

OTHER WAYS TO REACH THE TARGET

page 1

- Dakota buttons with saying.
 - Contest on back of button
 - "I'm from Dakota country."
 - Dakota spotter looks for people with button at malls, clubs, bars
 - Spotted anywhere with button win free T-shirt
- Dakota puzzle - people at clubs get different puzzle pieces with match
- Dakota clothes
 - Own brand of clothes
 - Logo rhinestoned jean jackets
 - Tie in with existing line of jeans
 - Rolling store on wheels
 - Mini-van souvenir store on wheels
 - Mall mini van that gives/sells items for cash, cash plus proofs of purchase, just proofs of purchase
 - Store sells anything in ads
 - Make purchases at Rolling store with proofs of purchase
 - Catalog of clothes
- Dakota "Ice Cream Trucks" that drive through neighborhoods, play music, and sample
 - Create a new flavor of ice cream called Dakota _____ .
- Dakota Anti-Fashion show
 - Distressed/stonewashed clothes
 - All real casual stuff they would really wear, "low fashion"
 - Do it in a mall
- Dakota jewelry, pins
 - Put Dakota jewelry on models in ads
 - Logo earrings
 - Sell earring by 3-- 2 for girl, 1 for guy.
 - Or sell them in singles for both sexes
 - Free ear piercing with purchase
 - Upper arm bracelet
 - Hair clip, scrunchies
 - Boot jewelry

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OTHER WAYS TO REACH THE TARGET

page 2

- Dakota hair dryers in public bathrooms.
- Dakota posters
 - Sell posters of ads in store
 - Creation of poster dressed in new clothes
- Customer gets to be model in ad, by a contest.
 - We're looking for the new Dakota Woman-- e.g., Revlon, Reingold.
- Picture taken with live male Dakota model.
 - Picture taken with cutout of Dakota people.
 - Have yourself photographed on motorcycle with woman or man
 - Make it a poster
 - Put it on a t-shirt
- Do Dakota Gal photos. Target dresses like Dakota Girl and gets picture taken.
 - Do idea above only in video form. Target takes video home with her.
- Dissolve Marlboro chevron shape and have Dakota replacing the logo
 - Perhaps as POS-- e.g., Camel Neon.
- Dakota fashion show
 - with targeted clothes
 - targeted models
 - catalogs
 - Models just go to malls/clubs and walk around. It's not a set up show.
- Dakota logo on sunglasses.
 - Design a new shape that will be the next "Wayfarers" and call them "Dakotas"
- Dakota helmet for motorcycle
- Music
 - Dakota band
 - Dakota record label, theme song
 - Dakota video ~~van~~ *jeep*
 - Music by existing artists adopted as Dakota music

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OTHER WAYS TO REACH THE TARGET

page 3

- Dakota mall mini-vehicle, similar to golf cart
 - Similar to video van but for roving inside malls
- Dakota matches at c-stores
 - Free matches in c-stores should be Dakota matches
 - Dakota matches that open similar to slide pack
 - Dakota match box that opens to form logo
 - ~~Should be wooden matches~~
 - No friction strip needed. Use your (or your boyfriend's) fly
 - Put friction strip on pack.
- Winner of Dakota Model Contest gets to appear in advertising.
 - Several winners in each city
- Black Velvet rodeo with prizes for riding bull named Velvet
- Dakota video game. Win prizes.
 - Dakota pinball machine in c-stores and other places
 - Sample in mall video arcades
 - Have an adult section in back of video arcade where Dakota machine is
- Party. Everyone named Dakota or living on Dakota Street (or in a building called The Dakotal)
- Vehicle named Dakota.
 - Dodge Dakota tie-in. Limited edition special car.
- Dakota car accessories
 - Mud flaps
 - Striping/decal kits
 - Windows. Custom van/rear window
 - Special Dakota license plate with lights
 - Step on brakes and Dakota emblem lights up/appears
- Dakota plane rides-- offer things "on the edge".
 - Rafting
 - Hang gliding
 - Parasail
 - Parachuting/skydiving

