

Capri 120
Cigarettes
Citra Cigarettes

*NEW ORLEANS
TEST MARKET*

**To Our
Customers:**

As part of B&W's promotional program for the merchandising of our products, we are pleased to make the materials pictured in this brochure available to our customers who sell cigarettes at retail.

The payments are available during Capri 120's introductory period in your marketing area.

In case of multi-store operations, B&W will pay either each individual store manager or otherwise, as the buyer/merchandiser prefers.

This program is available to all competing retailers on a proportionately equal basis under B&W's Point-of-Purchase Merchandising Plans.

**Brown & Williamson
Tobacco Corporation**



Ultra S
Ultra I
Ultra F

Nationally Advertised in Leading Magazines



The introduction of Capri 120's is supported by an extensive advertising campaign featuring "Now Slimmer is Longer" as its theme.

Capitalizing on the success of its parent brand, Capri 100's, Capri 120's advertising combines elegant female imagery and stunning photography to promote its longer length. Capri 120's advertising is featured in quality, full-color media, designed for broadest feminine appeal.

Advertising

Full pages in selected women's and general interest magazines.



Advertising

Where available, Capri 120's advertising is prominently displayed in 30-sheet billboards and in large rotary boards along major freeways.



To Our Customers:

As part of B&W's promotional program for the merchandising products, we are pleased to have the materials pictured in this brochure available to our customers for their Capri 120's cigarettes at retail.

The payments are available during the Capri 120's introductory period in your marketing area.

In case of multi-store operations, we will pay either each individual store manager or otherwise, as the buyer/merchandise prefers.

This program is available to all competing retailers on a proportionately equal basis under B&W's Point-of-Purchase Merchandising Plans.

Brown & Williamson Tobacco Corporation

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Promotional Displays to Build Excitement, Trial and Sales

A variety of promotional programs will reinforce the Capri 120's advertising theme and build on the success of the parent brand. Throughout the introductory period, the following programs will be activated to stimulate trial and sales:

Buy One Pack - Get One Free
Proven successful in generating broad awareness and trial

\$2.00 Off Carton Purchase
Attractive trial purchase incentive

Free-standing Insert
Featuring "Buy One Pack - Get One Free" and "\$2.00 Off Carton" offers

Targeted Sampling
Free samples featuring pack and carton coupons will be distributed at select locations

Sales Representative In-Store Couponing
"Buy One Pack - Get One Free" and "\$3.00 Off Carton" coupons will be distributed by sales representatives in retail stores



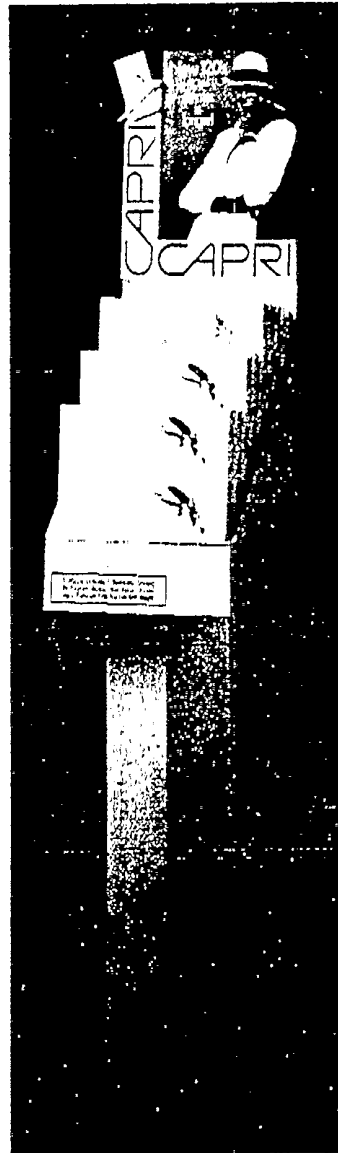
Low Profile Pack Display
(55 Pack Capacity)

Enticing Merchandising Tools Support Capri 120's Advertising

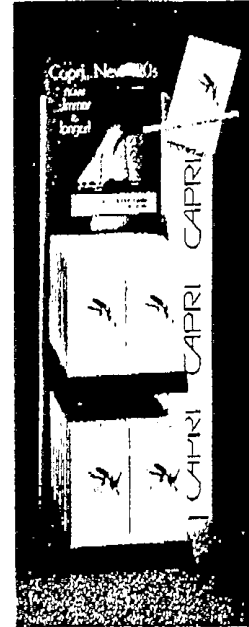
The point-of-purchase materials for Capri 120's complement its print advertising campaign by reinforcing the "Now Slimmer is Longer" theme.

