

NEWSLETTER

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It Happened in 1974...

Timeless Makes History



The Timeless Line

Timeless, Avon's newest fragrance line, was introduced during Avon history!

the fall of 1974. And what an introduction!

Avon Representatives are very enthusiastic about this exciting long-lasting fragrance, and so are their customers. So much so that during its Campaign of introduction, Timeless made Avon history. Moonwind and Charisma were outstanding Avon introductions; Timeless **out-sold both of them combined.**

The figures are exciting - during the introductory campaign, Representatives sold over three million units of Timeless. Never before in the history of the entire cosmetics industry has one product sold over \$8,000,000 in only two weeks - a fantastic feat! Congratulations to all those who played a part in making Avon history!

J.O.P. Figures in '74

The Job Opportunity Program was first introduced to Home Office employees in 1973. Since then, the program has become very important to many Avon employees.

Job Opportunity is exactly that: an opportunity for Secretarial & Administrative employees to communicate their job interests. Before any Secretarial & Administrative positions are filled by Personnel, an internal search for qualified candidates is conducted in the Home Office by Doug Doscher, Manager, Job Opportunity Program, and Rosalyn Reid, Job Opportunity Program Assistant.

During 1974, a total of 100 Secretarial & Administrative employees were promoted through JOP.

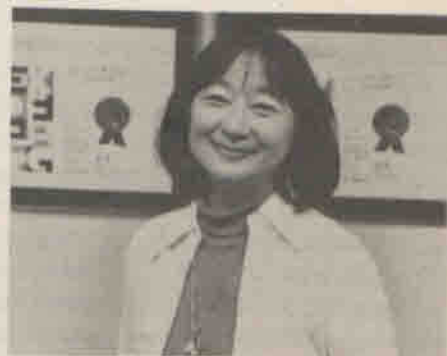
Originals by Toshi

The Representative is a very special part of Avon, and when her birthday or anniversary rolls around, she receives a card of congratulations from Avon. Get well cards are also sent to Representatives homebound because of illness.

Toshi Kojima, Art Director in Sales Promotion, is responsible for creating these beautiful cards. Toshi does all the Design work, as well as the printing. Always original and imaginative, Toshi has received several awards from the Metropolitan Printing Industries of New York for her work.

The cards win first prize with the Representatives too! One Representative wrote to say that while her husband forgot her birthday, Avon didn't. Another Representative was so pleased with her birthday card that she had it laminated, and it now hangs on her kitchen wall.

Congratulations to Toshi!



Toshi Kojima, Art Director, and several of her awards.

The Birth of a Department



In late September, a charter was initiated by Avon Management to create a totally new department in the Home Office: the Product Cost Department. The challenge: to concurrently recruit, staff, and become fully operational in the shortest possible time.

How would you create a department from scratch? This question was faced, and answered by Joe Kleinhenz, Director, Product Cost and the four Pro-

duct Cost Managers: Bob Anderson, Agnes Balogh, Tom Reilly, and Brendan Lynch.

The first thing to be defined was the function of the department. Product Cost is responsible for communicating the most timely, up-to-date product cost information to Campaign Marketing. Product Cost Department assumed current costing responsibilities that were fragmented in other Home Office departments, and was given the

responsibility to initiate new product cost systems. A variety of talents were needed to do this, and recruiting became the next challenge.

Job descriptions and responsibilities were defined, and recruiting began. Many hours were spent selecting personnel from many Home Office departments, including: Engineering, Marketing, Information Services, Accounting, P.I.C., and Purchasing. As a result, Product Cost has a wide blend of personnel with a mixed array of backgrounds.

In addition to recruiting, the Product Cost Department also absorbed two other existing areas: the Standard Cost Group from Controller's and the Cost Administration Group from the Engineering Departments.

The Engineering group is presently located in Suffern. During January, 1975, a group of Cost Administration personnel will relocate to New York. The remaining personnel will continue to be located in Suffern in order to handle those cost elements relating to Manufacturing.

Another Award Winning Christmas Display



Conducting Sales Meetings at least eight times a year is an important part of the District Manager's job. Through these meetings, Representatives are kept informed about new products, and given an opportunity to discuss sales techniques. It is the Sales Meetings staff in Campaign Communications that is responsible for insuring that these meetings are successful and productive. Their task is to provide all material for the meeting.

This includes providing District Managers with scripts, promotion pieces, and occasionally films, as well as imaginative displays which are used as backdrops for the various Avon products displayed at each meeting.

The displays, which convey Avon's high quality and cosmetic image, are the focal point of all Sales Meetings, adding color and excitement.

The display for the Campaign 21 Sales Meetings this year was tied in with Avon's Christmas packaging. A beautiful illustration that is on one of our Christmas boxes was enlarged supersized and used as a backdrop for the product displays. In addition, there was a special display for the Timeless products.

The Avon Christmas display, for the second year in a row, has received the annual POPAI award (Point of Purchase Advertising Institute), for the creative backdrop. This award is given by an organization made up of various suppliers.

Standing in front of the award winning display background are (l. to r.), Jean Lahey and Bonnie Grossman, Sales Meetings Coordinators, and Judy Ranzer, Manager, Sales Meetings. Judy is holding the 1974 POPAI award.