

MARLBORO

1. Advertising
 - Marlboro Lights 3-page special scheduled to run in select weeklies and monthlies beginning mid-November. Detailed schedule available on request.
 - Initial presentation complete on ROP specials. Presentation of revised concepts scheduled for week of November 12.

2. Promotion
 - Keyring two-pack on schedule for November.
 - Linerider Jacket self-liquidator ad ran in September weeklies and October monthlies. Total orders as of November 2 are 2594.
 - Marlboro Country Store under development for Fall 1985. Wild West format has been directionally approved with presentation of revised graphic treatment/items scheduled for week of December 17.
 - 7.5 million Scripto Red Roof Lighters on order for 1985. 5 million scheduled for use during February as two-pack promotion. Windy Slicker has been approved as the design and all materials are in production.
 - Old West Poker Cards plus Poker Booklet scheduled for use during April as on-carton promotion. Playing Cards proofs received with production scheduled to begin October 31. Packaging to be finalized the week of October 29. Booklet art and keyline due the week of October 29.
 - Second two-pack program under development for Fall 1985. Presentation of revised concepts scheduled for week of November 19.

3. Marlboro Country Music
 - First four concerts completed.
 - Record bins currently being placed by record labels.

- Compilation Tape A-1 production completed, Sales Force currently placing A-1 in local markets.
- 4. Marlboro Ski Challenge
 - All temporary and permanent materials have been produced.
 - All local market coordinators will be onboard by mid-November.
 - Installations begin November 15.
- 5. Marlboro Hispanic Festival Program
 - 1984 schedule of events have been completed.
 - Initial recommendation for 1985 involvement has been completed and is currently under review.
 - Marlboro neckerchiefs ordered for 1985 to be used as giveaway at festivals.
- 6. Marlboro Resort Program
 - All materials for Resort program have been ordered. T-shirt exploratory underway for Spring and Summer program.
- 7. Auto Racing
 - Initial plans for involvement in CART have been approved.
 - Initial involvement will concentrate on obtaining track signage, merchandising rights and personnel services contracts with top CART drivers.
 - Sports Consultants International headed by Brian Turner has been retained to coordinate all activities involving Marlboro Autosports.
- 8. Point of Sale in Development/Production
 - Ashtray (6th Cycle)
 - 1985 Spanish Calendar (6th Cycle)
 - Push/Pull Decal (6th Cycle)
 - Business Hours Decal (6th Cycle)
 - Message Decal (6th Cycle)
 - Supermarket Multipurpose Sign (1st Cycle 1985)
 - Mini "Sold Here" Sign Test - (1st Cycle 1985)
 - "Sold Here" decal test - (1st Cycle 1985)
 - Spanish "Sold Here" Sign (1st/2nd Cycle 1985)
 - Cork/Clip Message Holder (2nd Cycle 1985)

9. Miscellaneous

- Die-cut metal sign (art and keyline approved - to be scheduled)
- 25's in test beginning July 2 in Indianapolis, IN and Spokane, WA and September 17 in Atlanta, GA and Hartford, CT. Lights introduced in Spokane beginning October 22. Red/Lights launch in Region 3 beginning October 29.
- Five-pack carton program ready for test but currently no start date has been determined. Program details are finalized with Sales, creative look for P.O.S. approved and art being prepared, inner cartons approved and outer cartons ready for final approval.

PLAYERS

1. Advertising

• Copy and graphics for new campaign to be tested ~~again~~ with consumers prior to further development

- New campaign creative ~~being~~ developed for Players Black Pack.
- ~~New campaign creative being developed for a Players Lights line extension.~~
- All creative work ~~ready for presentation to management~~ *presented to management week of 11/12*

2. Promotion

- Incentive items and support materials for promotions for for next years product promotion plan ready for management review.

VIRGINIA SLIMS

1. Advertising

- Ongoing.
- New old-time subjects selected from pool presented 10/17.
- Exploring Hispanic treatment of campaign. Hispanic casting session held w/o 10/22. Takes to be shown w/o 11/5.
- Ethnic shoot and exploration of new models held w/o 10/22. Slides will be reviewed w/o 11/12.

2. Promotions

- The 14th annual 1985 Book of Days

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has been produced. On schedule for 4th Quarter A-1 and media offer.

- Military Rugby offer being supported this month. Offer is incentive free with two-carton purchase. Initial results very positive.
- Coordinating with Military to offer surplus tool kits in February with a 3-carton purchase. Tool kits to be assembled by outside supplier.
- Developing Virginia Slims Playing as a July 2-pack incentive.
- V.S. "Slimsak" Fiorucci bag is under development for an August A-1.
- Exploring various executions for implementing Virginia Slims "Money."
- 1986 Book of Days A-1 on-carton is in development for December, 1985.
- 1985 Virginia Slims American Women's Opinion Poll has been approved. Interviewing will take place next Spring and presentation of results to the media, women's groups, etc. is planned for September/October 1985.

3. Special Programs:
Tennis

Series

- Virginia Slims tennis ongoing. Next Virginia Slims-named events, Virginia Slims Ginny Championships to be held at Point St. Lucie, Florida - Jan 2-6, 1985, Virginia Slims of Washington, Jan. 8-14.

Miscellaneous

- Three \$250,000 tournaments for 1985 scheduled: Los Angeles, Florida, Dallas. Fourth still pending.
- 1985 tennis collateral materials in production.

- Recommendations being developed for 1985 consumer tie-ins.
- Continuation of planning for 1985 N.Y. Championships. Ballroom reserved at Pierre for banquet following completion of tournament.
- Discussions are ongoing with Sales Force re: trade functions at \$75,000 events.