Specially-designed displays accentuate the ultra-slim shape, ultra-long length, elegant packaging, and feminine appeal of Capri 120's.

There are a variety of floor and counter displays available, as well as lucrative display allowances.



Carton Floor Display & Pedestal Base
(14 Carton Capacity)



Semi-Permanent Display
(30 Pack Capacity)

Introducing Capri 120's... a distinctively feminine, ultra elegant cigarette. Capri 120's is literally an "extension" of its successful parent brand, Capri 100's.

Densely packed with choice tobaccos, Capri 120's smokes as smoothly and evenly as traditional cigarettes from the first puff to the last.

Brown & Williamson is committed to respond to the growing demands of female smokers by providing fine, innovative products like Capri 120's. Its longer length and low-tar content satisfy the demands of both the "120's" and the "lights" market segments.

Designed exclusively for today's women smokers, Capri 120's offers:

- Ultra slim shape
- Extra long length
- Low tar
- Smooth, mild taste
- Elegant packaging

120's	Slims
2.84	2.84
	4.73
	4.68
	4.64
	4.47
2.34	
2.06	
'84 '85 '86 '87	'84 '85 '86 '87

Louisiana

BOW

Capri... New 120's

Product Information

Product	Capri 120's and Capri 120's menthol
Shipments	Sept. 20 – BIGIF Sept. 27 – Regular Allocated Stock
Introductory Offer:	INTRODUCTORY ALLOWANCE on regular stock: ■ \$35.00/case off invoice on all allocated product purchased and shipped between Sept. 27 and Nov. 10, 1988
Introductory Terms:	Regular Stock ■ 3¼% Discount on all product purchased and shipped during the 45-day introductory period – Sept. 27 through Nov. 10, 1988 – provided payment is received within 45 days from date of invoice.

Order Book Information

Regular Stock:	120's	Menthol 120's
List Price (Excluding discount and allowances) **	\$511.80/12M	\$511.80/12M
List Price Per M**	\$ 42.65/M	\$ 42.65/M
Approx. Case Weight	Approx. 48.8 lbs.	Approx. 48.8 lbs.
Case Cube	3.74 cu. ft.	3.74 cu. ft.
Case Dimensions	25.00" x 22.50" x 11.50"	25.00" x 22.50" x 11.50"
Case Pack	20's/200's – 12M case	20's/200's – 12M case
UPC Codes:		
6M Case*	00330	00331
Case*	00116	00117
Carton	01116	01117
Full Package	00243	00244
Suppressed Package	272432	272442

*Last three digits are the product order codes.

**Prices subject to change.

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Capri... New 120's

Product Information

Product	Capri 120's and Capri 120's menthol
Shipments	Sept. 20 – BIGIF Sept. 27 – Regular Allocated Stock
Introductory Offer:	INTRODUCTORY ALLOWANCE on regular stock: ■ \$35.00/case off invoice on all allocated product purchased and shipped between Sept. 27 and Nov. 10, 1988
Introductory Terms:	Regular Stock ■ 3¼% Discount on all product purchased and shipped during the 45-day introductory period – Sept. 27 through Nov. 10, 1988 – provided payment is received within 45 days from date of invoice.

Order Book Information

	120's	Menthol 120's
Regular Stock:		
List Price (Excluding discount and allowances) **	\$511.80/12M	\$511.80/12M
List Price Per M**	\$ 42.65/M	\$ 42.65/M
Approx. Case Weight	Approx. 48.8 lbs.	Approx. 48.8 lbs.
Case Cube	3.74 cu. ft.	3.74 cu. ft.
Case Dimensions	25.00" x 22.50" x 11.50"	25.00" x 22.50" x 11.50"
Case Pack	20's/200's – 12M case	20's/200's – 12M case
UPC Codes:		
6M Case*	00330	00331
Case*	00116	00117
Carton	01116	01117
Full Package	00216	00217
Suppressed Package	272162	272172

*Last three digits are the product order codes.

