

Diana Pressey
PR for the People
213-505-3902
press@pmi.com

PUBLIC RELATIONS PLAN

02/05/18

Situation Analysis: In the last decade, HEETS' sales have plummeted thanks to a rise in the use of vaporizers and a general lack of awareness. Philip Morris International has the opportunity to improve its image and target specific demographics with a strategic public relations campaign.

Campaign Objective: To normalize the use of HEETS and increase the rate of people smoking them to 20 percent by implementing a 12-month social media campaign that targets millennials, current smokers and seniors nationwide.

Target Audiences:

- 1) Young adults (18 – 25 years old)
- 2) Current smokers (18 – 55 years old)
- 3) Seniors (55 – 99 years old)

Goals:

1. To create Twitter, Facebook, and Instagram accounts exclusively for HEETS and increase follower counts to at least 15,000 each in 12 months
2. To create a Philip Morris International email newsletter and build a subscriber count of 5,000 in 12 months
3. To increase HEETS sales by 25 percent in 12 months

PR Strategy:

- **Awareness:** Expand PMI social media presence with HEETS accounts
- **Association:** Partner with social media influencers whose brands revolve around smoking and/or vaping
- **Social Life:** Host a high-publicity influencer event
- **Engagement:** Implement an interactive social media campaign
- **Incentives:** Offer deals to customers who engage on social media

Tactics:

- a. After creating social media accounts, follow popular smoking and/or vaping influencers on social media, retweet their tweets, add insights, follow their followers and engage with everyone.
- b. Offer social media influencers free products and payment to promote HEETS.
- c. Organize a large influencer meet-up event with an open tobacco bar. Invite press, post on social media, include a social media contest for influencers and hand out swag bags.
- d. Post frequently on social media using hashtags and giveaways with followers tagging friends (e.g. - #FreebieFebruary, #IQOSWednesdays, #SmokerSundays, etc.).

- e. Offer exclusive sweepstakes entries and deals through email subscription, link to signup page in all social media bios, offer an online shopping discount for subscribers and promote across all social media.
- f. Include spotlights in newsletters featuring senior customers with photos and bios to boost engagement.

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press@lagangtours.com

NEWS RELEASE

FOR IMMEDIATE RELEASE – 01/28/18

LA GANG TOURS HOSTS SENIOR SOCIAL, ANNOUNCES SPECIAL OPPORTUNITY

LOS ANGELES – Many senior citizens in Los Angeles have likely never seen some of the communities located in their backyard. LA Gang Tours — an organization that decreases gang violence while providing employment for ex-convicts in South Central Los Angeles — is working to change that. LA Gang Tours will host its first annual Senior Social event at 4 p.m. on June 9, 2018, at Sepan Banquet Hall. The event will include the announcement of a special senior discount.

The event will also include dinner, music and bingo, as well as an informative, emotional video. This video will provide attendees with a clear picture of LA Gang Tours' impact. It will emphasize the organization's safe passage guarantee and the progress it has made in breaking the cycle of gang-related poverty and violence.

Alfred Lomas, founder of LA Gang Tours, said: "My heart and prayer is that this organization will provide rays of hope into the dark corridors of drugs and gang violence. Together we will fight for peace and love, with a determination that will not be denied and a courage that will never fail."

LA Gang Tours is a violence interruption and conflict mediation organization that works against gang violence on the streets and at home.

-MORE-

The organization creates a safe environment for rival gang members to reintegrate into society, provides job opportunities for disenfranchised ex-convicts and raises awareness about the problems many communities face. Call 213-505-3902 or email press@lagangtours.com for more information.

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CONTACT: Diana Pressey
PR for the People
Alfred Lomas
213-505-3902
press@lagangtours.com

MEDIA ADVISORY

FOR IMMEDIATE RELEASE — 01/28/18

LA GANG TOURS HOSTS FIRST ANNUAL SENIOR SOCIAL

LOS ANGELES—LA Gang Tours will host a Senior Social to reach senior citizens and raise awareness about its important cause. RSVP and semi-formal attire are required.

WHAT: The Senior Social will consist of dinner, music, bingo and a 15-minute video about LA Gang Tours' impact. Sepan Catering will provide dinner, and the Secret Jazz Band will play hit songs from the 20th century. There will be a dance floor for those who wish to partake.

WHO: Alfred Lomas and members of the LA Gang Tours crew will be there to announce a special new discount opportunity for senior citizens — which will be distributed through a coupon booklet — answer questions and run the event.

WHEN: June 9, 2018, at 4 p.m.

Scheduled activities:

4 p.m.	Welcome by Alfred Lomas
4:15 p.m.	Bingo
5 p.m.	Dinner and music, dancing optional
6 p.m.	Video
6:15 p.m.	Discount announcement by Alfred Lomas; coupon booklets and bingo prizes handed out

WHERE: Sepan Banquet Hall | 3404 Glendale Blvd., Los Angeles, CA 90039

DETAILS: There will be photo opportunities during dinner. Alfred Lomas will be available for interview during bingo or after goodbyes.

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FACT SHEET

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LA GANG TOURS: AN OVERVIEW

The Tour

LA Gang Tours takes passengers on a two-hour, 12-stop ride through South Central Los Angeles to high-crime and gang areas like Compton Avenue, the Los Angeles County Jail and Pico Union Graffiti Lab. LA Gang Tours assures safe passage — all gangs have agreed to keep peace during specific time frames in gunfire-free safety zones. Tickets are \$65.

Where the Money Goes

LA Gang Tours is more than a touring company. Proceeds from sales go toward the following:

- Gang conflict mediation in the streets with a certified gang crisis specialist
- Gainful employment of ex-convicts and a safe environment for rival gang members to be mentored and reintegrated into society
- Awareness-raising and solution development for communities with gang issues

The Impact

- Los Angeles gang violence has decreased by **27 percent**
- Job placement and parolee reintegration program has had a **92 percent** success rate
- Many jobs and opportunities created for disadvantaged youth born into generational gang families; gang prevention program has helped thousands of young people
- The ceasefire agreement between three major Los Angeles gangs, brought on by LA Gang Tours, allows youth safe passage in gun-free safety zones

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