

# THE SALOMON RELEASE

Volume 7, Number 1, September 1979

## A SALOMON OFFER THAT'S MADE TO ORDER, PLUS A GUARANTEE THAT CAN'T BE BEAT

**S**alomon's new recreational binding, the S626, makes its formal introduction to consumers this fall through an innovative program that's guaranteed to move your sales, as well as please customers.

In an unprecedented program, we're offering a money back guarantee to consumers for the S626. If a skier is dissatisfied with the S626 in any way, he or she can return the binding until January 15, 1980 for a full refund. NO QUESTIONS ASKED.

And we'll take care of everything. "We're supporting dealers at our expense and administration," says Salomon/North America President, Jim Garland.

Alerting skiers to the new S626 will be four color, 2 page ads in SKIING and SKIER'S DIRECTORY. Four color in-store counter cards as well as local and regional publicity will announce the guarantee. Garland added, "We're taking the risk off dealers to sell the product and we'll take care of any returns so there's no handling problem. The counter card reads, . . . No

### THE FIRST BINDING EVER OFFERED WITH A MONEYBACK GUARANTEE

INTRODUCING THE S626, THE MOST CONVENIENT RECREATIONAL BINDING EVER DEVELOPED. THERE'S ONLY ONE WORD FOR IT.



other binding has been introduced in such an extraordinary way, but then the S626 is an extraordinary binding. We believe it and that's why we're supporting the introduction of the S626 in this manner. It's the first moneyback guarantee ever offered by a manufacturer on a major piece of ski equipment," Garland added.

Because this program will create strong consumer demand for the S626, we are also offering a special re-order program for the binding. On every order for 47 sets of S626's received by September 30 we will give you an additional three free sets, a suggested retail value of \$254.85. And to make this an even better deal, reorder payments are not due until February 28, 1980.

If you have not received your counter cards, or need additional information on this program, please call your customer service representative.

An extraordinary recreational binding. An extraordinary offer. There's only one word for it. SALOMON. S

## THERE'S ONLY ONE WORD FOR IT. SALOMON

**I**nnovation sparks this fall's marketing campaign. First an unprecedented money back guarantee to introduce the S626. Developed from the S727, suited specifically to the performance, protection and convenience needs of the recreational skier, the S626 kicks off the year with this unique in-store promotion. Advertising spreads in SKIING and SKIER'S DIRECTORY announce the new binding, geared to create more than two million impressions to draw skiers into your shops.

Next the advertising campaign for the S727. The cover of this four-color, four page spread, is an eye-stopping illustration guaranteed to catch the attention of everyone.

Appearing in SKIING, SKI, POWDER, and the RED-BOOK, this ad dramatizes the binding's performance features and benefits as well as the S727's capability for exact retention/release. It will create more than 18,000,000 total impressions, appearing in these publications from September through December.

On the merchandising scene attractive point-of-purchase displays and posters draw attention to Salomon products. Our brushed aluminum demo boards and window display support your sales personnel with easy to read product feature/benefit callouts. Our S626 POP poster, consumer brochure, as well as downhill racing and S727 posters, create increased excitement for the Salomon line.



The National Binding Awareness Program gains tremendous momentum as we join with Billy Kidd and the United States Ski Association in the largest ski industry public service program ever. Geared to equipment and skiing safety, a televised public service announcement and print public service advertisements highlight the program with Billy as the spokesman. (See related story page 4). A dedicated promotional

services department will be working overtime to assist you with special events. Promotional Services also plans more consumer promotions than ever before to increase exposure and demand for Salomon products.

Planned are a minimum of 60 on-hill binding inspections, film festivals benefiting the U.S. Ski Team, 40 ski club presentations, appearances on TV and radio shows, and attendance at all six Harry Leonard ski shows.

Salomon will also take part in the Nordica Ski School, a unique teaching program reaching more than 12,000 skiers along the East and West coasts. This program brings three weeks of ski instruction, from equipment selection, to skiing exercises and practice on a demonstra-

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## NOW THAT'S A S727!!!



What's reported to be the world's largest S727 was used as a novel merchandising item at Dick Fallon's Ski Barn, at the Route 17, Paramus, New Jersey store. The binding, approaching seven feet in overall length was mounted on giant skis for a window display. Here, Fallon's son Ray demonstrates the convenience of the S727 heel.

My first significant Boston job was with Marvin & Leonard, a Newbury Street ad agency with some prestigious accounts. One of my

regular projects was designing this occasional newsletter for Salomon, the European ski binding manufacturer.

