



office of the president

Public Relations Counsel, Inc.

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September 22, 1969

Mr. William B. Kelly
Kelly and Weinman, Inc.
342 Madison Avenue
New York, New York 10017

Dear Mr. Kelly:

It was certainly a pleasure talking with you and your associate about your exciting new product, "Thicket."

Since it seems to be a "first," the time is right for a national saturation PR program to establish it as the prestige product of this kind.

Naturally, the name of the game is increasing sales. On the following pages, I have outlined the kind of program that I believe will be most effective in accomplishing this goal.

However, please keep in mind that this is merely a flexible guide that we will modify and revise along the way because as we "live with" a product, new creative ideas and opportunities for exploration always come along.

Our professional fee for a program on this one product would be \$800 a month, plus out of pocket expenses. The usual expenses include such items as printing of releases, postage, clipping service, entertainment of editors, etc. Any large or unusual expenditure would require your prior approval. We usually begin with a six month program, which is cancellable at any time with 30 days notice.

In all sincerity I don't think anyone is capable of executing a more creative and effective product PR program than we are. "Thicket" is exciting and has great potential -- and I'd love to have a chance at it!

Cordially,

Glory Read
glory read
president

PUBLICITY

The backbone of any successful public relations program is creative publicity. In the case of "Thicket" there are numerous opportunities utilizing many different story angles. Although our basic approach will be toward men, we will also utilize the "his and her" idea.

PRESS KIT

As our initial step, I recommend that we prepare a press kit to be personally serviced to appropriate editors at magazines, wire services, syndicates and certain newspapers. Along with the press kit, the editor would receive a sample of "Thicket."

For the kit we would prepare a general new-product type release describing the unique qualities of "Thicket." It should also include a non-commercial type picture of the product in use, and the styling booklet you mentioned (provided it is not too commercially oriented). Your attractive folder could be utilized as our press kit cover too, provided we can cut it down to our size.

CONSUMER PUBLICITY

On a continuing basis we would prepare feature stories and grooming tips for placement with magazines, wire services, syndicates and newspapers. We are in constant contact with editors who are always interested in imaginative story angles.

Our best story approaches will come to us when we are more deeply involved with the product, but a few off-the-top-of-my-head ideas are: Grooming Secrets Of A Bachelor; Survey Reveals What Bothers Men Most -- Hair; What Every Women Should Know About Her Man's Hair; He's A Hairy Guy (how the kids are coping with long hair problems); What Hair Means To A Man (the psychological history of men's hair styles); Stylist Reveals Hair Care Secrets Of

Famous Men; Male Grooming Hangs By A Hair; How Does The Cast Keep That Long Beautiful Hair; Unisex Hair Care (the his and her bit); etc., etc. All of these will be developed so that "Thicket" naturally and legitimately fits into the story. You also will notice that many of these make use of that valuable third person endorsement.

GROOMING TIPS FOR MEN SERIES

Each month we would service our lists with several grooming tips, probably geared to the season of the year. Such things as how to groom your hair for riding in a convertible, swimming, etc. provide an opportunity for extolling "Thicket."

We might also use a question-and-answer format dealing with male grooming in general, hair in particular, and plugging our product.

COLUMNS AND CELEBRITY TIE-INS

Through our contact with agents and our Los Angeles affiliation, we will pursue tying in "Thicket" with celebrities for column placements. To be perfectly honest, this is sometimes difficult when a trade name is involved because celebrities these days are looking for easy endorsement money. However, we can often do interview stories in which this becomes one of his grooming secrets. Such a story may appear in Esquire, the Daily News, etc. and for that reason does him so much good that the endorsement question doesn't come up. It is also important to remember that people who are just beginning to be known are eager for publicity, and an imaginative, well-angled story doesn't need a big name to get good pickup in publications (some of the materials that I have enclosed with this presentation illustrate this point).

