

SALES/MARKETING/ADVERTISING INITIATIVES

From: Brian Felter

Re: LE Sales and Advertising Materials

Date: June 16, 2004

With the new emphasis on the law enforcement market, all sales, marketing, and advertising efforts must form a system of sales tools to better reach our target market segments (federal, state, and local LE and military) over a variety of mechanisms (mail, shows, email, website, computer (power point/CD)). We must provide our customers with the "call to action" tools, so they will take the next step to find out more about our products and ultimately purchase.

INITIAL STEPS – This is a step-by-step process that builds very quickly.

- 1. Determine Our Advertising Approach** (the look, feel, message, and images).
- 2. Reduce Information to Blocks** that emphasize our features and benefits.
- 3. Produce Three Trifolds (Handgun Ammo, Shotguns and Shells, and Rifles and Ammo)** using the advertising approach decided upon.
- 4. Produce Four Initial Space Ads (2 Ammunition and 2 Longarms)** that can be easily modified to fit various sized advertising space.

Requirements: A one-day shoot with two or three real LE officers for the photos required (produce at least 20 usable photos), in-house development of three space ads using three of those photos and ad copy, and in-house development of two tri-folds (hard copy and jpegs).

Results: The advertising approach is determined, space ads are ready for use in selected magazines/organizational publications, and two inexpensive tri-folds are ready for shows, mailings, e-mailings, and general spread.

Note: Information Blocks – These form the basis for virtually all sale tools (ex: the information blocks for the trifolds are ready made for perfect power point presentations).

DEVELOPMENTAL OVERVIEW – From the initial steps the following sale tools are developed. These can be used at shows, mails to prospective customers, emailed at will, and presented on our CD's and Website.

- 1. Handgun Ammo Trifold**
- 2. Shotgun and Shells Trifold**
- 3. Rifle and Ammo Trifold**
- 4. 4 Space Ads (2 Ammunition and 2 Longarms)**
- 5. Full Line Catalog w/Cube Sized Poster as Center Pull-out**
- 6. Power Point CD** (very inexpensive and use the information already generated)
- 7. Full Size Poster** (make it a yearly poster that will become collectors items)
- 8. Gel Shoot and Ballistic Information CD** (can be power point and pictures with a little streaming video)

COST-EFFECTIVE APPROACH – The initial steps use low cost production methods and produce sales materials that are so inexpensive to reproduce but maximize our information spread using all media available.

ADVERTISING

1. THE APPROACH – We must generate a new approach to present our message, information, and images. The approach must build on our reputation and commitment, while working on a new direction on how we approach our customers and sell our image. Let's show them something new and graphically portray our message in new ways.

a. Sell Image – Image is very important in our efforts. We're talking "Systems for LE." Photos and word images are critical for impact (ex. instead of long-guns use longarms – the longarm of the law).

b. Educate the Customer – We must educate our customers with sales materials that make our features stand out. They must not have to work for the information, but our most important features and benefits must spring off the page or any piece of sales material we present. Also, the information must be easily navigated and lead the customer through the material to the right conclusion.

c. Build History and Commitment – Use a "Remington Was There" approach with a few inserted statements of history and commitment that are intertwined with the ad copy.

2. OFFICER VIEW APPROACH – Develop an advertising approach centered on showing our longarms and ammunition in use. The Dick Cramer drawings are out, live action photos are in. Our ads must show officers, "What they see in real situations and how they see it." Show officers holding our longarms, firing our bullets, and what our bullets do. We must use "image blending" such as ghosted officers in the background with information in front to make the important connection.

a. Ammunition – Show live action of our bullets in use. Slow-motion of a bullet smashing through a 2" block of gelatin showing it already opened in just 2". They will imagine what it will do as it continues through a body. Show the cartridges in a magazine ready to be used, close up, in front of a much smaller ghosted picture of an officer with a handgun in a two-handed stance or searching...connecting real officers using real products.

b. Longarms – Frozen moments showing officers using our longarms in real situations. Front/side/angled views of officers frozen in situational moments that communicate the power of the longarm. Nothing else is shown of the situation, just an officer and "his/her" longarm caught in a hi-stress moment. This is very powerful imagery that lets the customer's mind place the action somewhere in their reality, in moments they have had.

3. MUST DESCRIBE WHAT WE DO – We need to describe our overall duty and training ammunition line and our longarm line in a way our LE customers can grab a hold of by creating a "systems approach" to our products...one that speaks to officers.

a. Ammunition – The approach must use the “**Street System**” with heavy emphasis on product education. We want our customers to know we have a **complete line** of proven duty and training ammunition, in **whole system** terms, meaningful to law enforcement, and then educate them in the features and benefits.

1. “Street System” – By **naming** our complete longarms and ammunition line in terms that law enforcement can identify with, we describe the whole system that serves LE officers both on the street and in their training for the street. This is a powerful image of a complete and tested ammunition system based in real world situations... what works on the street and in their preparation for the street.

2. Duty and Training (Education) – We must then further break it down into “duty and training” to hi-light each part with call-outs, features, and benefits. We educate in the main features. The question is, “What do they need to know to sell their Chief?”

b. Longarms – We must push our longarms as the LE standard in shotguns and bolt action rifles with an emphasis on their individual features.

1. Longarms – Push our longstanding history (870, 11-87, and 700) that officers have depended upon for decades and then present what’s new with the 870 MAX package and the new 7615 pump action, detachable magazine fed rifle.

