

**Enter the
AMF Voit
Marketing/Advertising
Contest.
Give AMF Voit
a name and
direction
for marketing its
new flying disc line
and win up to...**

\$5,000

AMF Voit has developed the most aerodynamically pure flying discs on the market. We had to because we're challenging Wham-O Corporation, the makers of the Frisbee® brand flying discs. Wham-O has nearly 80 percent of the flying disc market. But we aim to change that. And, we're offering you the opportunity to win up to \$5,000 when you help us market our new line of flying discs.

MADE FOR THE ENTHUSIAST

Our new line is made for the flying disc sports — Ultimate, Freestyle, Distance, MTA, Golf and Guts. We've incorporated the latest technology and materials such as a thinner flight (center) plate, textured grip ring and have repositioned 35 percent of the disc weight to the outer rim. These structural changes cause our discs to fly farther straighter and float longer.

NEW, PATENTED TWO-PIECE DISCS

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NEW, PATENTED TWO-PIECE DISCS

Both our one- and patented two-piece discs are engineered and calibrated for top performances in every flying disc sport. Even our special K-9 disc has been designed to withstand the punishment of Fido's fangs.

TACKLE THIS MARKETING PROBLEM

We've done our homework. Now, we'd like you to do some and win up to \$5,000.

NAME AMF VOIT'S NEW, FLYING DISC LINE

See the back of this flyer for complete rules and guidelines for the AMF Voit "Flying Discs Marketing/Advertising" Contest.



A CLASSIC MARKETING PROBLEM

What results is a classic marketing problem. How can a company with a 50-year history of quality sporting goods manufacturing capture this emerging sports market share from the leading manufacturer, in this case Wham-O Corp., who has almost 80 percent of the disc industry's total sales? How can AMF Voit succeed when the Frisbee® brand flying disc has successfully fought off past corporate challengers?

SOLVE THE PROBLEM AND WIN

Solve this real marketing problem and AMF Voit will reward your efforts with a cash prize of up to \$5,000.

\$1,000 FOR GIVING US A NAME

When determining the name for AMF Voit's new flying disc line, consider our reputation for excellence. Think of a name which would best portray Voit's background and the best performing flying discs on the market.

\$1,000 FOR GIVING US A BRAND POSITION

Next consider how you would position the flying discs, along with their new name, in the marketplace. Some things to ask yourself might be: How can I create a distinct difference between the AMF Voit disc and the Frisbee® brand flying discs? How can I make the consumer know that the AMF Voit disc has unique and superior qualities?

\$1,000 FOR GIVING US A PROMOTIONAL CAMPAIGN

A very important part of any new product program is its promotional campaign. What kinds of special promotions would you recommend to heighten the awareness of the new AMF Voit flying discs? What type of big event (if any) would you suggest to garner publicity and to create a favorable impression of the new line?

\$1,000 FOR GIVING US AN ADVERTISING DIRECTION

And, to round out your campaign, how would you advertise the new line? Would you use TV, radio, outdoor, newspapers, special interest magazines or some other medium to spread the word about the new AMF Voit flying discs? What kind of theme would you use? Would you hire a celebrity as a spokesperson for the line? Who? Why?

\$1,000 FOR BEST OVERALL MARKETING PLAN

For eligible entry into the AMF Voit "Name the Flying Discs Contest," we need: A Name, Positioning in the Marketplace, Promotional Campaign and Advertising Program.

Send your entry to, or for more information, contact:

FLYING DISCS CONTEST
AMF VOIT, INC.
3801 S. Harbor Blvd.
Santa Ana, CA 92704

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (_____) _____
AREA CODE

SIGNATURE _____
PARENT (IF UNDER 21)

DATE _____

RULES:

DEADLINE FOR ENTRY: November 1, 1982

All entries become the property of AMF Voit and its parent company, AMF Inc., and winning entries may be used for advertising and commercial purposes. \$5,000 will be awarded as follows: \$1,000 Brand Name, \$1,000 Brand Position, \$1,000 Advertising Direction, \$1,000 Promotion Ideas, \$1,000 Overall Plan. Entries will be judged by a panel of marketing and advertising professionals and their decision will be final. Entries will be judged on a basis of originality, market insight, presentation, practicality for implementation. Entries will not be returned. The winners will be notified by registered mail no later than December 1, 1982. No consideration is needed for entry. No employees or member of employee's families of AMF Voit, Inc., AMF Inc. or any subsidiary of AMF Inc. are eligible to participate. Members of families of AMF Voit's advertising or sales promotion agency are not eligible to participate in this contest. Contest void where prohibited by law.

ENTER AMF VOIT'S NAME THE FLYING DISCS CONTEST

AMF Voit has prided itself on a 50-year history of sporting goods innovations — from the first rubber basketballs to the world's first pressureless blue racquetball. Dozens of other "firsts" dot our five decades of sporting goods achievements.

OUR NEW DISC LINE IS OUR LATEST CONTRIBUTION

Our new flying disc line reflects the latest in this succession of quality products. The discs are designed for the enthusiast, whether for Ultimate, Freestyle or golf games. Special care has gone into their development to make certain that they outperform the competition.