

*J. H. Sherrill*  
*PE Galyan*  
*JFC*

August 11, 1971

Mr. M. L. Sobell

USE OF MATCHBOOK COVERS FOR SELF-LIQUIDATING PREMIUMS  
(MRD # 71-0083)

In light of our discussion the other day regarding the use of matchbook covers for premium offers, I noticed that the first Caravan III report from Spotts showed a total of 694 Dymo Labelette orders (the same offer currently appearing on Camel Filter matchbooks). Since (1) these results are higher than any other first week's orders on either Caravan I or II, and (2) only 1,936 orders have been received via matchbook covers (through 26 weeks), the use of matchbook covers for premium offers seems to be a secondary use as opposed to their advertising function.

*Joan*  
Joan F. Craft  
Marketing Research Department

JFC:pd

cc: Mr. W. A. Sugg/J. B. Stuart  
Mr. J. H. Sherrill, Jr./P. E. Galyan  
Mr. H. E. Christopher/F. M. Kesceti  
Mr. J. F. Hind  
Mr. P. R. Currier