

## THE POLICE MARKETING PLAN

The Police, often referred to as the "Group of the 80's", is about to have their fourth and most impressive album "GHOST IN THE MACHINE", SP 3730, released. The DJ date for the album is 9/29/81 with a street date of 10/6/81. The list price for the album is \$8.98. The first single from "GHOST IN THE MACHINE" is "Every Little Thing She Does Is Magic", AM 2371, and will be shipped in a color sleeve. The DJ date for the single is 9/8/81 with a street date of 9/15/81.

The album/single will be released with a comprehensive trade advertising schedule:

<u>PUBLICATION</u>	<u>ON SALE</u>	<u>SIZE</u>	<u>COLOR</u>
Billboard (LP)	10/5	Full Page	2/C
Cashbox-IFC (LP)	10/5	Full Page	2/C
Record World-IFC (LP)	10/5	Full Page	2/C
R & R (Single)	9/6	Full Page	2/C
R & R (LP)	10/7	Full Page	2/C

### Sales Objectives

1. The Police catalog which includes "OUTLANDOS D'AMOUR", "REGGATTA DE BLANC", and "ZENYATTA MONDATTI" will be solicited from 8/24 through 9/25 with a discount/dating program.

2. Solicitation for the new single will begin 9/1.

First week goals are: Top trade debuts and sell-in 150,000 units.

As soon as possible goals are: #1 spot in all trades and sell-in 1,000,000 units.

3. Solicitation for the album will be launched on 9/4.

First week goals are: Top trade debuts and sell-in 300,000 units.

As soon as possible goals are: #1 spot in all the trades. Sell-in 1,000,000 units within the first 90 days.

Long range objectives for the album is 3,000,000 units.

4. A maximum push at the trades during the first week of release with the objective of reaching highest simultaneous chart debuts in Billboard, Cashbox and chartmaker in Record World will be instituted. Equally as important is garnering

the number one slot for new product retail reports as reflected in Record World resulting in "salesmaker".

### Promotion Objectives

The promotion objectives for the single during the first week of release are:

1. To be back page breaker in Radio & Records.
2. To hit the front page of all tip sheets.
3. To be top chart debuting single in all the trades.

As soon as possible goals are: The #1 chart spot in all the trades, tip sheets and Top 40 stations.

The first week goals for the album are:

1. #1 most added in Radio & Records, Billboard, Record World, Cashbox and tip sheets.
2. The highest debuting chart positions on the airplay charts in all trades and tip sheets.
3. Achieve flashmaker status in Record World.

As soon as possible goals are: To achieve heaviest rotation for the greatest number of cuts for the longest time period resulting in a #1 charted record in all trades and tip sheets.

### R&B/Dance Club Marketing Alternatives

On The Police's most recent album "ZENYATTA MONDATT", another marketplace for this group was uncovered when black radio began playing the "Voices" track. The opportunity exists once again to capitalize on the R&B marketplace by servicing the new album to black formatted radio stations and dance clubs with prime emphasis on the two R&B flavored cuts, "One World" and "Too Much Information". Based on the initial reaction for radio, parts will be prepared for two separate DJ only 12" releases, at which time R&B radio and dance clubs will be serviced when appropriate.

### Design Implementation

Three basic objectives have been established as the cornerstone of the marketing plan for the new Police album:

1. To make it the biggest, most talked about album project

in 1981 for A&M and the industry at large.

2. To make it the primary gift item at retail during the 1981 Christmas selling season.

3. To make it the best merchandised album at retail and the most played record at all appropriate radio formats.

In order to reach these objectives, we will institute the following:

1. Ship a two-sided banner to retail with a scheduled arrival date of 9/15. The banner will announce the arrival of the new album: "Coming Soon . . . " and the reverse side "Now In Stock".

2. Ship the balance of the merchandising materials to arrive at retail no later than 9/29.

3. Obtain maximum space commitments at retail for the display of the banner, poster, light box and most importantly, the product itself.

