

PHILIP MORRIS INTERNATIONAL

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

MAY 29 1984

TO: ~~PHILIP MORRIS~~ Distribution  
CARLOS SALGUERO

DATE: 5/24/84

FROM: R. W. Murray

SUBJECT: CPC Submissions

In the future, CPC submissions should be available in the New York Office by the first working day of the month in which Corporate Products Committee approval is sought.

Each submission should be accompanied by a clear and complete description of the marketing rationale for the planned product launch. Samples of the product, packaging and proposed advertising should accompany each submission.

The foregoing applies to local, as well as International, product introductions.

Would you please ensure strict compliance with these procedures.

*R. W. Murray*

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Distribution:

Messrs. G. C. Bible  
A. Gemblar  
C. E. Salguero ✓  
R. L. Snyder

cc: Mrs. E. Butson

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