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OTHER WAYS TO REACH THE TARGET

page 4

- Mt. Rushmore. Build a Dakota landmark.
- Dakota dollars/offers dropped from planes
 - Redeemable at certain bars for drinks
- Associate Dakota with nighttime
 - After hours event at mall
 - Midnight bowling/rock & bowl ✓
 - Sponsor midnight movies/party ✓
 - Midnight sports (basketball, volley)
 - Have presence at all night eateries
 - Invent Dakota fries, waffles
 - Get Boone's Farm to create a Dakota wine
 - Put popular night eatery in ad
 - Do T-shirts for key diner with Dakota on back ✓
 - Dakota is for "sundowners"
 - Sundown Syndrome
- Single nights/parties at grocery stores
- Tattoos
 - premiums
 - game participants
- Place for cruisers to congregate (something built like Dakota)
- Cruising strips everywhere are called Dakota Strip
- Other things called Dakota:
 - A hot bar
 - A school team
 - An annual event-- e.g., jeep mud runs
 - A new snack called 'Kotas' ✓ *car snack*
 - A brand of gas
 - A clothing store with jeans, like Body Shop
 - A fanny pack-Dak
 - A rock band/song

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OTHER WAYS TO REACH THE TARGET

page 5

- Dakota sections . . .
 - In restaurants
 - Lanes
 - At gas pump islands
 - At drive-ins
 - Movie sections/lounge
 - At rock concerts
- Dakota awards, like Goody's Headache award
- Coolest guy/girl at bar, by vote or chosen by bartender
- Favorite bartender in town award
 - Ugly bartender award
- Sexy lingerie parties
 - Cheap jewelry parties
 - Logo earrings
- Paint your own shirt
- McDonald's has McDakota sandwiches
- Dakota boom boxes
- Dakota ads on videotapes
- Dakota potato chips
 - embossed, puffed potato chips
 - Dakota packaging for snacks
 - Dakota pretzels shaped like logo given free to bars
- Dakota beer, soda, chips, gum, desserts, cookies
 - Dakota corn chips
- Freestanding Dakota ashtrays at C-stores, inside or out
- Free parking with Dakota pack

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OTHER WAYS TO REACH THE TARGET

page 6

- Close off street at end and have a Dakota party
- Videos in bars
 - Video jukebox
 - Videos on walls at C-stores
 - On gas pumps
 - At food court at malls
- Bowling alleys
- Wrestlin' matches
- Tractor Pulls
- Drive-in movies
- Use logo in bars in subtle ways *Bus stops
subways*
 - phone booth ✓
 - on bar
 - inside bathroom cubicle door
 - graffiti board with logo on top, mounts on cubicle door or bar or booth, with pen or marker plus writing area. Reusable.
 - Put a mini video in bathroom cubicles
 - Put log on inside of commode
 - Posters of Danny in ladies' rooms ✓
 - Could ask bartender for copy of poster to take home
- Consider bathroom boards. Talk to supplier. Advantage: Guys cannot see it so can be "personal" female advertising. Could pilot it in one bathroom.
 - A 1-sheet in bathrooms by mirror that shows the girls laughing, waiting outside men's room, etc.
- Dakota party on uninhabited islands in middle of lakes
 - Dakota waterslide on island
- Give freed convicts a gift pack ✓ *have Penny pull
the decision
statistics*
- Sample at beach off of a jeep
 - Or give out beach packages with suntan lotion, etc.

