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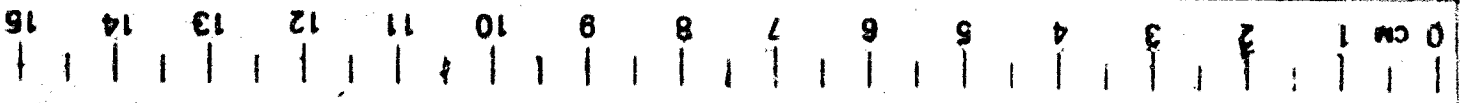
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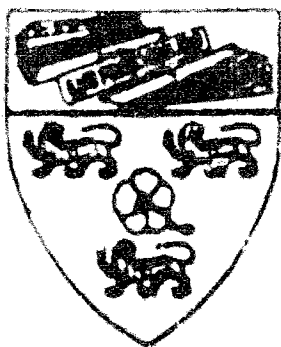
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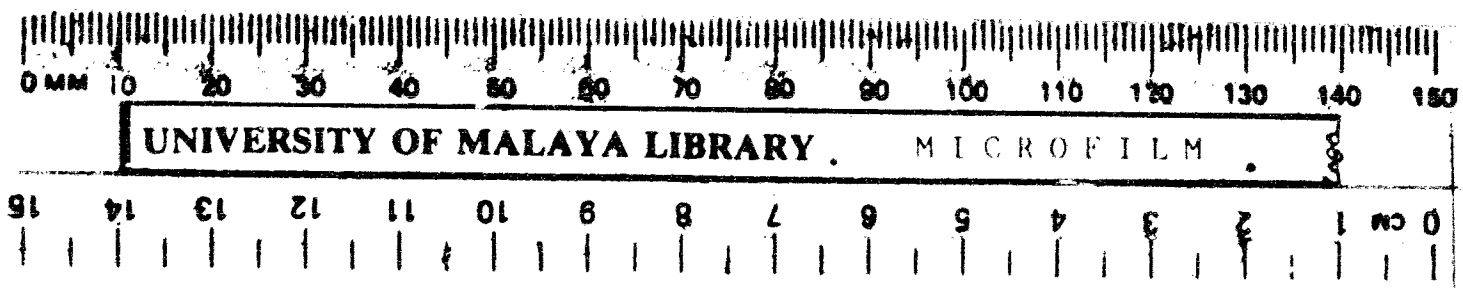
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A CASE STUDY OF THE
PROMOTIONAL ACTIVITIES OF
THE MALAYAN TOBACCO COMPANY LIMITED

by

Chee Peng Kong

NOT TO BE

^{2012/4}
A Graduation Exercise presented to
the University of Malaya in
part fulfilment towards the
Degree of Bachelor of Arts
with Honours in Economics.

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SYPNOSIS

This Graduation Exercise is based on an actual case study of the promotional activities of the Malayan Tobacco Company Limited. It breaks down the promotional activities into individual components and discusses the utilization of them by the Company in its efforts to promote its brands to increase sales and profits. The main focus is not on the mechanics of these promotional media, but rather on the strategy of such media and the role they play in achieving the promotional objectives of the Company as a whole. A general background on the cigarette production and industry is also included.

Several significant facts emerge from this Graduation Exercise one of which is how Rothmans is able to create a more effective impact on smokers than Malayan Tobacco Company, though the former is smaller in size than the latter. The fierce competition in the cigarette industry is shown up by the adopting of an expensive personal selling technique called Consumer Contact by Malayan Tobacco Company whereby it costs \$40.00 per consumer contact. Another deduction arrived at is that the Malayan Tobacco Company is not as progressive as it appears to be and is steeped in conservatism. Such conclusions are obtained by comparing and appraising the promotional activities of Malayan Tobacco Company and Rothmans.

