

October 13, 1969

To All Members

ZI IDC
" Directors
LIA IDC
Directors

Subject: Zn 75
Publicity and Showings through October 8

Gentlemen:

The promotional program (publicity and showings) on behalf of ILZRO's Zn 75 is perhaps the largest-single item-venture undertaken to date by ZI (\$80,000) and LIA (\$4,000). These expenditures authorized between August 5, 1969 and mid-May 1970.

I trust you will be interested in the following outline of results to date.

1) General - Mailing List

ZI's Detroit office - during late spring and early summer - arranged with the 4 automotive companies to receive lists of those who should be invited to private showings of Zn 75. A CONFIDENTIAL list of nearly 1,500 names has been created (stylists, designers, materials engineers, production men, management executives covering all companies (perhaps as much as 60% of these names are new) which will be invaluable in the future.

2) Press Party August 5 (Statler, Detroit)

The car was introduced at a luncheon attended by 30 editors, T.V. and radio men with Messrs. Englehorn (as President of ZI), Strauss (as President of LIA) and Smart (as President of ILZRO) present. Radtke and Kimberley presented prepared statements and answered questions.

Zinc, lead and ILZRO industry reaction was mixed. Press Reaction has been as indicated in the following sections of this report.

3) Private Showings

About fifteen hundred formal invitations had been sent to those on the new mailing list prior to August 1. Over 60% replied, and of those 90% indicated their intention to attend.

9 private showings were held in late afternoon and early evening at the Engineering Society of Detroit's Rackham Building. The format of these sessions was - cocktails, buffet meal, "Prepared" discussion of the car by an attractive and well coached young woman, questions by those attending and answers by the ZI's Detroit office staff.

While attendance at these private showings was less than indicated likely by invitation acceptances, they must be considered successful for as a result, the further display of the car at central points in each of the Big 3 automotive companies was promptly requested by them and arranged.

The Private Showing Attendances Were:

		Attendance at Rackham Bldg.
August	6 GM Styling (all divs.)	13 men
"	7 Ford "	30 - 35 men
"	12 Chrysler "	45 - 50 "
"	13 Ford Engineering	50 - 55 "
"	14 Chrysler "	68 "
"	18 AMC Styling & Engineering	33 - 34 "
"	19 Chevrolet Engineering	33 "
"	20 Fisher Body (Ternstedt) Engrng	27 - 28 "
"	21 Pontiac (4) Cadillac (22) "	26 "
		<u>Attendance at Lansing</u>
August	25 Olds Engineering	50 men
		<u>Attendance at Flint</u>
Sept.	3 Buick "	36 men

Also - as requested by the auto companies

Sept. 4 - 5 Executive Garage GM Tech Center estimated 1,000 saw car, including Mr. Ed Cole, President of GM said to have made "copious notes".

Sept. 9 - 10 Ford Design Center

Sept. 11 Chrysler's Styling Studio

Note: At the Rackham Bldg. at Lansing, and Flint the exhibit show cases were part of the display. Show cases contained zinc and/or lead components.

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- 4) American Society of Body Engineers
Cobo Hall Detroit October 1, 2 and 3.

Attendance at this specialized show was 1600. The ZI had contracted for 600 sq. ft. of modestly located space (the best available at contract signing) but a last minute cancellation of a double sized space "at the show entrance" resulted in an invitation to move Zn 75 into this ideal area at no extra cost. This was done and all 1600 attendees saw the car. The Zn 75 display was locally televised during this period.

- 5) Detroit Chapter, Society Die Cast Engineers Oct. 7

With the car available and at very modest unbudgeted cost Zn75 was displayed at this technical meeting. Attendance at 120 was the largest in recent years.

- 6) Further Planned Showings

- a) As previously reported
Nov. 18 - 20 Western Design Show, Anaheim, California
Jan. 12 - 17 Society Automotive Engineers, Detroit
May 11 - 14 Design Engineers, Chicago
- b) Planned since Pettigrew report of June 27
Canadian International Automobile Show
January 18 - 25, 1970, Montreal
Note: To be shown at their request, with \$1,000 allowed us for transport, free space.
ZI/LIA Annual Meetings
April 8 - 10, St. Louis
- c) Under Consideration
At Toronto en route from Montreal to Detroit

- 7) Media Reception to date and as specifically planned

Aug. 5	DETROIT TV	Channel 50, TV Newscast, 3 minutes black & white 6:00 PM	10:00 PM
		Channel 2, TV Newscast, 5 minutes color 6:00 PM	11:00 PM
Aug. 6	AMERICAN METAL MARKET	1/2-page feature	
	DETROIT FREE PRESS	1/4-page with large photo	

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Aug. 6 (cont'd)
DETROIT NEWS

