

Monsanto

FROM (NAME & LOCATION) William D. Lubic - General Offices - B1NB

DATE November 6, 1974

CC R. C. Isham - B1NB

SUBJECT 1974/75 Fluids Advertising *Dielec.*

REFERENCE

TO : G. F. Fague - B2SC
R. Koch - B2SD
C. Paton - B2SC
✓ D. Wood - B2SC

The following summarizes the topics and results of our meeting of November 1 on subject:

1974 ADVERTISING (To be completed by 12-31-74)

1. Turbinol bulletin: in works.
2. Therminol 88 data sheet: awaiting approvals from legal, product acceptability.
3. "Vickers" bulletin: awaiting legal re-approval.
4. Reprint of R. Hatton's book: awaiting approval from publisher to reprint.
5. Reprint of Pydratek bulletin: awaiting copy approval from legal, G.F.F.
6. Reprint of Skydrol IC/FF-39: awaiting copy approval from legal, medical.
7. Therminol Deluxe Design Guide reprints: awaiting approval of revised copy from product group. (K.R.)
8. Aroclor Bulletin: awaiting revised copy. (D.W.)
9. Original manuscripts to come on the following, to be completed this year:
 - Pydraul M/C bulletin (A.A.J.)
 - Competitive Products bulletin (A.A.J.)
 - MCS-1489 data sheet (D.W.)
 - MCS-1588 data sheet (D.W.)
 - Printing of Dielectrics Symposium presentations (D.W.)
 - Dielectric fluids disposal instructions (D.W.)
10. Reprint Therminol Design Guide IC/FF-31 (W.D.L.)
11. Design, initiate and complete a Chemical Engineering-- sponsored survey to respondents to our Therminol ad and postcard mailing to determine any differences in quality of responses. (W.D.L.)
12. The Offshore direct mail program will be held in abeyance until a decision is reached (G.F.F.) as to what approach will be taken to achieve objectives.

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BLU Nov 30
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Mr. Wood suggested the possibility of having a plaque placed on Rucker hydraulic equipment installed on offshore rigs and platforms that stated, in essence, the name of the original-fill fluid and that the same fluid should be used for replacement, and gave the various locations where replacement fluid could be obtained. A piece of literature giving this same information could also be included in the Rucker equipment "instruction" manual.

Assuming this is feasible and agreed to, because of the time involved the program will be deleted from the 1974 program and instead, budgeted for in 1975.

1975 ADVERTISING

1. Due primarily to product availability, it is highly unlikely that any product (including Pydraul and Turbinol) except Therminol will receive direct advertising and sales promotion support in 1975.
2. Fluid products other than Therminol will be supported with literature, possible inclusion in any 1975 exhibits, and special promotions on an as-needed basis. We will advertise Therminol in 1975.
3. In order of priority, the markets for Therminol are: 1) the CPI; 2) Textiles; 3) Barges and petroleum storage; 4) Offshore.
4. Therminol VP-1 will remain in Commercial Development until at least fourth quarter, 1975.
5. Therminol advertising in Brazil will depend on the results of sales leads generated by the 1973/74 program and the proposal submitted by the local marketing group.
6. Domestic dollar sales of Therminol for 1975 are budgeted at 135% of 1974 prospects, Pydraul at 148%, Santosafe at 164%, Turbinol at 226%, and Coolanol at 93% of 1974 prospects. The overall 1975 domestic dollar sales budget for industrial and aviation fluids calls for an increase of 32% over 1974 prospects.
7. Advertising goals for 1975 will be: A) to assist marketing in achieving specific objectives as detailed in the "action plan" of the to-be-published 1975 marketing plan; B) to assist marketing in achieving 1975 sales budget, specifically for Therminol; C) to "generate leads for Therminol that lead to Therminol sales"; and D) document results as they relate to actual sales dollars.

SPECIFIC ACTIONS discussed relative to 1975 advertising:

1. For space and direct response advertising only, we will most likely switch from Vanguard Advertising Agency of St. Louis to Reis, Cappiello, Colwell, New York.

