

PRC

Public Relations Counsel, Inc.

18 East 41st Street
New York 17, New York
MUrray Hill 6-9110

March 8, 1968

\$800 month

Mr. John Richards
Guy Greco, Inc.
6 West 57th Street
New York, New York

Dear John:

After our recent meeting with you we are more enthusiastic than ever about the prospect of carrying out a public relations program with the first goal of promoting your retail sales. Our approach will be to spread the Guy Greco image of the ultimate in quality and service and to make the company known as the leader in this area.

On the following pages, we have outlined the saturation six-month program that we recommend as a beginning. At the end of this time we will evaluate the effectiveness of the program and determine if the time is right to move into full-scale promotion of new franchises and into advertising as well as the PR program. In the meantime, we will utilize your story breaks to promote your franchises.

As you know, our regular service fee for a full PR program is \$30,000 plus out of pocket expenses, but I realize that you are still not in a position to afford this amount. Because we know that a saturation program for six months will increase your sales tremendously, we are willing to offer this full-scale program to you for a fee of \$1,500 a month, plus out of pocket expenses. For this program, you will receive the benefits of the creative thinking and planning of all our executive personnel.

John, the time to establish your position as "the leader" is now. Let's get to work!

Sincerely,

Glory Read
Glory Read
President

GR/Ih

A MEN'S FASHION SHOW PACKAGE

After reevaluating the Grand Central Terminal idea, we have come up with something that we think would be more in keeping with the kind of high class image we want for Guy Greco. A 15 minute men's fashion show, with the models wearing hairpieces and outfits for office wear, sports wear and formal wear. For the fashion show we would get a tie-in with some manufacturer of quality men's fashions. They would provide the clothes and models and of course receive credit for this. Through this we might even be able to arrange for an inexpensive ad tie-in in men's magazines.

We would arrange this show so that it would be in good taste and yet be entertaining, so that we can book it in the places where we have the best potential for customers -- the Yale Club, the Harvard Club, the Chemist Club, the Advertising Men's Club, Young Presidents' Club, etc., etc. Some of these clubs meet every week and they need a short program to draw members -- the men's clothes and hair fashion is novel enough to get good acceptance. We might decide to use a woman commentator. At these shows, we would distribute a booklet (which will be elaborated on later in this proposal). You might even offer a door prize of a discount on a Guy Greco hair piece. We will work out all the details so the presentation will serve to bring them to the privacy of Guy Greco's, motivated by how good the models looked. Perhaps as a finale to the show, the male models with hairpieces can remove them.

A PRESS PARTY

A press party to launch a program for a product such as yours is one of the best ways to immediately generate stories in magazines and newspapers . Since you have adequate room, we could save money by holding the party at your place. We would invite top editors from the quality men's magazines, from women's magazines and other leading consumer magazines, as well as from the trade.

The highlight of the press party would be the premier of our Men's Fashion Show. In this instance, we would get a celebrity to narrate the show.

As an alternate spot for the press party, we could rent a "men only" bar, like at the Waldorf, but give the ladies of the press special privileges for the evening. We might even have waiters wearing hairpieces and let them remove them at the end fo the evening.

We should have a door prize of a hairpiece -- that could be transferable. Or we might have a "Does he, or doesn't he?" contest. Let editors fill out a form, guessing which models in the show are wearing hairpieces. Perhaps we could give editors a brief tour of your working area so they can see how it is done.

A press kit would include appropriate pics (not those usual awful before and after ones); the booklet; and stories slanted toward various editors: What Women Should Know About Men's Hairpieces; The History of Hairpieces; Who Wears Hair-pieces? (a priest, actor, etc.); A celebrity story, if you have a willing one; A story on Guy's fascinating history; etc., etc. There are hundreds of story angles. We

would, of course, later follow up with additional suggestions to editors. The press kit, or stories from it, could later be mailed to appropriate newspaper editors, all over the country, or distributed to your franchisees for their local promotion.

