

12/13

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ADRIAN-

CAN/SHOULD I BE INVOLVED?

PLEASE ADVISE.

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

JAYNE

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

TO: Distribution

Trade gift
CIP
Direct Mail

DATE: December 11, 1991

FROM: Pam Gill

SUBJECT: MARLBORO MEDIUM 100'S LAUNCH PROGRAMS

Last week we held a meeting on Marlboro Medium 100's to generate additional consumer promotion ideas and to reaffirm our launch objectives. The following recaps the ideas that were discussed and which should be considered when developing the promotion plan recommendation.

OBJECTIVES

- Generate "quality" trial and conversion
- Build volume
- Help create awareness of Medium 100's/Added visibility

Trade Gift -

- Branding iron
- Coffee pot w/ cups.
- Belt Buckle / Paper wt.

→ main target is → ?

STRATEGY

- Field a unique bonus product retail trial offer behind Medium 100's and all Marlboro 100 MM non-menthol packings.
- Use multiple media offers against quality trial/conversion and volume objectives.

- Request sampling against women 100's smokers
- Trial offer against young adult 100's smokers
- Trial offer behind Medium packings coupled with a Marlboro family volume building offer

- Deliver direct mail trial and continuity offers to key competitive 100's smokers.

ELEMENTS UNDER CONSIDERATION

- Execute B3G3F flip top box display promotion in Supermarkets. Offer on all Marlboro 100 MM non-menthol box product (Medium 100's, ~~Gold and Lights 100's~~). Promotion will provide support for Marlboro's Gold and Lights 100's and insulate these businesses from trial on the new packing. Aug 1 - start date

Buy 3 G 3 F
D to
Buy 4 G 2 F

QUESTION: Regarding trade portion of the promotion, what display sizes and payments are appropriate and do we need a dealer loader?

- Schedule "Denim Shirt" Free Pack ad in books that reach young adult 100's smokers. Free pack coupon will be good on Medium 100's and Kings. Special trial offer
- Schedule "Campfire Coffee" request sampling ad in select women's books. Offer will be designed against quality trial and follow-up mailing will include continuity offer against conversion objectives. BRC

Competitive smoluz - prior mail free 5 pack offer
Marlboro " - B3G2F

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FSI - Questionable approach -
price, discounting
new introduction -
Image down - Solo Select AND Save?
greater.

- Run national FSI trial coupon behind Medium packings coupled with carton coupon good on entire family.

QUESTION: Since we have had difficulty in the past getting display support for FSI promotions, what tools do we need to ensure retail display placement?

- Mail product/trial coupons with continuity offer to all available non-menthol, non-ultra, non-PM NM 100's smokers on the database.
- Use Catalina Couponing to deliver trial offers to target competitive 100's smoker.

long matches
w/ B&W
display

ADDITIONAL CONSUMER OFFER CONSIDERATIONS:

- Is a coffee pot continuity offer appropriate against 100MM smokers?
- If we use the Medium 100's "Campfire Coffee" creative does it make sense to revisit "Marlboro Trail Blend Coffee" as a proprietary consumer offer?

TIMING

Please refer to the attached schedule sheet for Medium 100's. For A&K due dates refer to June launch timetable already provided.

NEXT STEPS

- Promotion Group to provide Brand with recommended promotion plan for Medium 100's week of 12/16.

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