Another good tie-in is men's hair styles. In this case we can provide a stylist with some "Thicket" to try, do an interview story on him (which isn't that easy for him to come by) in which one of his recommendations will be "Thicket."

TRADE PUBLICITY

As part of our PR program we will continually service the trade with appropriate stories on "Thicket" and special promotions. These will be directed at trade publications in the drug and department stores, cosmetics and toiletries, and any other areas that would be of benefit to you.

Once we have some good consumer clippings, we recommend the preparation of a montage, developed around a theme, as a promotional piece for your salesmen, distributors or outlets to let them know about all the promotional backing that is behind "Thicket."

BOOKLET

If your hair styling booklet is not too commercial, we could have it offered editorially in publications, either free or for some small amount like 10¢, depending on its size. Possibly we would use it as the basis for a more editorial type treatment that we would be able to use in this way.

There are a number of other ways the booklet can serve you -- point of purchase give away, distribution to men's hair stylists, at men's fashion shows, etc., etc.

RADIO AND TV

PRC'S OWN RADIO AND TV LIST

Under our Beauty & Health Institute (it's legal), we have developed a list of some 250 women's radio and TV programs that we periodically service with scripts. We consistently get a very good pick up, many in large cities, and the cost is no more than the printing and postage (just like sending out a release). In the case of "Thicket," the approach would be psychological, explaining to the woman how (and why) her husband feels about his hair, etc. and letting her in on what is new to help him. We can also bring in the "his and her" aspect of our product.

RADIO SPOTS (barter)

We are able to get 10 second spot announcements (using our copy) on a continuing basis, in exchange for products worth \$5 retail for each station, all in big cities.

JOE ZIEHL RADIO SHOW

This is a chatty husband and wife show (he also plays the piano and sings) that goes out via record with a five minute show for each day of the month to 1,000 radio stations in top markets. They freely name the product and manufacturer but give it a newsy peg. The pick up is 50 to 75% (we get a verification of usage report, of course) and the cost is about \$300.

WENDY BARRIE RADIO SHOW

(You are probably familiar with this one.) In exchange for products with retail value of \$1 for each of their 360 stations, some-one from your organization or mine chats as commercially as we like about the product. We provide her with the six questions to ask. In the case of a product such as yours that is worth more than a dollar, we can work out a different barter arrangement.

TV NEWSFILM

Since this costs about \$3,500 I don't recommend it for "Thicket" (until sales become astronomical), but I do want to acquaint you with the opportunity. We have worked with an excellent company that makes a short news-pegged film for TV that is a tremendous publicity vehicle. The product is quietly but effectively tied in to some newsy event (as the Ft. Lauderdale kids and baby oil one with the enclosed materials). It goes to 100 top stations (if a network also accepts it, you sometimes get another 100 stations and very often Channel 5). These are usually shown as features with the 7 p.m. or 10 p.m. news.

RADIO AND TV INTERVIEW AND TALK SHOWS

We will endeavor to schedule you on interview and talk shows. Some of these will involve suggesting a topic -- what better one than man and his hair. Guests could be a man's hair stylist (we might consider making him our captive spokesman), a toupee maker, a hippie, etc. Products and information would be delivered to shows which might talk about them, such as the Tonight Show, Laugh-In, etc., etc.

OTHER PROJECTS

TIE-INS

We would pursue possible tie-ins with companies involved in men's fashions.

MEN'S FASHION SHOW PACKAGE

Working with a manufacturer of quality men's wear, we could package a fashion show which we would book in such places as the Yale Club, the Chemists' Club, the Young Presidents' Club, etc. We could distribute your booklet at the show and give away "Thicket" as door prizes. We might even have a little "does he or doesn't he?" contest, asking the audience to guess which models are using "Thicket."

PHOTOGRAPHY

Imaginative pictures can often obtain a great deal of additional publicity mileage for us. It also makes it possible for us to get tradename identification in publications where it would not otherwise be possible.