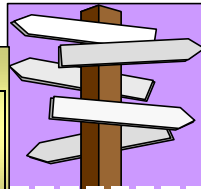


Implications of obvious and obscure facts, and a roadmap to Zero in on the opportunity.



May 2000 EDITION

Drive-ins live while dogs die, and cereal sales sag while primetime gets stuffed in this edition of...

An amassment of thinking differently, produced by the minds at Unpackaged Lightbulbs, a division of Vision Enterprises. To see your lottery challenges in a different light,



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Trend

PrimeTime ad clutter ... The American Association of Ad Agencies, a.k.a. the "Quadruple A", noted primetime advertising has reached an all-time high of 16 minutes and 43 seconds per hour on network television, and is surging even higher on cable television. This was a jump of 59 seconds in just one year, and it has simultaneously caused a leap in advertiser concerns over campaign effectiveness.

Click through TV... Can you say downward spiral? Television is losing viewers, and needs to increase revenues by increasing ads, thereby driving away more viewers. Look carefully at your stable of brands and find the ones that can thrive on pinpoint targeting. Then desert television buys for specifically targeted Internet click-through's, radio content, event sponsorships and other precise, non-mass media.

Soggy cereal sales ... Ready-to-eat cereal sales have been getting crunched in the last few years, falling 8.3 percent since 1995's \$8.4 billion to \$7.7 billion last year. The category is a victim of the inconvenience of breakfast, an event that has suffered its own alarming trend of being skipped 49 times per year versus 41 times in the mid-90's.

Get in their face on their way. When things are so hectic that your consumers are skipping the most important meal of the day, you can bet they're hard-pressed to remember their wagger too. Give them a pre-packaged solution that kicks up their energy for the day and gives them a chance to kick up their heels for lifetime. Take your largest convenience store account and offer the "Power Rush-hour" morning combination of a Powerball ticket and a Powerbar, available from six a.m. to 9 a.m. every weekday, and get fat on increased transaction levels.

My dog died and so did my sales... In a true heartbreaker, sales of country music declined 4.5 percent last year even as sales for the record industry overall jump 6.1 percent. Country music's overall sales of 69.3 million albums were amplified by a few bright spots like Shania Twain's "Come on Over", the top seller at 5.6 million copies.

Man, it feels like an omen... If you have been using country music event sponsorships to boost your Bingo brand, beware. The style of music that only a few years ago seemed to speak to the masses may be heading out to pasture. Consider jilting the Jamboree 2000 promotion and adjusting your ads' soundtracks in favor of some edgier music flavours like hip-hop and jazz. The transition may bring your brand back onto your consumer's top-40.

Drive-ins back from dead-end ... What seemed like a funeral march for drive-in theatres through the 1980's has recently reversed. From their heyday in the late 1950's of more than 4000 sites, drive-ins had fallen to near extinction by 1987. But in the last four years, a re-building expansion has brought totals back up to 520 sites that are serving as a popular alternative to matchbook-sized multiplex screens.

Start dancing with the hot dogs... The re-emergence of an icon of the '50s is a harbinger of the intimate link that nostalgia has with the entertainment experience. Put some mustard on the drive-in intermission by establishing nightly 50/50 draws based on license plate numbers. Take the cash at the entry and a curtain call at halftime for extending gaming entertainment back to the future.

Zeroing on Opportunity