BOOKLET

A booklet done in good taste and not too commercial could be a powerful far-reaching vehicle for spreading the message. Many national magazines offer booklets such as these and the response is fantastic. To keep down cost we might offer it for 10¢ to cover mailing. The booklet would be our best piece of literature to distribute at the Men's Fashion Shows. It could also eventually be distributed to franchisers with a blank back page for printing of their own name and address.

I envision the booklet as having a great looking guy about 30 years old on the cover. He is of course wearing a Guy Greco hairpiece but you would never know it. The booklet should contain a section on the difference between hair-pieces, what makes a quality hairpiece, why you should buy a good hairpiece, etc. This article might be by-lined by Guy Greco. Another section would be the 25 most common questions men ask about hairpieces (can you sleep in it?, will it blow off?, should I wash it?, etc.) and the answers. A section might deal with hairpiece history, another on the proper care of a hairpiece, etc.

The book format would be very masculine in design and color and any pictures would be carefully planned so that we would not have the unattractive look of those awful ads. This is something to decide when we are actually preparing the booklet, but I personally feel that the less before pictures, the better.

The back page of the booklet would carry your Guy Greco name, address, and mini commercial message, perhaps an invitation to visit at no obligation when in

New York. A perforated tear-out page toward the back of the booklet could serve potential customers by inviting them to ask any additional questions, perhaps some involving their own personal hair problem. This would provide a good source of leads for additional follow up via mail (such as story reprints).

PRC PERSONNEL WHO WOULD BE INVOLVED WITH THE GUY GRECO, INC. ACCOUNT

MRS. GLORY READ, President of Public Relations Counsel, Inc., has been with the agency since it's early days.

In recent years she has been responsible for supervision of the Johnson & Johnson accounts. She originated the "Baby Yourself" (adult usage of baby products) PR campaign which increased sales dramatically during the time of a declining birth rate. The success of this PR program was responsible for the development of an adult usage advertising campaign.

During her some ten years at PRC, Mrs. Read has been involved in all areas of PR. She has been responsible for such accounts as: Cott Corporation (beverages); S.B. Thomas (English Muffins); Careers, Inc., (technical recruitment); Cascade Industries (swimming pools and sauna baths); Chemway Corporation (Cosmetic area).

A former North Carolina newspaper woman, she was later with the News Bureau and Public Relations Office of Duke University, her alma mater.

Mrs. Read also has been an advertising copywriter, an editor, a newspaper beauty columnist, a free-lance magazine writer, and an author for Fawcett Books.

She is a member of the Public Relations Society of America and the Cosmetic Career Women, and lectures on public relations at local colleges and universities.

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FRANK P. MARX, Vice President of Public Relations Counsel, Inc.,
is a graduate of Boston University's School of Public Communications.

Before joining PRC some five years ago, he was with a PR agency,
where he handled men's products for Botany Industries, Max Factor, Renauld
Sunglasses and The Fragrance Foundation.

At PRC he has supervised such accounts as Glamorene Products Corp.,
Johnson & Johnson's Dermicel Tape, U.S. Rubber Division (Uniroyal, Inc.),
and U.S. Plywood.

He is a member of the Public Relations Society of America.
His free-lance activities have included: feature articles for Tile &
Architectural Ceramics Magazine, PR materials for the Boston University
Alumni Association, Wiltwyck School for Boys, Youth Consultation Service,
and VISTA.

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MITCHELL P. STROHL, account executive, recently came to PRC from Stephen Goerl Associates, Inc., public relations and advertising firm, where he worked on programs to promote tourism for Trinidad & Tobago and Ceylon.

Prior to that, Mr. Strohl was with Franklin Book Programs, Inc., a New York based organization working under foundation grants to develop publishing industries in underdeveloped countries.

Mr. Strohl is a graduate of the University of Maryland European Extension Division and did graduate work at the University of London, London, England. He grew up in a military family and has traveled and lived throughout Europe and the United States.

He is also a short story writer.

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ESTIMATED EXPENSES

Press Party	\$1,000.
Press kits	500.
Set up 10 Men's Fashion Shows	500.
Booklet	2,000.
Clipping service	200.
News release printing and mailing	1,000.
General expenses and entertainment of editors	500.
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	\$5,700.

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