

The "Guest Choice" Network

A Coalition of Restaurant Operators and
Recreation Industry Leaders

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November 3, 1995

The "Guest Choice" Mission: Change the Debate

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The Underlying Mission:

**To educate and motivate
business owners to defend
their operations and marketing
programs**

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STRATEGY

**Create an operator support
mentality of "smokers' rights"
by encouraging responsibility to
protect "guest choice"**

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Current approach:

**Tobacco industry position on
smoking *overlaid on* operations**

New approach:

**Defending "Guest Choice" *woven
into* fabric of operations**

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Our goal is to establish:

operator "comfort" levels
with employees

credible public positions

operations alternatives

the mentality that battles

can be won
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Initial (8-Month) Network Development

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- 5,000 table-service restaurants
(12/1/95 through 3/31/96)**

- Local market membership focus
of 6-10 markets, identified by
PWI (4/1/96 through 6/30/96)**

- Additional 5,000 operators
(5/1/96 through 7/31/96)**

NETWORK STRUCTURE

Philip Morris
Berman and Company
Multi-Industry Advisory Council
National Network Membership
Local Grassroots
"Swat Team" Leaders

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MARKET RESEARCH

- Operator focus groups
- Benchmark / tracking survey of operators to gauge
-- issue sentiment
-- program receptivity
-- commitment
-- participation level
- Follow-up surveys / focus groups

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The "Guest Choice" Network will include:

- Restaurants
- Hotels
- Casinos
- Bowling Centers
- Taverns
- Stadiums
- University Hospitality Educators
and Students

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SIGN-UP OPPORTUNITIES

- Corporate agreements
- Direct mail
- Trade press advertising
- Hospitality school students
- Trade show sign-ups
- Earned media
- On-line promotions

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**THE "GUEST CHOICE"
COMMUNICATION CENTER**

Education / Involvement

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GC NETWORK TOOLS FOR EDUCATION / INVOLVEMENT

- Newsletters: every 2 weeks**
- Periodic special supplements**
- Fax alerts**
- Internet linkage**
- Trade editorials**
- Trade press features**
- Operator op-eds**
- Speeches before industry groups**
- Editorial boards with local operators**

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NEWSLETTER FEATURES

Protecting "choices"
(60% to 70% smoking focus)

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- Issues Research
- Investigative "Anti" Research
- "Hill Heroes"
- Historic and Current Supporters
- Risk Education
- Involvement "Success" Stories
- Feedback Column
- Technical HVAC Assistance

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TIMELINE

December 1995 -- March 1996

- Initiate corporate sign-up
(5,000 units)**
- Create Advisory Council**
- Develop broad marketing program**
- Restaurant operator research,
focus groups, polling**
- Establish communications network**

January -- April 1996

TRADE PRESS:

- Interviews**
- Editorial boards**
- Op-eds**
- Ad placement**

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February 1996

- Stories and ads break in the trades
- Direct marketing campaign starts
- Marketing on COEX program

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Public Outreach
May, June, July 1997
One-week public education campaign:
"The Unintended Battlefield"

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Reaching the Target Market

Customers Per Week

Outback 1.275 million

TGI Friday's 2.6 million

Denny's 7.4 million

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PROGRAM RECAP

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MARKETING / RESEARCH

- Industry benchmark surveys
- Industry focus groups
- Follow-up tracking
- Corporate endorsements
- Trade associations' support
- Direct mail
- Trade show marketing
- Trade press advertising

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GC NETWORK COMMUNICATIONS

- GC Network developmnet**
- Issue tracking (beyond tobacco)**
- Newsletter / reports program**
- Internet**
- Media**
- POS message campaign**
- Materials development**

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LEGISLATIVE / GRASSROOTS

- Identify / support local leaders
- Organize local coalitions
- Editorial board meetings
- Develop custom materials
- Interface with PM lobbyists

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