	ACTION
<p>Agency met Client to present creative concept for December burst and to present final layout for January burst.</p> <p>December Burst – Fir Price</p> <ul style="list-style-type: none"> Agency presented 'fir price' execution. Client liked the execution including new crop on pack and active involvement of Jester. Client asked if the price could be illuminated. Agency to investigate. Client requested that the headline copy be enlarged. Agency advised that the layout was in concept form so the art direction had yet to be finalised. Client also interested to see how Jester's expression could be manipulated to involve him in the joke. Client to seek final approval. 	<p>Agency to check with creative team and ASA.</p> <p>Agency</p> <p>Agency to investigate</p> <p>Client to advise Agency w/c 5.10.98</p>

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
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CONTACT NOTES	ACTION
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I Can't Get Over It

- Agency presented revised colour run-out of this execution with the health warning re-instated on to the pack.
- Client approved the layout.
- Agency to commence reproduction upon media approval.

Client to advise.

ALISON GUNSTON

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
AG53	08 January 2000
CLIENT	LOCATION
Gallaher	Gallaher
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Matt Perry
	Alison Gunston

CONTACT NOTES	ACTION
<p>Agency met Client to present creative concept for December burst and to present final layout for January burst.</p> <p>December Burst – Fir Price</p> <ul style="list-style-type: none"> Agency presented 'fir price' concept. Client liked the execution including new crop on pack and active involvement of Jester. Agency informed Client that the price would be highlighted because it would look as though it was illuminated. Agency to investigate the best method of achieving this. Agency to present revised layout to include bigger headline. Client requested that Jester's expression should be such that it involves him in the joke. Client to seek internal approval. <p>I Can't Get Over It</p> <ul style="list-style-type: none"> Agency presented final layout with crop revised to include health warning on pack. Client approved the layout. Agency to commence reproduction upon media approval. 	<p></p> <p>Agency</p> <p>Agency</p> <p>Agency</p> <p>Client w/c 5.10.98</p> <p>Client to advise.</p>

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
AG52	08 January 2000
CLIENT	LOCATION
Gallaher	Gallaher
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Justin Clouder
	Matt Perry
	Alison Gunston

CONTACT NOTES	ACTION
Agency met Client to present creative and marketing ideas to give Sovereign a shot in the arm.	
Agency presented paper entitled: 'Sovereign. Making the Brand Work Harder.'	
<ul style="list-style-type: none">Client informed Agency that Sovereign had not actually grown its share	

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	M&C Saatchi	18.11.98		AG57

PRESENT - CLIENT

Lesley Stears

PRESENT - AGENCY

Carrie Hindmarsh, Matt Perry, Alison Gunston, Josh-Howdle Fuller

NOTES	ACTION
<p>Agency and Client Met For Status Meeting</p> <p><i>December Burst – Fir Price</i> Agency has supplied PC&DS and will forward CAP certificates to Client once received from COMOTAS Agency agreed to undertake reproduction review in the form of a tour of poster sites in December.</p> <p><i>January Burst – I Can't Get Over It</i> Agency to ensure that in future executions tar and nicotine levels are not shown on the side of the cigarette pack. Agency to investigate cost and timing implications of changing the copy on the side of the pack in 'I Can't Get Over It'. Agency to provide estimate for press and poster production.</p> <p><i>Coupon Ad</i> Agency presented coupon ad with copy. Client/Agency agreed that 10's should be taken out of the headline and referred to by featuring a pack of 10's. Agency to source shot of pack from JKR. Agency to supply photography estimate once February execution agreed.</p> <p><i>Quality Brief</i> Agency presented executions with better quality jokes – reducing 'slapstick' tone of ads – and increased focus on a value/quality message as opposed to price.</p> <p>Client reaction to executions were as follows: <i>Reflection</i> Very well received.</p>	<p>Agency. Agency to arrange.</p> <p>Client to give go ahead ASAP.</p> <p>Agency Agency</p>

Clear Pack

Well received – question asked about colour of pack. Agency informed Client pack would look like it had been made of sunglass lense material.

Inflated

Strong visual but concerns over poor quality out-take from crumpled pack. Plus from a corporate standpoint, the inference that cigarette prices are inflated is not good PR.