TABLE OF CONTENTS

Page

LIST OF TABLES	iv
LIST OF PHOTOGRAPHS.....	v
 Chapter	
I. INTRODUCTION.....	I
Objective of Study.....	I
Scope of Study.....	I
Research Methodology.....	2
Limitations of Study.....	2
Acknowledgements.....	3
II. DESCRIPTION OF THE MALAYAN TOBACCO COMPANY LIMITED.	4
The British American Tobacco.....	5
The Production of Cigarettes.....	5
The Distributionary System of the Malayan Tobacco Company.....	7
III. A BRIEF REVIEW OF THE CIGARETTE INDUSTRY.....	8
The Features of the Cigarette Industry....	10
Past and Present Trends in Smoking.....	11
The Degree of Competition.....	14
IV. THE ROLE AND IMPORTANCE OF PROMOTION IN SELLING.....	17
A General Breakdown of Malayan Tobacco Company's Promotional Activities.....	18
Advertising Department.....	19
Sales Department.....	19
Marketing Development Department.....	20
Public Relations Department.....	21
V. THE ADVERTISING PRACTICES OF THE MALAYAN TOBACCO COMPANY.....	22
Advertising Media.....	22
Press and Magazines.....	22
Rediffusion and Radio.....	23
Cinemas.....	24
Television.....	25
Outdoor Signs.....	25
Other Media.....	31
Campaign Advertising.....	39
Advertising Agency.....	40
International Campaign.....	46

VI.	MALAYAN TOBACCO COMPANY SALES PROMOTION PRACTICES.....	49
	Cigarette Sampling.....	49
	Sales Promotion Man.....	52
	Pacemaker.....	52
	Public Relations.....	54
	Sponsorship of Sports Events.....	55
	Factory Tours.....	50
VII.	MALAYAN TOBACCO COMPANY PERSONAL SELLING PRACTICES.....	63
	Consumer Contact.....	63
VIII.	APPRAISAL AND CONCLUSION.....	71
Appendix		
4-1.	Definition of Promotion.....	75
5-1.	Examples of Newspaper and Magazine Advertisements.....	76
5-2.	Media Rates.....	77
5-3.	Position Report on Outdoor Signs.....	78
5-4.	A Benson & Hedges Sticker Poster.....	79
5-5.	A Benson & Hedges One Fold Brochure.....	80
5-6.	A Benson & Hedges Two Fold Brochure.....	81
6-1.	Definition of Public Relations.....	75
6-2.	Pestabola Poster.....	82
6-3.	Welcoming Letter to the 1964 Malayan Open Golf Tournament.....	83
6-4.	Congratulatory Letter to Amateurs chosen to play in the Pro-Amateur Tournament.....	84
6-5.	1964 Malayan Open Golf Championship Comparative Expenditure 1963/1964.....	85
6-6.	Brochure on "Portrait of Prosperity".....	86
7-1.	Consumer Contact Report.....	87
7-2.	Consumer Contact Card.....	88

LIST OF TABLES

Table		Page
3-1	Malayan Tobacco Company's and Rothmans' Categories of Cigarettes.....	9
3-2	Production of Filter Tipped Cigarettes...	12
6-1	Paceemaker Targets for the Different States.....	54

LIST OF PHOTOGRAPHS

Photo		Page
5-1	A Rothmans' Billhoarding.....	25
5-2	A Consulate's Billhoarding.....	26
5-3	A Peter Stuyvesant's Billhoarding.....	26
5-4	A State Express Sky Sign.....	28
5-5	A Player's Gold Leaf Sky Sign.....	28
5-6	A Gold Leaf Bus Panel.....	29
5-7	M.T.C. Perspex Roundel and Inn Sign.....	30
5-8	Benson & Hedges Frame Poster and Light Box.....	31
5-9	Life Poster and Light Box.and an Embassy Poster.....	32
5-10	Life Posters and P. O. S. Materials.	32
5-11	'Silent Salesman' and Calendars.....	34
5-12	Illustration of a Lucky Strike Ash Tray.....	35
5-13	Benson & Hedges Newspaper Advertisement.....	36
5-14	A Gold Leaf Hanging Mobil and Calendar.....	36
5-15	Lithograph Tins and A Light Dummy.....	38
5-16	A Cigarette Dispenser.....	40
5-17	Display of Cigarette Packages.....	41
5-18	Media Booking.....	42
5-19	Advertisement Layout Drawing.....	43
5-20	Checking of Printing Plate.....	44
5-21	International Campaign Advertisements...	47

Photo		Page
6-1	Arranging of Benson & Hedges Cigarettes by a Sampling Girl.....	50
6-2	Two Sampling Girls.....	51
6-3	A Sampling Girl at Work.....	51
6-4	A Golf Tournament Poster.....	55
6-5	Cigarette Kiosk at Golf Tournament.....	57
6-6	Cigarette Kiosk at Turf Club.....	57
6-7	A Benson & Hedges Promotional Gimicks at the Golf Tournament.....	58
6-8	Promotion at Work through Sports.....	58
6-9	Golf Exhibition Match.....	60
6-10	Mr. Lu Liang-Huan in Action.....	61
6-11	Mr. Ross Newdick in Action.....	61