AP WIREPHOTO

Aug. 7 AP WIRE SERVICE

AMERICAN METAL MARKET

Aug. 11 AUTOMOTIVE NEWS

METALWORKING NEWS

THE NORTHERN MINER

Aug. 14 THE IRON AGE

Aug. 18 STEEL

METALS WEEK

Aug. 25 AMERICAN MACHINIST

Aug. 27 METALWORKING PRODUCTION
(McGraw Hill/England)

Aug. 30 COMPETITION PRESS &
AUTOMOBILE

Aug. CASTING ENGINEERING

Sept. 1 C&E NEWS

Sept. 4 MACHINE DESIGN

PRODUCT ENGINEERING

bylined column--"The Auto Industry",
by Bob Irvin; top position with photo.

National and international distribution
of large photo-caption. U.S. distribu-
tion--700 dailies; foreign untabulated.
Appearances in hand Aug. 6 thru 18.
19 clips in hand.

national and international distri-
bution. U.S. -- 2500 dailies; foreign
untabulated. Two clips in hand.

$\frac{1}{4}$ -page feature with large photo

Editor's Forum column devoted entirely
to Zn 75 story. Over $\frac{1}{2}$ -page.

front page featured story. Mammoth
photo plus approx. $\frac{3}{4}$ page.

front page featured story; full page
with large photo

full page featured bylined automotive
editor's page.

two-page feature with two photos

two-page cover story with 3 photos and
parts breakdown.

approx. $\frac{1}{4}$ -page in two editorial positions

4-page feature article with 8 photos of
car and components

full page feature w/ $\frac{1}{4}$ photos

$\frac{2}{3}$ page feature with two photos

photo caption in featured position of
news section.

$\frac{1}{3}$ page, two photos in special
"Picture Reports" section.

$2\frac{1}{2}$ -page feature w/7 photos

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Sept. 15	DESIGN NEWS	centerfold two-page feature w/5 photos
Sept.	PRODUCTS FINISHING	3-page feature w/2 4-color photos
	PRECISION METAL	2-page feature w/color
	MATERIALS ENGINEERING	2-page feature w/4 photos
	FOUNDRY	1-page feature w/3 photos
Oct.	MODERN CASTINGS	4 color cover plus one page w/3 photos

The following items have been reported to us by editors as firmly on the agenda for future publication:

AUTOPRODUCTS - feature

AUTOMOTIVE INDUSTRIES

DIE CASTING ENGINEER - feature

DESIGN ENGINEERING (Canada) - feature

Comment: By-and-large the press treatment has been excellent. Press kit materials have been used in a large variety of ways at editors' discretion. Appearances are expected to continue for a long time.

- 8) Basic Theme of ZI's presentation of Zn 75 is that the car is a design laboratory to demonstrate zinc's modernity and versatility with quality, durability and economy. This concept has been broadly but not universally understood. Some few have seen Zn 75 as an attempt to sell \$20,000 cars.
- 9) Literature (copies enclosed)
 - a) ILZRO's "Zn 75 - The New Look of Zinc and Lead". This is a well done review of uses for zinc and lead, including much of the metals as on Zn 75. It is and will continue useful as a promotional tool.
 - b) The ZI's "Zn 75" - this restricts itself to an appeal to the stylist, the designer and their imaginations.
 - c) To date ZI has used a greatly simplified version of the press kit as handout.

Both new pieces became available before the Body Engineers Show.

Both will be mailed to those on the invitation list for private showings as well as to attendees as a "Second Contact Follow Up".

Neither is an inexpensive booklet. They will be handed to those - appropriately interested at subsequent shows.

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- 10) Ad - 1 page, 4 color (copy attached) to appear starting mid October
3 times in Automotive News
3 " " " Industries
1 time in Detroit edition of Time
2 times in Industrial Design
- 11) Budget Performance - we may be a bit over the budget, the unexpected did occur on occasion.
- 12) A mid-November issue of the Spotlight will be elevated to Zn 75.
- 13) General observation on campaign to date.

Zn 75 is, in this reporter's mind, the finest looking of all those "Materials Cars" which have appeared to date. No one has debated this opinion.

At the 1969 budget meetings of ZI and LIA it was decided that showings should be limited to the "Styling, Designing and Specifying Influence"; to include the public would have required more money than the industries cared to appropriate at 1969 budget time.

The car has been or will have been seen by the majority of those intended to see it, when the present plans are concluded, in mid-May 1960.

The universally emotional appeal of this laboratory on wheels suggests, that if the car does not go abroad after mid-May, consideration be given to broad public showings. It should not be too difficult to devise a display emphasizing how relatively drab the car would be without its lovely zinc decor. A touched up and blown up shot might suffice.

This possibility will be broached at budget meeting November 12.

J.L. Kimberley

JLK/gt
Encls.