Mall Promotion

- While Los Angeles and Atlanta test programs were successful, we are developing additional support and elements to enhance program.
- Recommendation being developed for 1985 tour of 15-20 cities, providing new elements deemed successful in additional test market.

Slimshop

- Items finalized in meeting with B. Fitzmaurice w/o 10/22. Final design will be pinned down and ad shot in December.

4. Test Products

- Ovals - Based on most recent Market Research presentation of declining share and sales, test market support is to be discontinued.
- Shorts - test market simulator began 9/24. Top-line results indicate poor response. Full report due w/o 11/2.
- 120's - Agency refining advertising for all media and point of sale. Packaging approved in CPC 10/30. Test market schedule has been submitted based on Feb. 4 down-the-street.
- Ads for test market simulator have been turned over to Market Research. Simulator to be scheduled.
- Test markets have been selected: Spokane and Nashville.
- Soft Pack - Ads have been turned

over to Market Research. Copy testing to be scheduled.

5. Point Of Sale

- First and Second Period point of sale in production.
- Mainline metal sign for second period is in production.
- Grocery store message center art and keyline in development.
- Aisle closed Roly Poly in production. 100,000 originally scheduled for Sixth Sales Period. 1984 will be rescheduled in 1985.
- Mainline and ethnic trade wall calendars for Sixth Period to be shipped to arrive in the field w/o 10/22.
- Large ethnic door decal being explored for 1985. Subject to be determined early October.
- Rear Lit ethnic 8-sheet in production for special media test.
- Ethnic molded single day calendar in production.

BENSON & HEDGES

1. Advertising

- New campaign creative development underway.
- Lights ROP heavy-up in October/November newspapers.
- Menthol/Menthol two color ROP - November 5

2. Promotion

- Media based Deluxe 100's Sweepstakes in November publications. Trade Sweepstakes running concurrently.
- Deluxe pen - first period two-pack in production, on schedule.
- Resorts Cookbook, Oct. '85 A-1, in development.
- Menthol/Menthol Marketing Program - Agency developing new creative simultaneously with new campaign.

3. Test Programs

- Extra Spending test underway in four markets: Lubbock/Fresno - Lights; Seattle - DUL; Shreveport - DUL Menthol. Heavy up includes media and point of sale.
- New graphics and rigid soft pack test discontinued.

4. Special Program

- Lights Sampling Program, November 12 - December 14, approved. Materials in production.
- Ethnic Sampling Test November 12-December 14 in four markets - Detroit, St. Louis, Atlanta, New Orleans.

5. Point of Sale

- Order divider, in field, 5th Period.
- Counter protector - in development for 1st Period, 1985.

6. Research

- Qualitative Study (in-depth interviews) Field work completed. Reports expected by end of October. Business Review presented to management.
- Business Review completed.
- Action plan for management approval will be available 11/15.

MERIT

1. Advertising

- Mainline campaign ongoing.

2. Promotion

- Harbor Lights local market program--reviewing local market options. Full 1985 recommendations due late November.
- While the Merit Challenge "Around the Horn" publicity event concept has received management approval, we are reconsidering our involvement based on possibility that record could be broken prior to our sponsorship. Recommendation to management w/o 11/12.
- Merit Lighter being developed for 1985 media liquidator.
- Ship's Locker media liquidator in the works for Second Quarter 1985.

- 3. Point of Sale
 - Merit sunglasses being developed for May 1985 two-pack.
 - Developing on-carton ideas for 1985.
 - Quartz Clock (6th Sales Period 1984)
 - Change Mat (1st Sales Period 1985)
 - Calendar (1st Sales Period 1985)
 - Metal Sign (unscheduled)
- 4. Line Extensions
 - Merit Box launch, except in Region 3, scheduled for November 12. All materials in production and on schedule. Region 3 launch scheduled for w/o January 7, 1985.
- 5. Miscellaneous
 - All three Merit vans sold.

PARLIAMENT

- 1. Advertising
 - Advertising assigned to Backer & Spielvogel. Initial brand orientation including research review conducted early October.
 - First creative review scheduled for week of 11/12.
- 2. General
 - Market Research conducting situation review of the brand.

SARATOGA

- 1. Advertising
 - ~~◦ Creative for two new ad themes, "Outrageous" and "Value", presented to management week of 10/15.~~
 - *New Campaign, "Outrageous", has been developed in photography and sketch.*
- 2. Packaging
 - Saratoga packaging is being reviewed for redesign by W. Landor Assoc.
- 3. General
 - Brand review of situation/opportunities underway.

*Agency to present
concepts week of
11/24*

New Campaign

*New designs to be reviewed week of
12/3*

NEW BRANDS

1. Rio
 - Advertising approach approved. Additional work being done on product claim copy. Simulator research complete, topline results available. Ad/pack and ad/carton research scheduled for early November. Pack/carton graphics approved.
2. Hercules
 - Two alternative advertising campaigns being developed. Pack and carton comps complete. Name to be finalized.
3. Bristol
 - Two advertising approaches being considered; straight value proposition and a more aggressive campaign that competes directly against specific name brands (i.e. Meister Brau strategy). Research needed to substantiate product claims complete and favorable.
4. Players Lights 20's
 - Generic priced proposition for Players line extension. Preliminary advertising comps available.
5. Players Lights 25's
 - Overall plan approved. All elements complete. Introduction on hold pending growth of price/value segment.
6. DATA
 - Revised advertising reviewed and approved for testing. Additional creative development on-going. Concept and extended use tests to be fielded. Initial packaging development completed. Working brand name: Concord.
7. Dunhill
 - Introductory ads approved and being shot. Packaging being finalized. Product alternatives being developed and tested, including a Virginia blend.
8. Luxury Aluminum Box (L.A.B.)
 - Packaging, advertising and ovals product in development.