



The Plastic Bottle Institute

A Division of The Society of the Plastics Industry, Inc.
250 Park Avenue - New York, New York 10017
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May 9, 1974

TO: MEMBERS OF THE EXECUTIVE COMMITTEE
OF THE PLASTIC BOTTLE INSTITUTE

Dear Member:

Attached is a copy of the proposed Promotion Program for the next fiscal year.

The Promotion Committee established a subcommittee to review and prepare this proposal. Subsequently, it was sent to the members of the Promotion and Market Development Committees for their review. As you can see, this Program represents a consensus of what we believe to be the best Promotion Program for the Institute in the coming year.

You will note that the Promotion Committee has "killed" the PLASTIC BOTTLE BULLETIN and is directing its funds into what we believe will be more fruitful areas.

Each year, for various reasons, we have encountered problems when we discuss the Promotion Program at the Annual Meeting. We hope that with the broad consensus that we have accomplished with this program, that it will be approved by you in its present form.

I believe this is the earliest that we have ever gotten the proposed program to you for your review. Should you have some questions about any aspect of it, we would appreciate hearing from you before the Annual Meeting so that we may get the answers.

I look forward to seeing you at Ponte Vedra.

Cordially,

Thomas J. McGrath
Director of Packaging Services

TJM/mm
att.

SPI-23854

BURSON-MARSTELLER

PLASTIC BOTTLE INSTITUTE

1974-75 PUBLIC RELATIONS PROGRAM

SITUATION Many factors are currently threatening continued growth of plastic bottles. Included are the PVC situation, OSHA regulations, environmental considerations. To combat these negatives, positive programs that communicate the positive advantages of the package (safety, weight reduction, energy conservation, aesthetics, functionality, reuse) must be communicated on a continuing basis. In fact, more emphasis than ever must be given positive promotion activity to offset fears on the part of customers and consumers. Also, a program must be developed that is flexible enough to change emphasis quickly to handle any contingency that might arise. For example, should the PVC situation start to show adverse affects on other plastic bottle sales, the program must be able to switch gears quickly to handle the problem. For that reason, the techniques to be used become more important than ever. The message to be communicated via those techniques will be the basic "plastic bottle pluses" at the outset but could change as need demands.

AUDIENCES: In the past, activity has been directed at a wide variety of audiences. It has been difficult to successfully communicate to any of these audiences because of limited programs and budgets. For 1974-75 we must target key audiences and direct all efforts at those audiences. Key targets should be 1) customers 2) consumers 3) editors who reach either customers or consumers.

categories of awards so that more key customers can participate and receive recognition for their efforts.

\$12,000

2. **FEATURE ARTICLES** - Institute should prepare six new feature value stories on the individual bottle markets citing numbers, benefits, trends etc. This has been a major project of last year's campaign and initial results have been favorable. Stories would again be placed with the major verticle and horizontal trade publications. Features would also be reprinted and could be merchandised to customers.

\$12,000

B. To reach Consumer as primary audience:

1. **THE PLASTIC BOTTLE EXPERT** - Institute should hire and train a spokesperson to travel to 6 major markets to appear on local radio/TV shows to talk about the benefits of plastic bottles to the consumer, housewife etc. Spokesperson would add credibility on benefits of plastic to a large home audience. Highlights of appearances using positive statements could be prepared into news releases to attain additional coverage. Spokesperson could be Irma Jean Holloway (former Deputy Directory of Product Safety, Dept. of Health, Education and Welfare).

5. PUBLIC SERVICE - It is more important than ever to establish the plastic bottle as a safe package. Public service film, radio spots on home safety will help offset negatives of the PVC situations. Spokesperson can be featured in dramatic presentation of safety message. Public Service makes more sense than ever because spokesperson is also appearing in major markets talking the benefits of the package.

\$7,000

C. To reach Editors as primary audience:

1. ROUNDTABLE PRESS EVENT - Institute should organize and hold a press event discussing the effects of the energy and materials crisis on packaging, PVC situation. Event would position Institute as leading authority on plastic packaging with user trade press and would also furnish customer with information vital to his decision making on material selection.
2. MEMORIAL LUNCH PROGRAM - While this program was limited this past year because of various negative situations facing the Institute, this remains a key way of creating an interaction between leading Institute figures and the trade press. Program further gives Institute credibility and establishes faces to go with the names in the Institute.

\$1,000

\$500

SPI-23857

3. WOMEN EDITORS CAMPAIGN - Launch intensive campaign to tell positive aspects of plastic bottle packaging via womens interest publications. Activity will include editorial contact, development of tailored feature articles for publications such as WOMEN'S DAY, FAMILY CIRCLE, GOOD HOUSEKEEPING, etc.

\$5,000

4. MEETINGS AND PRESENTATIONS - Agency participation in annual, semi-annual meetings, committee meetings.

\$2,000

	<u>AGENCY FEE</u>	<u>EXPENSES</u>
TOTAL BUDGET: \$60,500	\$30,000	\$30,500

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SPI-23858