

GREAT FIGHTING JETS

1H92 Creative Workplan

- Positioning:** For the man who loves aviation, GREAT FIGHTING JETS is the plane-by-plane programming which provides in-depth information and action footage on each of your favorite jets.
- Why are we doing this?:** Successfully launch new product; capitalize on newly profitable aviation market.
- Offer statement:** Preview Stealth for 10 days free, then, if you like it, pay just \$14.99 plus shipping and handling -- \$10.00 off the regular price.
- Imaginary audience (person to imagine when writing):**
Joe has always dreamed about being a fighter pilot. He has great respect for the guts, skill and precision needed to fly a high-speed jet in or out of combat.
- Because of this, Joe gets a real thrill from imagining himself in the pilot's seat...feeling high Gs on a tricky maneuver...understanding the stresses involved...feeling the power of a supersonic fighter.
- All in all, flying high and fast represents a kind of ideal for Joe. He's thrilled by the freedom, awed by the power and deadly force, and excited by the beauty of a jet fighter in flight. In short, skilled flying gives him goose bumps.
- He also enjoys knowing as much as possible about the key planes in the world's air arsenals. Maximum speed and altitude, armament types, thrust, manufacturer, unique bells and whistles all fascinate him.
- He collects jet facts the way other guys collect baseball cards -- loving to one-up a pal with a little-known piece of aviation trivia.

Joe sees himself as already being pretty knowledgeable about aviation. For that reason, he's turned off by glitzy or overly-romanticized films like "Top Gun." He's also seen and heard a lot about jets lately, so he's not interested in the usual stuff he's heard before.

Joe also sees himself as a skeptic, so he doesn't trust too much hype -- he's more likely to believe a real pilot than anybody else.

He got a patriotic charge out of the efficiency that U.S. aircraft displayed in the Persian Gulf.

Customer Promise: Plane by plane, GREAT FIGHTING JETS puts you in the cockpits of the hottest planes in the U.S. arsenal, with unbelievable footage of top fighters and the first-hand stories of how they were developed.

Reasons why:

- * Contains startling cockpit and gun-mounted footage not seen anywhere else
- * Takes a single modern plane and tells you its whole story -- from drawing board to prototype to hostile action
- * Includes lots of information on Stealth planes
- * Filled with details about the latest technology
- * Covers all the planes currently in service for the U.S., plus many more.

Collection benefits:

- * Created by aviation buffs for aviation buffs and chosen by Time-Life Video as the best in aviation programming
- * Slipcases are collectible, as they focus on a single plane, using schematic drawings and "Jane's" type specs
- * Fills in the gaps of your knowledge about each plane.

Hot Buttons:

- * Features amazing little-known factoids about jets -- things that make you say "wow" as the little hairs stand up on your arms (not the stuff CNN showed during the Gulf war).

- * The savage beauty of a fighter jet. Its

speed, its power, its performance, its sexy looks, its devastating firepower.

* Entry into the "pilot's club" -- knowing how it must feel to fly and depend upon these high-tech, high-speed weapons.

* The immense sophistication of aviation technology -- laser-guided weapons, computer avionics, head-up displays, stealth, etc.

* The "baseball card" effect that makes you want to collect each plane's video and display it on your shelf.

Negatives:

* Tom Cruise-type over-romanticization of the subject.

* Incorrect or dated information -- or facts the prospect perceives as something "everybody knows."

* Too much of a "National Enquirer" effect -- these guys see themselves as serious students of a serious subject -- they love the visceral thrill, but too much vicariousness without the substance makes them feel the product is shallow.

Tone:

Terse, masculine prose.

Take an insider's tone. Seem as though you're sharing a secret passion...trading amazing facts...challenging the reader to know more about the planes they love.

Factoids should be chosen to make the prospect marvel -- both at the speed and deadly power of the aircraft and the legendary cool of the pilots. But all factoids should fit into a total picture of modern aviation, and not float helplessly in a sea of shallow sensationalism.

Look:

Sexy but techie.

We do want to crank these guys up, so make sure we show planes in action -- firing missiles, taking off, doing aerobatics. At the same time, though, we want to make the product seem packed with technical

information -- an encyclopedia of jet fighters.

Make sure the package seems well-organized...not too experiential. We should feature only Vietnam-vintage and later aircraft -- giving the package a definite modern feel.

Photo suggestions:

* Sexy shots of aircraft in action * In-the-cockpit shots * Photos of aircraft doing unbelievable things * Stealth * Factory or design or inside-the-engine technical shots to give credibility.

Hindsight:

This is and should be a different product from AIR POWER. It's woodworking to AP's basic carpentry...a long night of lovemaking to AP's wet dream. Same subject, more advanced course. It's probably less mass in appeal than AP and should be treated with a slightly less visceral approach. Otherwise, the wisdom of AP still holds.

Required specs:

O/E no larger than 6 x 11 -- I wouldn't mind if we avoided a 6 x 9 entirely. See new window requirements (attached). Brochure no larger than 17 x 26. 11 x 17 letter. Involvement device. Pub note.