Turn-Up

Strong message – better for tactical message than for brand campaign.

Feather

Well received.

Agency to send colour copy to Client
19.11.98

Skunk

Concern that the skunk won't be recognised and therefore that the ad wouldn't work.

Contain Myself

Not thought of as a strong execution – too slapstick.

Agency/Client agreed that *Feather* and *Reflection* were strong recommendations for Feb and June 1999. Client to present internally and advise Agency of chosen subject for Feb ASAP.

Client to advise Agency on chosen
execution for February 19.11.98

February Execution – Timing

Agency informed Client that timing on this execution is tight due to Christmas break and supply deadlines. Shoot to take place on 30Nov/1stDec.

Agency to provide timing plan.

New Jester

Agency presented recommended replacement for Phil Davies. Client approved recommendation.

Agency to book actor for Feb and
coupon shoots.

Media

Client informed Agency that magazines should be pulled out of the schedule for 1999 due to budget restrictions.

Client requested map of poster sites in regional centres to present to sales force.

Client/Walker Media discussed pulling Sovereign ads out of areas that also promote Mayfair.

Client/Walker Media agreed that this should be a heavyweight campaign.

Walker Media to provide for Mon 23rd
November 1998.

Walker Media to provide details on
implications for up-weighting the
campaign in other areas.

Alison Gunston

Clearly Good Value

Agency advised Client that posters are being printed and that they are working on press proofs.

Agency also advised that they are making the pack slightly lighter for press to ensure that the Jester's costume stands out on the 'muddier' paper.

Agency to supply titles w/c 25.1.99

Agency to progress w/c 18.1.99

New Creative

Agency presented three new creative executions.

Deal

Client liked execution, will seek internal approval.

Client w/c 18.1.99

Combination

Client liked execution, will seek internal approval.

Client w/c 18.1.99

Ground Breaking

Client unsure about this execution as the message was laboured and value implicit (rather than explicit as with previous two).

Client to inform Agency of approved executions.

Client w/c 18.1.99

If two executions are approved, Agency agreed to investigate shooting them simultaneously.

Agency

Planning

Agency informed Client that they are preparing an analysis of brand performance and the implications of this for the future.

Agency w/c 13.2.99

Agency also preparing spend/awareness and share data to be updated and distributed regularly.

Agency asap

Media

Agency presented three schedule options for 1999

(i) Plan for press and poster ban in December

Client requested that Agency mark all coupon insertions as crosses (indicating brand execution) for the moment.

Agency to revise plan

(ii) Plan for press and poster ban in June

(iii) Plan for poster ban in June and press ban in December

Client and Agency to discuss once timing of ban known.

Client/Agency asap

Post Ad Ban

Agency presented summary of ideas for post ad ban activity.

Agency to progress sections for full presentation.

Agency to present w/c 8.2.99

Client advised Agency that in-pack promotions would probably not be allowed post ad-ban.

Agency to investigate/confirm

Miscellaneous

Agency/Client discussed competitive advertising. Agency agreed to provide Client with copies of competitive ads plus details of media spend (particularly for L&B).

Agency w/c 18.1.99

Agency advised Client of recent conversations with the ASA to ensure we are not put at a competitive disadvantage by contradictory advice.

Agency to progress w/c 18.1.99

Client to update Agency on pack research

Client Jan 1999

Budget Laydown

Agency presented Client with 1998 and 1999 budget laydowns.

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
8	13 December 1995
CLIENT	LOCATION
Gallaher - Salamander - ASA	ASA
PRESENT ASA	PRESENT AGENCY
David Poley	Moray MacLennan
Guy Parker	Carrie Hindmarsh