4. Go after immediate heavy rotation commitments at radio upon release of the album and single. With prolonged airplay on a maximum number of cuts over an extended period of time, the result will be a #1 album at radio and a #1 single.

By achieving these goals through the above methods we will have effectively cornered-the-market with The Police album by making it the most dominant retail and radio item for the upcoming '81 selling season.

#### Merchandising

1. Two-sided, two-purpose, two-color banner, 36" X 8", with one side for pre-release use; "Coming Soon, The New Police Album". The other side reads "Now In Stock, The New Police Album, GHOST IN THE MACHINE".

2. 24" X 36" five color dayglo poster.

3. Blinking red-lighted display.

4. Two different types of album cover flats.

#### Advertising

The advertising support for this album is designed to promote massive sell-in and sell-through at retail and racked accounts



around the country as soon as possible. Advertising will be initiated out-of-the-box with Top 40 and AOR time buys within the first three weeks of the album's street date. Twelve spot schedules will be bought in those markets where the two hit singles, "De Do Do Do" and "Don't Stand So Close", as well as the last Police album achieved heavy airplay and strong sales.

To augment the national AOR and Top 40 time buys, Regional Sales Managers will be given budgets to help establish sell-through for the album's first one million units. In addition, the national key accounts will be supported by separate funding since they will play a significant part in the initial sell-in of the product. The dollars allocated at the rack level will ensure immediate product visibility.

#### Tour

The Police '80-81 domestic tour was quite successful with all dates sold out. Their most extensive domestic touring was done in the northeast and western parts of the country with the largest audience attendance in New York, Los Angeles and Phoenix. Tour activity in the center of the country, (Mid West, South East and South Central regions) was limited. The tour will be the main catalyst in regenerating and maintaining the new release attitude well into the '82 selling season.

Specific tour dates will be announced at a later date.

#### Long Range Objectives

Sales and airplay levels must be maintained throughout the Christmas season and well into 1982. We anticipate the album continuing to sell over an extended period of time and in greater numbers than may be reflected in the national charts. Therefore, our objective is to make the charts reflect the real level of anticipated high sales volume.

This is accomplished by generating prolonged airplay through the Christmas season and into 1982 when a "market expansion" campaign will be devised and launched in conjunction with the beginning of The Police tour in January of 1982.

#### Summary

Although The Police have transcended their "cult" image, they have maintained their artistic integrity. Our overall objective is to retain that integrity while establishing The Police as the premiere mass appeal group in the world. The most immediate objective for "GHOST IN THE MACHINE" is to maintain the new

release attitude enthusiasm for as long as possible at the retail and radio levels in order to obtain the greatest possible mileage for the greatest period of time.

# NEW POLICE PRODUCT OBJECTIVES & STRATEGIES

S I N G L E A L B U M

"EVERY LITTLE THING SHE DOES IS MAGIC"  
(AM 2371)

"GHOST IN THE MACHINE"  
(SP 3730)

	O B J E C T I V E S		S T R A T E G I E S		O B J E C T I V E S		S T R A T E G I E S	
	Now	ASAP	Now	ASAP	Now	ASAP	Now	ASAP
S A L E S	150,000 initial shipment/Big numbers very early	First #1 Police single/First gold Police single	Sept. 1 Discount Program Highest trade chart debuts	Earliest possible #1 retail reports	300,000 initial shipment/Big numbers very early/Catalog resurgence	First #1 Police album/First 3-million seller.	Sept. 14 Initial order Discount Program/Highest trade chart debuts/Cat. prg. thru 9/25	Earliest possible #1 retail reports/1 million units in 90 days
P R O M O T I O N	First week R&R Breaker/First week front page in tips.	First #1 Police single/First gold Police single	Lock up Top 40/Earliest possible heavy rotation	Earliest possible #1. Top 40 station reports	#1 Most Added in trades and tips/Highest airplay chart debuts	First #1 Police album/First 3-million seller Police album.	Lock up AOR/Earliest possible heavy rotation for most number of cuts.	Earliest possible "hottest" reports on AOR/Longest number of weeks of airplay possible.