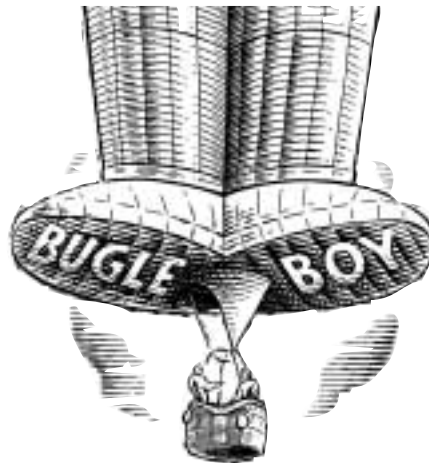


THE METRICK SYSTEM

On the Fine Art of Marketing Strategy

INSIDE THIS ISSUE:

THE BUGLE BOY HOT AIR BALLOON



*IT'S MORE THAN
JUST HOT AIR*

A CASE STUDY

The **CLIENT:**

BUGLE BOY JEANS

The **PROJECT:**

**AWARENESS
CAMPAIGN THAT
WILL INCREASE
SALES IN
22 MARKETS**

The **LOCATION:**

**MARKETS
SCATTERED ACROSS
CANADA**

The **BRIEF**

M Bugle Boy merchandise consists of casual clothing distributed through major chains and department stores throughout the country. They are up against all the major names in every way. Bugle Boys' niche is high quality, value-priced jeans targeting young boys

to men. We needed to develop short term sales and long term market share gains for the Bugle Boy brand in 22 markets.

Our **OBJECTIVE**

To generate "Top of Mind Awareness" to present and potential customers and compliment previous in store materials and radio campaigns.

Previously, we had run local programs consisting of radio spots and clever in store signage at selected retailers. Our objective was to concentrate on the components of our work that offer longevity, positioning and cost effective long term Brand awareness.

M Without question, we couldn't outspend the competition, we could only out smart them. We knew we had to break new ground, be fresh, creative and memorable. We not only wanted to draw attention away from our competitors during Back to School and Spring Break seasons, we wanted the buying season to extend itself well beyond the traditional 10 weeks.

The **APPROACH**

M Our approach to presenting Bugle Boy was one market at a time, through a locally promoted national campaign. This program had to be event oriented, be interactive and memorable and generate at least double its cost in media coverage.

The **FLOATING
BILLBOARD**

In June of 1996, we launched the North American tour of the world's tallest flying hot air balloon, Bugle Boy.

This is a **17** storey tall teenager crowned with a baseball cap that could smother a small car, a T-shirt with a **565"** neck, wearing jeans with a **1465"** waist and size **810** running shoes.

In all, Bugle Boy exhibits over **12,000 square feet** of active, memorable signage, and that's only the surface.

Not a perk, not a gift and not the equivalent of super bowl tickets, the

Bugle Boy Hot Air Balloon Tour is a targeted advertising program. When comparing hot air balloons to billboards, several studies have shown that hot air balloons offer greater exposure with many built-in advantages:

- 241,000 viewings per flight per 2,000,000 population.
- 54,341 per flight in smaller centres.
- **80% recall after two years.**

M In city after city, we have made indelible impressions. With the addition of point of sale promos, win a ride contests and radio station co-ops, we achieved huge awareness whenever we took off.

It has been estimated that the Bugle Boy Hot Air Balloon Tour reached approximately 2.8 million people over 16 weeks, not including media coverage. Billboards and bus shelters could not have given us this kind of exposure and still be working for us for the next two years.

565" Neck ∞

^ **17 Storeys Tall**

^ **1465" Waist**



Size **810 Shoes** „

An important part of our program includes corporate sponsorship and charity affiliation. Corporate Sponsorships were secured with: **Ford of Canada**
ITT Sheraton Hotels
Rogers Cantel B.C.

Our promoted charity affiliate was **Child Find Canada.**

Media coverage generated for Bugle Boy and sponsors:

TV	31
National Press	1
Daily Newspapers	25
Radio Interviews	20
Radio Sightings	250+
Value	
Press	\$93,414
TV	\$412,765
Total	\$505,179

In 1997, we are securing retail sponsorships with **J.C. Penny, Sears, Eaton's and Jordan Marsh**, as well as continuing with our 1996 sponsors.