

PRC

Barbara Marshall } Divisional Manager,

(get name spelling and correct title

Hazel-Bishop,
2345 Vauxhall Road
Union, New Jersey

Dear Barbara:

In behalf of the staff, I want to ~~ask~~ thank you for spending several hours with us recently to fill us ⁱⁿ on the specific problems of Hazel-Bishop. This is a particularly challenging assignment, requiring a high degree of creative thinking, and I think you will find us equal to the task.

There are two separate/problems to be solved. First, we must produce publicity of a general nature to develop a public image of Hazel-Bishop Cosmetics as high quality at a rock bottom price. The frills may be out, but the merchandise works! *We will ~~try~~ aim at appealing to your teen market, as well as retaining your older customers.*

Second, we will zero in on specific promotions to milk as ^{out of them} much publicity as possible. We have three specific projects to discuss immediately.

Finally, we will use what we do to develop top-notch promotional pieces for the wholesale trade making it appear that Hazel-Bishop is spending millions on ~~in~~ product promotion to back up sales.

Let's get right to specifics.

Pale ~~Dark~~ Pearls

Since this promotion is only a month off, we will concentrate on newspaper and syndicate publicity. Stories will be built around the theme that the heavier concentrations of pearl in summer's pale colors (35 per cent versus ~~15~~ per cent)

A 9A13
~~self girls~~

will give more shimmer to ~~midday's~~ lips. Another story might be created around the new bathing suit colors--bright and flashy this year--suggesting ~~color~~ ^{the super pearl} coordinating lipstick shades to accent the color of the suit ~~to better accent~~ ^{and her own} tan.

All stories will be illustrated by top-notch photos which will require Hazel-Bishop photo credits for use.

Trade stories will emphasize the heavier concentration of pearl and the fact that these shades double in sales in the summer months.

The Sculptured Look

This suggests a good how-to story on contouring, illustrated with photos or line drawings. King Features and NEA often use stories of this kind and will give photo credit. A general mailing would be made to beauty editors throughout the nation. We can also get out a few one paragraph beauty "tips" about accenting a particular good feature.

~~picture~~ Trade stories emphasize the need for contour products and the backing of rock and roll radio spots.

The Fall Spectacular

Here, we get into the more general story, emphasizing that you don't have to break the budget to pick up a whole bagful of quality cosmetics. Here are a few ideas off the top:

1. Hazel Bishop spends its money on top quality merchandise, not frills. Point out where cosmetic prices are ~~marking up~~ ^{marking up} high with no effect on product quality--packaging, demonstrators, etc. Talk about economy of mass purchasing for the Spectaculars, emphasizing interesting facts like H-B buys up virtually the entire human hair output of South Korea and even has to go to India for more.

2. A story on reasons you should use color coordinated makeups from a single manufacturer...how to look like a high fashion model on a low budget..tied to the Spectacular
3. A story on the cosmetic product name confusion. We're against it, says a spokesman from H-B, and to prove it, look at the easy-to-understand names of new liquid makeup products in the Spectacular.

A. A story on how to apply false eyelashes properly (tied to the eyelash sale in the ~~Sup~~ Spectacular). This would utilize a series of how-to photos giving special tips on problems that might arise. Hair Beauty Magazine or Ladies Circle could go for this. A rewrite of the same story, with one good photo, could be mailed generally to newspaper beauty editors.

B. Another good eyelash story would be the history of false eyelashes (did Cleopatra use them first) and their current great acceptance. We would quote an expert from Hazel Bishop as the authority in this story.

General stories

1. Surveys always make news. We could do some sampling and come up with some interesting statistics, in behalf of the Hazel Bishop Consumer Research Laboratory. Perhaps we find that 22 per cent of ~~teenagers~~ girls tried false eyelashes before they were 17, or some such thing. We could note style and fashion preferences in cosmetics and beauty. Any of these could be used as lead-ins to stories related directly to an upcoming H-B promotion

2. One big problem we have is that ~~is that~~ most products are basic remakes of competitive products--at a lower price. In many cases we're a year or so behind the actual "new product" ~~introduction~~ introduction, despite the fact we might have new names for the line. To gain acceptance, we will ^M have to innovate...perhaps something far out like "Batman eyes" created with Hazel Bishop products, featuring a photo of the new look and a description of how to create it. We might even start a fad with the right idea.

Inset

Booklet

We recommend

little

A booklet, which could be offered through magazines, the HB club and in some instances at POP, ~~in~~ on makeup. It would be aimed directly at teens and would ~~be~~ have to be ~~very~~ "camp." Such a booklet could be a tremendous image builder for the whole HB line of cosmetics.

EDITORS as consumers

There is no ~~more effective way~~ to impress an editor with the quality of your products than to provide her with a package of them to try for herself. A nice gift package of products with a release along the lines of "quality cosmetics don't have to cost a fortune" to selected syndicate and newspaper editors is recommended.

Special Projects

1. One of our basic needs is a spokesman associated with Hazel Bishop. Humanizing Hazel Bishop as a woman would be ideal, but since this is impossible, we will have to come up with another name and a special title, perhaps create the Hazel Bishop Beauty Institute. Creating this ~~individual~~ ^{entity} will be one of our first big jobs.

2. We suggest creation of the Hazel-Bishop Beauty Club as an "in" thing for teen-agers. The most attractive feature of the club would be the establishment of a monthly newsletter, keeping members informed of what beauty trends to look for a few months in advance. They'll be part of the "in" group, knowing what's coming up long before their friends. They'll get beauty tips, and perhaps even special offers.

We would secure membership through three basic outlets:

1. Membership blanks become part of all H-B in-store displays.

2. H-B ads contain coupons inviting people to ~~just~~ become part of the "in" group and join the club.

3. Publicity stories will feature the club.

There will be a membership fee of 25 cents for one year.

This might become a powerful merchandising tool. We could tip our promotions to the club members a month in advance. Store managers could be apprised that a couple of hundred thousand teen-agers have been tipped to watch for this special promotion.

* * *

Just
Barbara, we've described how we would begin. I'm sure many new

ideas will crop up as we go along.

Now, for budgets.

Consider this letter of proposal a six month contract, commencing June 1, 1966 and ending November 30, 1966.

Our fee is \$1,500 per month, which is billed in advance on the first of each month.

Hazel Bishop will be responsible for all out of pocket expenses such as photos, printing, travel, entertainment of editors, etc. ~~Hazel suggests that \$1,500~~ These charges will be billed at cost production plus the regular 20 per cent agency/surcharge.

We recommend that \$5,000 be budgeted for this purpose. No major expenses will be incurred without prior consultation with you and other H-B executives.

If this proposal is satisfactory, kindly indicate your approval by having an authorized executive affix his signature to the copy and return it to us.

Sincerely yours,

Lloyd G. Wolfe

President

ACCEPTED FOR

Hazel-Bishop, Inc

By _____

Title _____

Date _____