2. Individual Features – We then emphasize all the individual features that make our longarms the best for LE use. Our features must stand-out in our customers’ minds, so we make them stand-out in our sales materials. Features are shown in crystal detail in front of ghosted images of the longarms they go on.

4. Force Multiplier – We have a finite group of company people and distributors which requires the sales tools to act as “force multipliers” to be able to reach a much larger percentage of our target audience. The full line catalog is used for particular purposes, while tri-folds (one for ammunition and one for longarms) can be sent out like popcorn their so inexpensive to produce... and they can also be e-mailed.

5. Tag Line – Need an overall “tag line” to put everywhere that shows who we are and what we do. We must tag an “image” of what our products can do for LE officers. (Two of my favorite examples of unique tag lines: Camlebak’s – “Hydrate or Die” and H&K’s – “In a World of Compromise... Some Men Don’t.”)

a. What Are We Selling to the LE Community – We must use these few words to define what we are selling and an image that we want our customers to take away.

b. Some Tag Line Thoughts – Listed below are some tag lines thoughts that try to connect an image with Remington LE products. I focused on “impact” and then “real impact power” as image builders in these possible tag lines.

1. Situations Change... Your Impact Power Shouldn’t
2. IMPACT When You Need It Most
3. The Impact You Need... When Your Training Kicks In
4. Fight Stopping IMPACT
5. Deliver Real Impact Power
6. Feed ‘Um a Ballistic Sandwich (just kidding)

7. When Time Stops... Deliver Real Impact Power
8. Impact Power for Instantly Changing Situations
9. Deliver True Impact Power (TIP the scales in your favor)
10. A Fight Shouldn't Be Fair... TIP the Scales in Your Favor
11. True Impact Power... Ready Whenever You Need It
12. On Target Impact
13. Remington LE... When and Where It Counts
14. Remington... Setting Standards Since 1816
15. Remington... Building America Traditions
16. Sniper –
 - a. On Target, On Time, On _____
 - b. Long Distance Impact
 - c. Precise Power When and Where It Counts

6. Call-to-Action – We need to present strong, compelling information and then “Call the prospective Customer to Action.” Must be placed in several sections of the full line catalog and within the trifold. Ex: “Remington is Sometimes the Best Kept Secret in LE... See Why,” “Find out What Remington’s Doing to Enhance Your Ability to Provide the Best to Your Officers...,” “Your Officers Must Have the Best... Find Out More,” “We Stand Ready to Work With You... Give Us a Call,” “Find Out More... Give Us a Call.”

7. Remington’s “Street System” – Things can get pretty ugly out there, pretty fast. At Remington, we’ve put together a complete “street system” package of the longarms and ammunition your officers require for duty use on the street and the training ammunition to prepare your officers for the street. And, Remington’s taken the extra steps to make sure you have the best. We are trying to produce the following impressions that are powerful and invoke a feeling.

- * Street System – Proven Tough on the Streets.
- * Reliable Dependability that stands up to the hardest street use.
- * Real performance in Real Situations
- * Performance You Can Count On in Any Situation
- * Lessons Learned from the Streets
- * Performance Based on Real World Testing

8. Tri-Folds – Develop/produce three tri-folds (Handgun Ammo, Shotgun and Shells, and Rifle and Ammo) that push the new look, feel, message, and image to show the “new” LE emphasis

a. Handgun Ammo – Hi-light Golden Saber as premier LE duty round, our Disintegrator frangible line, reduced hazard, and training rounds.

b. Shotgun and Shells – Hi-light 870 and 11-87 as the LE Standards, show their shared features to produce associative reality, and Packages (870 MAX) developed especially for the LE community, while covering all the shells.

c. Rifle and Ammo – Hi-light 700 Series, 40-XS and M24 as the LE Standard for precision snipers, the 7600 and 7615, and the various rifle ammo and the new 6.8mm round.

d. Cube-Sized Posters – The tri-folds become perfect cube-sized mini-posters and are readily put up in officer's cubes or on walls everywhere. The mini-poster approach helps officers decorate their area with our information.

e. State Other Tangibles – History, Commitment, Service, Training, Premier Products, Continuing Testing and Development.

9. Posters – We should produce one new regular size poster this year. Then, produce one regular size new poster each year thereafter, which will become collector items. We should also place a smaller, center section, poster (one side ammunition and the other side longarms) in our new catalog that can be removed and put up.

10. History and Commitment – We must build the feeling of history and commitment to the law enforcement community and our Country within our prospective customers. The following statements help build that feeling.

*** Remington's History of Service to Law Enforcement and our Country is a Long Standing One**

*** Committed to Service Since 1816** – Remington has a long and proud history of service to law enforcement professionals and our Country. We are the oldest and largest firearms and ammunition manufacturer in the United States and have been setting quality and performance standards for almost two centuries.

*** Committed to the Law Enforcement Community** – Our longstanding commitment to the law enforcement community is to provide the best longarms, ammunition, and support for the critical tasks involved. This is a serious time and our commitment had never been stronger for those that protect us and our Country. We never know what tomorrow will bring, but we are proud to be a part in helping to meet the challenges ahead. Remington provides uncompromising quality, reliability, durability, with the features, improvements, and enhancements you've asked for to meet that challenge. We've listened to the law enforcement community while continuing the evolutionary process to provide the finest longarms and ammunition possible.