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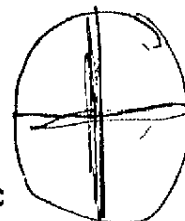
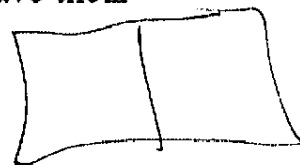
*Sales Force
consumer
mission*

OTHER WAYS TO REACH THE TARGET
page 7

- Logo pillows for bed, car, dorm rooms, back of car window (if relevant)
- Dakota bandaids
- Dakota fingernail stickers
- ✓ Dakota washable tattoos
- Inflatable Marlboro pack to bat with Dakota bat
- A counter display where Victoria lights your cigarette.
- Dakota mousse for hair
- ✱ Hair shaving logo. Hire people. Have contest for best Dakota hair.

✱ Suntan logos

- drawing* ✓
- Contest to give away Dakota motorcycle and/or jeep */saulbont*
 - Dakota socks
 - Tennis shoe charms with logo
 - Dakota carts on boardwalks and beaches selling cigarettes.
 - Vacuum form advertising characters. Put real clothes on them. Have them so people can touch and feel them.
 - Dakota dog contest. Shave your dog.
 - Bandanas with logo design. (catalog item)
 - Braided wrist bracelets
 - Pinball machines, air hockey, pool tables, bowling, gun gallery, electronic dart boards, shooting range with logo target (use hand guns)
 - Band playoff



4 way pin pong table

Shooting range - free demonstration/lessons

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OTHER WAYS TO REACH THE TARGET

page 8

- Camping gear
 - Canteens/flask
 - Cammo gear
 - Sleeping bags (double occupancy)
 - Flashlights, heavy duty
 - Blanket
 - Stools
 - Gas match for grill or campfire
 - Utility belt with places for tools, cigarettes, etc.
 - Swiss army knife-style utility knife
 - Cooler
 - Radio boom box
 - Duffles, back packs, fanny packs
- Trade-in promotion
 - Bring in two empty Marlboro packs (and perhaps others) and get one pack Dakota free
- In bars
 - Velcro ball/target game
 - Pinball
 - Darts
 - Pissing Contest for girls
 - ✱ Bartenders: advance packs, Dakota lighters
 - The Dakota Challenge (like Pepsi)-- taste test against Marlboro
 - Limo is your designated driver
 - T-shirts with bar logo on front, Dakota on back
- Create demand through positive controversy (e.g., Cher)
 - Purposefully sell out packs in store display
 - Snipe OOH: "Sold Out until June 1990"
 - Snipe POS?
 - Snipe: "Not Available In New York City", or L.A., etc.
 - The first cigarette you can't buy before 9 p.m.
 - The first cigarette you can't buy on Sunday-- says it must be wicked, makes you want to be rebellious
 - Can't buy in upscale neighborhoods
 - Censor the ads with black spots

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OTHER WAYS TO REACH THE TARGET

page 9

- Create demand by letting it go out-of-stock intentionally
 - Flag OOH board: "Temporarily Out-Of-Stock"
 - Leave empty POS display on counter
 - Or say "limited quantities" in store to give *impression* it's about to sell out
- Create demand
 - ★ - Hard to get but worth it-- e.g. Michael J. Fox Pepsi ad
 - ★ - Direct Mail before official launch
 - Packs to bartenders
 - ★ - Packs to rock band
 - Sample at rock concert before launch
 - Run one national ad saying available in Houston only to create national demand/mystique
 - Say available in Texas only to take advantage of Texas imagery (where everything is big; Texas is from school of hard knocks; "Dakota. As Big As Texas")
 - Say "Not available in Dallas", since test is in Houston
- Do a personalized roll-out state by state (And now in North Carolina)
 - Put landmarks in ads
 - Like at a rock concert when band says "Hello Greensboro"
 - Like Levis commercials where they talk about women in Texas, etc.
- Make Dakota available by mail outside test area
- Connect with beer company. Have beer and cigarettes at target locations free.
 - Co-op with beer-- something to get retailers to display
- Spring break promo-- Take photo on spot of target and turn into a postcard they can mail to friends back home
- Game: laser tag (interactive)
- Video game
 - Tie in vending machine to video screen.
 - Buy 1 pack Dakota. Make selection for one video to play on Big Screen.
 - May work with tokens

