



MERIT  
NOVEMBER DIRECT  
"POST-IT"  
August 16, 1994  
JF

(ENVELOPE:)  
A Noteworthy Gift For You Inside!

(LETTER/LOYAL:)

(COPY:)

Keith Richards  
1234 Glimmertwin Drive  
New York, NY 12345

Dear Keith,

As a Merit smoker, you're special. Why? Because you already know you can switch down to lower tar and still get satisfying taste. You've made the switch, and we'd like to reward you for it.

That's why we created Merit Awards – an ongoing offer of special things we can give to you, to show you how special you are to us. Like the valuable coupons below. Consider them your award for being ... well, you!

From time to time, we'll be making other exciting Merit Awards offerings. So keep your eyes open, and enjoy the rewards of great taste at lower tar.

Afterall, you've got Merit!

Yours,

Norma Suter

P.S. To serve you better, we've included a survey. Make a note to fill it out as soon as you can – ~~there's a special reward for it when you do!~~

(LETTER/COMPETITIVE:)

(COPY:)

Keith Richards  
1234 Glimmertwin Drive  
New York, NY 12345

Dear Keith,

2041772350

What are you waiting for? Now's the time to switch down to lower tar and still get satisfying taste.

We'll even reward you for making the switch. Start with the valuable coupons included here. Then, look forward to future Merit Awards -- special items and offers we give to special people. People like you. People who have Merit!

In the meantime, use the coupons below to start enjoying the great taste at lower tar of Merit. You'll discover something we've known all along about you.

You can do it!

Yours,

Norma Suter

P.S. Help us get to know you even better. Make a note to fill out the attached survey as soon as you can -- there's a special reward for it when you do!

(LETTER/SUBHEAD:)

Make A Note Of It: You've Got Merit!

(SURVEY/HEADLINE:)

Drop us a note!

(COPY:)

Sure, we know you've got Merit. But we're willing to bet there's a lot more neat stuff about you. Please take a few minutes to fill out the survey below. We'll get to know you better, and that helps us serve you better! So get your writin' hand ready and fill us in. It's okay even if you've ~~done~~ one of these before -- we'd love to hear from you again.

*Sent 4/2*

(LETTER/BACK:)

(HEADLINE:)

Noteworthy events in Merit history.

(COPY:)

1. Fire is invented. Merit smokers everywhere rejoice.
2. Noted genius ~~Alfred Feinstein~~ comes up with Theory of Meritivity: Greate Taste + Lower Tar = Merit.
3. Big Foot is sighted by two vacationing campers. "He bummed a whole pack of Merit off us" they claim.
4. Space aliens land in Kalamazoo. Local ~~convenience and grocery~~ stores report, "Merit is mysteriously disappearing off our shelves."
5. It's official. ( \_\_\_\_\_ ) has Merit!  
Your name here.