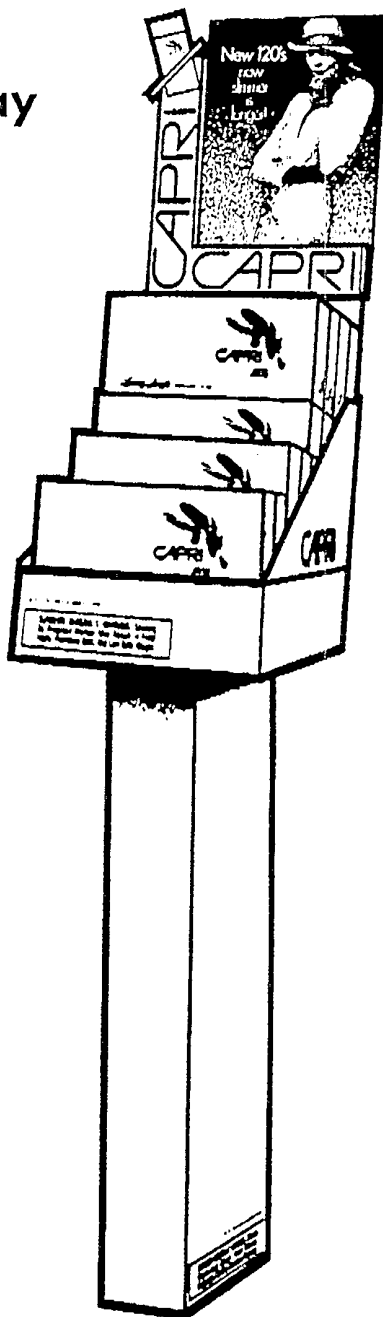
**Prices subject to change.

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Capri... New 120's

Carton Floor Display & Pedestal Base

(14 Carton Capacity)



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Capri... New 120's

Pack Counter Display

(112 Pack Capacity)



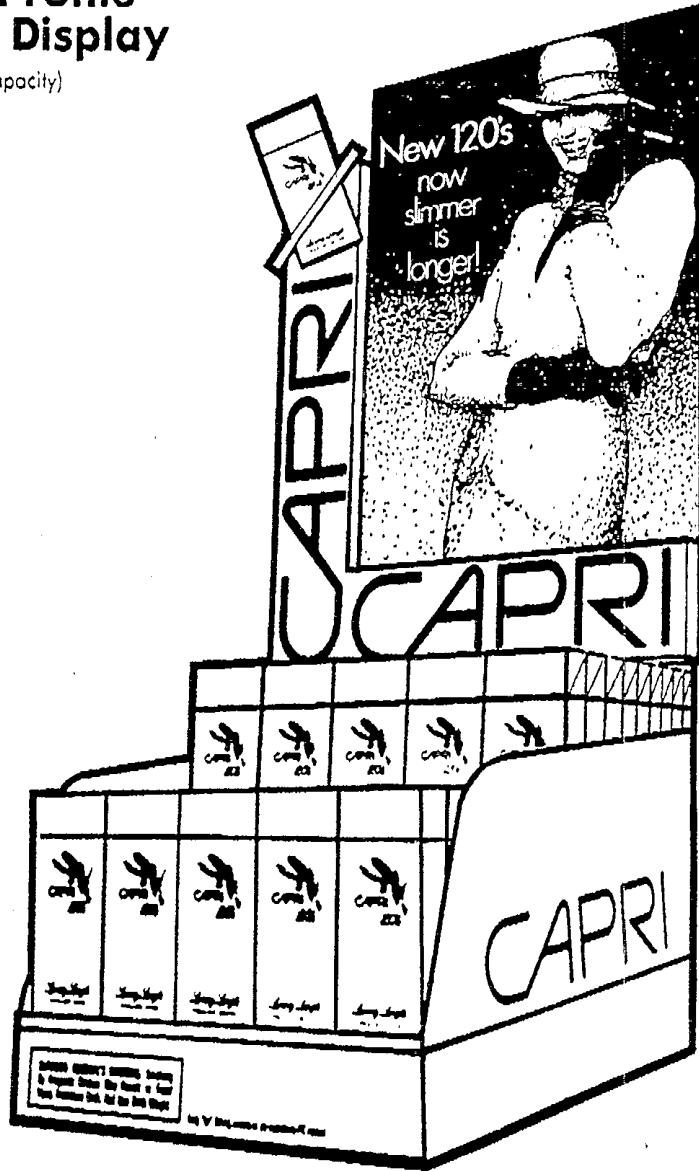
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Capri... New 120's

Low Profile Pack Display

(55 Pack Capacity)