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OTHER WAYS TO REACH THE TARGET

page 10

- Spring Break in March at Padre Island, pre-DTS

Likes

- + Timing is perfect, time to build momentum
- + Doesn't seem hokey/out of place since everyone's doing big and hokey things down there
- + Draws people from other geographic areas
- + Will start out seeming like a big brand
- + Just 16 miles from Mexico ----> idea for a prize

Builds

- Lighters with pen light
- Auto shade
- Sunglasses with logos on the middle of each lens
- Solid logo glasses with slit/cutout to see through
- Beach towels
- Can coolers
- Guy rating cards (option: unisex)
- Beach pack (compressed towel, suntan lotion, lighter, cigs)
- Sponsor rock concert à la Guns & Roses
- Frisbees, beachballs
- Volleyball-- nets, balls, tourneys
- Plane with ad banners
- Dakota bathing suits in pack colors
- Tour (satin) jacket in black or pack color that resembles rock tour jacket
- Bash a BMW for five minutes for \$1.00
- Photo booth does fake college ID's
- Do fake college diplomas
- Seminars in beer guzzling
- School ring from University of Hard Knocks
- Dakota U-- the alternate education, a street degree, an education in life
- Make a deal with bar in Matamoros-- RJR rep there (Romeo Perez) could help
- Do in early August just before college starts to get college and non-college attendance
- * Create the anti-college Spring Break for all the kids who don't go away to college
 - Do it in early February-- dreary time
 - Do mid-September-- after college kids have left


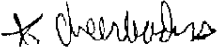
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OTHER WAYS TO REACH THE TARGET

page 11

- Spring Break in March at Padre Island, pre-DTS (continued)

Builds (continued)

-  - Sponsor something just for locals-- to get in must have local driver's license
- Make it anti-college with varsity jackets that are dart boys
- Cheerleader voo doo dolls
- Show movies on sides of glass buildings
-  Hire a group of target Dakota women and men to hang out with the target and represent Dakota
- Give peer leaders in every group/bar/hangout your product, clothes, etc.
- Leverage new environment of not going to school but to work
 - "Welcome to real world" care package
 - After graduation party with bands, sampling
 - "Not going away to school" party
 - Advice mechanism-- get job, make friends, find apartment
 - Find ways to turn lost relationships/friends/dates into a positive
 - Help with adjustment to new job
 - Get to know people parties-- must bring someone new
 - Opposite sexes having matching #'s match up to win prizes
- Dakota bars, franchise, like a sports bar concept
 - Beer and wine only
 - Lots of games-- billiards, video, skeeball, etc.
 - Dakota phone booth
 - Bar could be a portable party
 - Rent halls, traveling show
 - Theme nights
 - Tie in to events in town-- have stars show up night before their concert
 - Preempt special event
- Bar scavenger hunt
 - Find someone with specific characteristics-- e.g., yellow socks, attended certain high school, has certain birthday, etc.
 - Having elements missing from ads hidden in bar such as street signs, motorcycles, bandana. People find missing items.

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OTHER WAYS TO REACH THE TARGET

page 12

- Sponsor non-alcoholic Dakota Night at bar for 18-21 year olds only
- Drawing for 50 Dakota jackets in market
- Limo parties during summer with small groups of friends
- Bachelorette parties
- Dakota edition pickup from Dodge giveaway
 - Any vehicles-- jeeps, motorcycles, other pickups-- as gifts
- Dakota Carnival
- Fake fingernails, fingernail/toenail logo stickers
- Logo toe rings
- Rock concerts
- Surf boards, skim boards, boogie boards
 - Rent these to target at beach for proofs of purchase
- Corner concerts with local talent for sampling
- Portable recording studio so that people can make a record on the spot
 - Could be a recording booth, like a photo booth-- just go in and sing.
- Sponsor a movie, like Pepsi and Topgun
- Coupon for video, cassette, or CD free or discounted
 - On pack premium
 - Could tie in with any target vendor
- Matchmaker game at bars
- Dakota night at drive-in movie-- one price per car
- Give 'em a hangout-- cheap place to go for them and friends
 - Smoking den in mall with video games
 - Dakota night at mall with discounts for showing Dakota pack