CONTACT NOTES	ACTION
<p>Agency presented three Sovereign routes.</p> <p><i>Paintings</i></p> <p>This campaign was felt by the ASA to imply that Sovereign cigarettes had been around for many years. Agency proposed that the idea behind the campaign was the absurd juxtaposition between the old fashioned pictures and the modern day cigarettes.</p> <p>ASA to discuss further.</p> <p>It was agreed that in any case genuine old paintings and historical figures could not be used, rather paintings would have to be created featuring generic royal figures.</p> <p><i>The Land of Cigarettes</i></p> <p>The principle idea of the pack as Sovereign and the cigarettes as people of the land hailing the Sovereign was approved. Some of the executions were felt to be too luxurious and opulent (the red carpet in the 'Gallery' execution) and others were felt to have associations with the current royal family (Buckingham Palace-style building in the 'Inspecting of the Troops' and the 'Balcony Wave' executions).</p> <p>Agency to amend and make executions more generically royal and less opulent.</p>	

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER

PAGE NUMBER

CONTACT NOTES

ACTION

It was agreed that the cigarettes should not be animated any more than those shown in the executions presented.

Sovereignty

The '*Fanfare*', '*Garden*' and '*Cushions*' executions were felt to show too many royal trappings and frills. However, if the executions were toned down and executed in an over-the-top, kitsch, gaudy and surreal way, they could be deemed acceptable.

Agency to supply copies of all work presented.

Carrie Hindmarsh

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	Telephone	3.12.98	1	AG60

PRESENT - CLIENT

Lesley Stears

PRESENT - AGENCY

Alison Gunston

NOTES

ACTION

Client phoned Agency to discuss billing timings for
December 1998 and January 1999

December 1998

Client/Agency agreed that the following would be billed in
December:

(1) Press and poster supply for 'I Can't Get Over It'
(NB 1999 budget, EXCEPT photography - 1998)

Agency w/c 7.12.98

(2) Photography for 'Coupon' and 'Clearly Good Value'
(NB 1999 budget)

Agency w/c 7.12.98

January 1999

(1) Press and poster supply for 'Clearly Good Value'
(2) Press supply for 'Coupon' - tbc

Alison Gunston

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	ASA	2.12.98	2	AG59

PRESENT - CLIENT

Guy Parker, Rachel Docherty - ASA

PRESENT - AGENCY

Alison Gunston

NOTES

ACTION

Agency presented new Sovereign concept to the ASA for approval.

Clearly Good Value

ASA informed Agency that this execution is acceptable.

Agency also advised that Agency seek guidance from COMATAS on the appearance of the health warning at the bottom of the pack.

ASA guidance is that the health warning should be legible and in keeping with other lettering/symbols on the pack.

Agency to send visual to COMATAS for advice.

Alison Gunston

CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	M&C Saatchi	25.11.98		AG58

PRESENT - CLIENT

n/a

PRESENT - AGENCY

Creative Services – Head of Traffic, Retoucher, Photographer, Photographer's Assistant, Art Buying
Alison Gunston

NOTES

ACTION

Agency met Creative Services for Pre-Production
Meeting on Coupon and Clearly Good Value.

Clearly Good Value

Perspex Pack

Creative services informed Agency that the optimum height for this pack is 3 feet.

Creative services and Agency agreed that the Perspex must make the pack look black – even though you can see through it. Lightly tinted Perspex will be used which will make the sides of the pack look solid and black. If necessary, the pack can be darkened in retouching.

Agency

Jester

Creative services informed Agency that the colour of the Jester's costume would be toned down when viewing through the pack. Agency requested that the part of the Jester not seen through the pack, be vibrant and rich in colour as per previous executions.

Lettering

Agency requested that 'Sovereign', the coin and 'Benson & Hedges' all be clearly legible on the pack.

Agency advised that the left hand-side of the pack must have the relevant copy (not tar and nicotine levels).

Agency advised that the health warning should be clearly visible if the bottom of the pack is visible.

Creative services advised Agency that solid colour would not be used, as it would look 'stuck on' – instead, the elements of the pack would be shot separately and merged in retouching.

Agency to investigate issue of 'see-through' health warning with COMATAS

Background

Creative services advised Agency that a slight drop shadow would be introduced to create a 'surface' for the pack – to prevent it looking like it is hanging in mid-air.

Coupon

Creative services advised Agency that they are currently sourcing a suitably large pair of scissors.