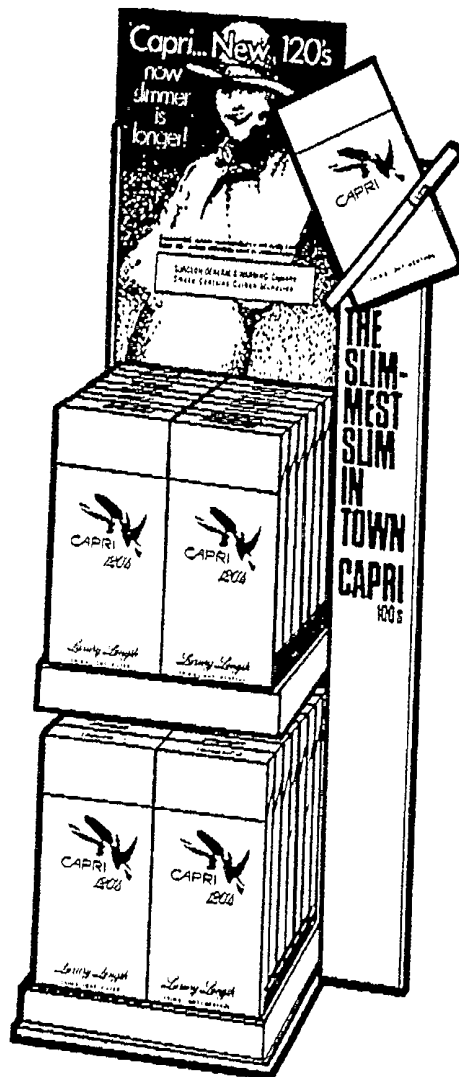
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Capri... New 120's

Semi-Permanent Display

(30 Pack Capacity)



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Capri... New 120's

CAPRI 120's Order

Call Number _____	Date _____	Ship Date _____	Delivery Date _____
Store name _____		Store Number _____	
Address _____			
City _____		State/Zip _____	
Authorized Signature _____			

Store Stamp

	# Cartons	Order Book #	Delivery Date
Non-Menthol 120's			

	# Cartons	Order Book #	Delivery Date
Menthol 120's			

Display Allowances

Regular Stock

Dates	Type	# of Packs/Cartons	Payment/Per Pk/Ctn	# Displays	# Showings	=	Total Payments
_____	_____	_____	x	_____	x	_____	_____
_____	_____	_____	x	_____	x	_____	_____
_____	_____	_____	x	_____	x	_____	_____

Promotional Stock

Display Dates	Types	# Deals	Payment/Deal	# Displays	=	Total Payments
_____	_____	_____	x	_____	x	_____
_____	_____	_____	x	_____	x	_____
_____	_____	_____	x	_____	x	_____

Total All Displays _____

White - Distributor Yellow - Customer Pink - B&W Sales Representative

B&W MFG CO.

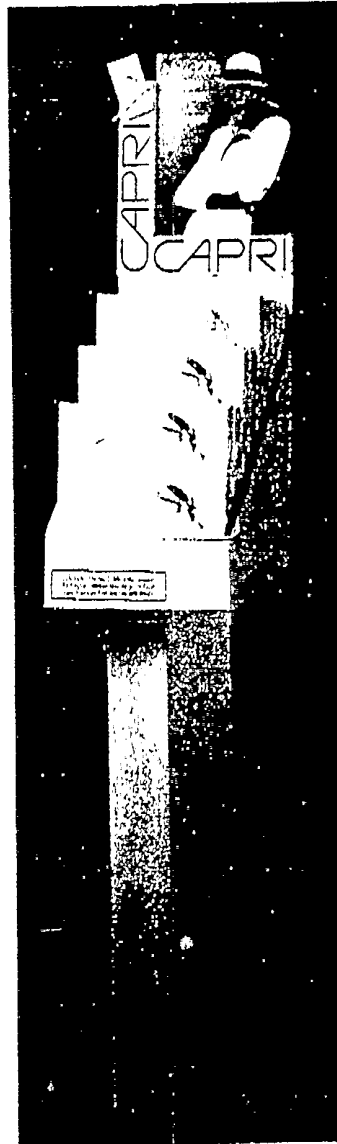
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Capri... New 120's



Semi-Permanent Display
(30 Pack Capacity)



Carton Floor Display & Pedestal Base
(14 Carton Capacity)



Low Profile Pack Display
(55 Pack Capacity)

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