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2. Approximately \$4,000 of the 1975 space advertising preparation expense will be paid from the 1974 budget.
3. We will participate in the 1975 Gas Turbine Conference (March 2-6, Houston) with a hospitality suite at the Rice Hotel.
4. Unless a decision is made to the contrary by 12-31-74, we will exhibit at the 1975 Offshore Technology Conference, May 5-8 in Houston. A 25' x 20' exhibit space has been reserved and paid for (100% refundable if cancelled by January 1, 1975, 75% refundable if cancelled by Feb. 15, non-refundable after February 15.).

Whether we exhibit or not, we will attempt to obtain a large hospitality suite (or public function room) at the Houston Oaks Hotel and schedule a by-invitation-only cocktail party for at least one night of the conference.

5. We will have a new modular-type exhibit designed and constructed in 1975 that can be used for any and all trade shows in which we participate. I am to continue with design of the currently-favored exhibit plan and, once the plan is firm, have a model of the exhibit constructed.
6. For any Commercial Development products included in exhibits, Commercial Development will share in the expense of exhibiting at an amount equal to the degree of participation.
7. We will exhibit in the 1975 Chem Show, exhibit space to be paid for in 1974. We will make every attempt to obtain a better booth location, including using the influence of Monsanto Corporate.
8. A decision will be made in the near future whether or not to exhibit at 1975 AISE (Steel) Show in Cleveland. We will participate with at least a hospitality suite.
9. Mr. E. D. Smith will investigate the possibility of having some of the Monsanto funds which are blocked in Taiwan made available for the advertising of fluids products.
10. We will attempt to better coordinate ex-U.S. and specifically European fluids advertising with overall fluids marketing plans and objectives. To this end I will see to it that Dr. Paton receives copies of 1975 Europe ad plans and that all space advertising is cleared with Dr. Paton prior to publication.

Also, enclosed is a copy of the 1974 Fluids Y-T-D advertising budget report as it was revised in the meeting.



W. D. Lubic

crb

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FLUIDS YTD A&SP BUDGET REPORT

AS OF 10/22/74
(Revised 11/1/74)

EXP. CODE	DESCRIPTION	1974 BUDGET	EXPENSES YTD	EST. COMMITTED YTD	EST. PLANNED YTD	EST. YEAR-END ACTUAL
283	Space - Trade*	24,950	6,950	-	-	6,950
293	Space - Prep*	5,000	4,445	-	4,000	8,445
325	Direct Mail*	5,400	1,067	-	-	1,067
326	Inquiry Handling*	-	-	1,300	-	1,300
345	Research	-	-	-	-	-
350	Literature*	24,500	15,272	2,750	15,000	33,022
355	Exhibits*	5,250	8,936	2,500	1,500	12,936
366	Special Promotions*	-	1,050	50	-	1,100
440	Literature Distribution	2,600	2,044	556	-	2,600
	Other Expenses	-	223	-	-	223
	TOTAL	67,700	39,987	7,156	23,026	67,643
	Estimated Year-End (Over) Under Budget					57
	*See attached for details of committed & planned items					

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Detail of Estimated Committed & Planned Expenses for 1974

		COMMITTED		PLANNED	
283	SPACE-TRADE				
293	SPACE-PREP 1975 Ads - 50%				4,000
325	DIRECT MAIL Therminol/Pydraul - Offshore				1,000
326	INQUIRY HANDLING 60% of Set-Up Expense Handle 500 Inquiries	800 500	1,300		
350	LITERATURE 5,000 SIB Mastheads 250 Deluxe Design Guides	250 2,500	2,750		
	Turbinol Bulletin			2,000	
	T-88 Data Sheet			1,000	
	Vickers Book			1,500	
	R. Hatton's Hydraulic Fluids Book			350	
	Pydratek Reprint			750	
	Skydrol IC/FF-39 Reprint			750	
	Pydraul M/C Bulletin			1,000	
	Design Guide Reprints			3,000	
	Competitive Products Bulletin			150	
	Aroclors Handling Bulletin			1,000	
	MCS-1489 Data Sheet			1,000	
	MCS-1588 Data Sheet			1,000	
	Print Dielectrics Symp. Presnt'ns.			500	
	Dielectrics Flds. Disposal Instructions			1,000	15,000
355	EXHIBITS Offshore Show Space Chem Show Space		2,500		1,500
366	SPECIAL PROMOTIONS				

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