

M E M O R A N D U M

TO: Bill Powar  
 FROM: Dave Roberts *DR*  
 DATE: May 1, 1987  
 RE: Heavy-up Budget

cc: John Bennett  
 Jan Soderstrom  
 Fran Schall  
 Phil Cox  
 Kevin Roddy  
 Bob Spinner

Here are incremental budgets needed to accomplish anti-American Express communications to three target audiences this summer. The publics are consumers, merchants and Members.

	<u>Gross</u> <u>Media</u> <u>(000)</u>	<u>Production</u> <u>(000)</u>	<u>Total</u> <u>(000)</u>
<u>Consumers</u>			
Spot TV	\$1457	--	\$1457
Daily Newspapers	2314	100	2414
W.S.J. (May)	254	20	274
	<u>4025</u>	<u>120</u>	<u>4145</u>
<u>Merchants</u>			
Trade Publications	235	15	250
<u>Members</u>			
American Banker	120	40	160
	<u>4380</u>	<u>175</u>	<u>4555</u>

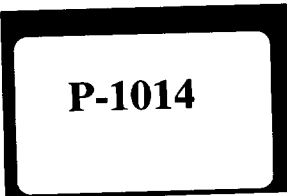
These budgets are based on the following assumptions.

Consumer

Spot TV ... to run 4 weeks in June and 4 weeks in August.

... 50 target GRP's per week, 1/2 prime, 1/2 late fringe.

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... in 11 key Amex spot TV markets.

... utilize current TV creative.

Newspapers ... the leading daily in same 11 markets.

... plus WSJ and USA Today.

... all to run six newly produced B/W ads one time.

... dailies and nationals to alternate weeks.

... WSJ to run separate "Giglios" ad 3x in May.

#### Merchants

Trade Pub's. ... MasterCard will be asked to pay 1/2 of a \$500M trade campaign.

... involving 9 high ticket retail categories where Amex is likely to expand.

... 4/c page ad in 18 leading publications; run 4 times each.

#### Members

Trade Pub. ... utilize American Banker to reach top management of larger banks.

... estimate need of two 4/c advertisements, each run 10 times.

In addition to above financial trade media, a video and direct mail will complete the Member portion of the plan. These figures will be supplied by Phil Cox.

/mj

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