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OTHER WAYS TO REACH THE TARGET

page 13

- 2-way radios at tables in restaurants/bars to talk to/meet people at other tables
 - A chain of Dakota restaurants designed especially for the target where all the bar/restaurant ideas could be implemented
- Service signs for restrooms-- Dak Gals, Dak Guys
- Ads on cassette tapes/CD's
- New outlets
 - Clothes stores
 - Beer/beverage stores
 - Fast food places
 - ✓ Record stores
 - Auto parts places
 - ✓ Video stores
 - Pizza places
- Advertise on pizza boxes
- Tie in with Domino's
 - Special Dakota pizza
 - Money off with purchase of Dakota
 - Has toppings like rattlesnake, alligator, etc.
 - Is low fat, especially designed for weight conscious females
 - An ice cream pizza
 - Giant cookie
 - Chili pizza
 - Pepperoni soaked in beer
 - Shaped like logo
 - Mesquite pizza
 - Put meatballs and miniature wieners on it
 - French fries, banana slices, gummy bears, m&m's
 - Gyro pizzas with lamb
 - Spicy and hot-- tough to eat. Not wimpy.
 - Put something crunchy on it-- peanuts, potato chips, celery, water chestnuts
 - Do an oriental pizza
 - Get pizza delivery people to sample

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OTHER WAYS TO REACH THE TARGET

page 14

- Cruising
 - Billboards along strips
 - Create events
 - Mirror for their visor
 - Dakota holder for drink in car
 - Convenient ashtray
 - Air freshener
 - Offer them personalized plates
 - Offer gas (\$ off at station on strip)
 - \$ off on fast food
 - Get "done over"
 - Free/\$ off on perm/cut at cool haircut place
- Dakota will bring hats back in
 - Inserts in pack of copy of ad and chance to order stuff in ad
 - Inform them in insert that items in ad are available at Body Shop, Merry-Go-Round
 - Make sure accessories in ads are available currently in stores they go to
- Dakota clothing
 - But don't make what they're wearing now. Make what they'll be wearing next.
 - Dakota by Lee Jeans-- line of established clothes
 - Braided bracelets
 - Give them a kit to make for friend and pack of Dakota for friend
 - Silver bangles and rings
 - Dakota rings
 - ✓ Dakota boot anklet *- catalogue item*
 - Cigarette earrings, pack earrings
 - Pack earrings-- take it off, it's your lighter
 - Radio earrings
 - Headbands
 - Western feather hair clip or hat decorations
 - Hat pins
 - A hat/lapel pin that combines logo with feathers
 - Braided hat bands
 - Bolo tie
 - Big slouchy bag purse

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OTHER WAYS TO REACH THE TARGET

page 15

- Belts
 - Dakota logo buckle
 - Western belt with studs/stones/Aztec design
 - Turquoise, silver, red coral
- ✓ • Logo on boots (inlaid) showing up in stores - *logo on bottom*
- Dress mannequin in store window like the ad model-- tie in to specific store
- Tie in with soft drinks-- game on can
- Pack displays on junk food/snack shelf
- Dakota cups at c-stores for coffee, drinks
 - Dakota cups where they serve beer
- Direct Mail
 - Our own magazine
 - Send invitations to our events
 - Entry to limo sweeps
 - Chance to sample product
 - Dakota chain letter-- send it to friends. Get some things.
 - Offer-- jewelry in two pieces, his and hers connected items
 - Find matching piece-- ice breaker at bars or our events-- e.g., nuts and bolts. Pieces match at event if both there. Find your match and win something. Could hand out pieces at door.
 - Send product
 - Send T-shirt they didn't request- Send postcard pre-paid for a T-shirt
- Get them to help market Dakota
 - Advertise for product samplers 18-24
 - Get them to work for us a few days or a weekend
 - Ambassadors for the Brand
 - Give out sample packs with free pack coupon inside-- for every one redeemed, sampler gets a bonus
- Target/sample at younger unisex hair salons-- e.g., mall hair salons, beauty schools, mall arcades