Alison Gunston

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
044	2
CONTACT NOTES	ACTION
<p data-bbox="191 612 367 657">Reproduction</p> <ul data-bbox="191 669 1069 884" style="list-style-type: none"><li data-bbox="191 669 1069 759">• Client advised Agency of general satisfaction with reproduction quality.<li data-bbox="191 771 1069 884">• Agency advised Client that there will be a complaint regarding the cropping of the ad in OK Magazine, 28.3.98 <p data-bbox="191 1088 383 1134">Alison Gunston</p>	

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
045	8th June 1998
CLIENT	LOCATION
Gallaher	M&C Saatchi
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Davide De Maestri
	Carrie Hindmarsh
	Justin Clouder
	Josh Fuller
	Matt Perry
	Alison Gunston
CONTACT NOTES	ACTION
Outstanding Agency presented The Star half page insertion. Agency confirmed that this was the last insertion.	
Blown Away <i>Single Page</i> Agency presented Cromalin. Agency informed Client that the July issue of Sky Magazine has been supplied.	
<i>Poster</i> Agency informed Client that posting would commence w/c 15.6.98.	
Agency advised Client that they would revise the single page, half page and poster layouts, to take account of the change in health warnings for July and price revision if applicable.	PC & DS
Client requested a breakdown of the costs to date for all the work carried out on the Blown Away campaign in relation to overall production budget.	Agency to present w/c 8.6.98
Creative Development Agency informed Client that three different creative routes had been briefed-in:	Agency w/c 8.6.98

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
045	2

CONTACT NOTES	ACTION
<p>(1) Refreshing the current campaign whilst maintaining some or all of the existing elements e.g. Jester</p>	
<p>(2) Different creative idea to the current campaign – focusing on Sovereign as a brand that is worth more than the consumer has to pay for it. Client & Agency agreed that the Benson & Hedges reference should be maintained in this execution as a quality cue.</p>	
<p>(3) Open brief Agency advised Client that a brainstorm would be arranged to develop creative starters for the open brief.</p>	<p>Agency w/c 8.6.98</p>
<p>Agency/Client agreed to pencil time in for research if applicable.</p>	<p>Agency/Client to review w/c 6.7.98</p>
<p>Agency agreed to send Client a provisional timing plan for the new campaign.</p>	<p>Agency w/c 8.6.98</p>
<p>Media Client approved the movement of June activity to the second half of July 1998.</p>	
<p>Client confirmed that the September burst should be moved to the first half of October.</p>	<p>Agency to revise schedule w/c 8.6.98</p>

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
045	2
CONTACT NOTES	ACTION
Miscellaneous	
<i>Planning Department Research</i>	
Agency agreed to keep Client informed of the progress on the proposed research into regionality/cultural groups and the implications of their differences on advertising.	
<i>Competitive Material</i>	
Agency presented boards of competitive activity. Client requested colour copies of the Lambert & Butler campaign.	Agency to send to Client w/c 8.6.98
Agency to undertake full competitive review and update archive of competitive activity.	Agency to start w/c 8.6.98
<i>Reproduction and positioning review for the Outstanding burst in March 1998.</i>	
Positions	
Client informed Agency that they were pleased with the effect of the half page as opposed to the single page.	
Client advised Agency that the positions in The Sun were disappointing, as were the use of left hand pages in the Regional Press and the decreased use of OBC's in magazines as compared to other bursts. Agency to investigate.	Agency w/c 8.6.98
Agency to make a complaint about the positions in Woman 17.3.98 and Woman's Own 17.3.98 – as the ad was facing another advert.	Agency w/c 8.6.98
Reproduction	
Client advised Agency of general satisfaction with reproduction quality.	
Agency advised Client that there will be a complaint regarding the cropping of the ad in OK Magazine, 28.3.98	
Alison Gunston	

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
044	2
CONTACT NOTES	ACTION
Miscellaneous	
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Agency to make a complaint about the positions in Woman 17.3.98 and Woman's Own 17.3.98 - as the ad was facing another advert.	Agency w/c 8.6.98
Reproduction	

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
044	2
CONTACT NOTES	ACTION
<p>Client advised Agency of general satisfaction with reproduction quality.</p> <p>Agency advised Client that there will be a complaint regarding the cropping of the ad in OK Magazine, 28.3.98</p> <p>Alison Gunston</p>	