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OTHER WAYS TO REACH THE TARGET

page 16

- Get product into hands of opinion leaders 3 months prior to DTS
 - Gets the target to market for us, among their peers
 - bartenders
 - local musicians
 - c-store clerks
 - ice house employee- waitresses
 - lifeguards
 - clerks in their type clothing stores (e.g., Body Shop, Merry-Go-Round, Jeans West)
- * Get a list of ex-High School cheerleaders and football players. Look through high school year books.
 - Sponsor 5-year high school reunions
 - Let Dakota become known as a fund provider and let them contact you

- Help fill the void left by friends going off to college
 - Sell sweatshirts that spell KEG-- Kappa Epsilon Gamma
 - Target a non-university smokers
 - Product would become the working person's/real world badge
 - Would appeal to your more social minded/reverse snob college kids

Slogans

"I'm Outta Here"

"Dakota's Outta Here"

"They're (college kids) Outta Here"

- Target to the local inhabitants of college towns who are not students
 - Do direct mail coupon redeemable only by locals
- Photo novelties-- put your photo on cover of Rolling Stone Magazine, etc.
 - Create a board game, a party game
 - Easy. No brainwork.
 - Relationship theme.
 - Twister like *
 - A Dakota version of "Life"
 - Drinkin' game
 - Hide all sharp objects
 - Lack of scruples
 - Truth or Dare-- with emphasis on the dare

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OTHER WAYS TO REACH THE TARGET

page 17

- Agency
how much
it would
cost!*
- Produce a Dakota film
 - Shown only at midnight
 - Become a cult film
 - X rated, for 18+
 - Do a 3-part miniseries ---> multiple on-pack premium
 - First distribute it as a regular film. Then issue the video.
 - Use Dakota models. They could become stars.
 - Storyline like Easy Rider
 - "Diner" type movie, or an outdoorsy, more western--e.g., Mystic Pizza
 - Target it like Urban Cowboy
 - Debra Winger/Flashdance
 - Plot - Friends are going off to college (Fame, American Graffiti, Breaking Away) and local (townies) are left behind. One female who can't make it at college comes back. One friend has inborn talent. Attitude is "where smooth comes easy". (All The Right Moves.)
 - Contest*
 - Rock star sings theme song (Mellencamp, Melissa Etheridge, Indigo Girls, Bonnie Raitt, Joan Jett, Cher, 10,000 Maniacs)
 - open
auditions
for
everyone*
 - Scenes from movie are edited into music video for MTV etc.
 - Title - Smooth Comes Easy
 - Recruit director from USC Film School
 - Keep it low budget yet innovative
 - Consider participatory theme à la Rocky Horror, Polyester
 - Develop a cult following
 - Make it an all-student production

Likes

- + Anti-establishment
- + Not commercial
- + Underdog
- + Anti-Hollywood
- + Not big business

- Create an adult game show on video
 - Action oriented, like Double Dave
 - Beer-chugging contest
 - Watch game on video in bar
 - Take home version with you

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OTHER WAYS TO REACH THE TARGET

page 18

- Phone-In Participation
 - Phone number listed in ads
 - Be caller # ____ and win prize (ex: radio station)
 - Could be on phone kiosk or mall display
- Interactive POS where customer pulls string and something moves, dispenses, etc.

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