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RJR

CONFIDENTIAL

August 26, 1982



Mr. E. A. Horrigan, Jr. ✓
Mr. G. H. Long

SUBJECT: BRIGHT National Introduction

Attached is a timetable for an accelerated national introduction of BRIGHT and a summary of the implications. 1982 spending plans are being prepared and will likely fall in the \$25-35MM range.

I recommend that we revise our planned national introduction of BRIGHT from January 1, 1983 to December 1, 1982. As a result of the implementation of the federal excise tax increase on January 1, we view the original timing as being inappropriate. We would have difficulty selling-in the product in late December, and the anticipated confusion and clutter in the marketplace in January 1983 could result in a less than satisfactory launch for BRIGHT.

We have developed improved print and out-of-home advertising for BRIGHT which will be utilized in the launch. An improved promotion plan is in development and sufficient lead time exists to implement an improved program by December 1. Additionally, revised point of sale material is in development and these changes can be implemented for the December 1 launch date. Lead times, however, are insufficient to allow for any change in the BRIGHT logo. The current BRIGHT logo is not a problem, but it was felt an opportunity existed to improve the distinctiveness of the script.

An improved BRIGHT 100's product was planned for national introduction. This, too, will have to be foregone because of lead times. The current 100's product is rated at parity and is viewed as entirely satisfactory to launch.

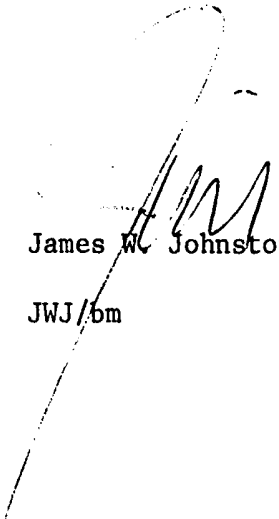
The principal risk we face is that the revised launch date will not allow a full test market read. The final go/no-go decision date will be October 1. (After that date, magazine closing dates will preclude us from pulling BRIGHT ads.) By October 1, we will have a complete nine week test market read and an eleven week topline. The original go/no-go date of November 1 for a January 1 introduction would have allowed a sixteen week topline read.

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Although there is some risk involved in this decision, I view a January 1 launch date or a deferral to March or April 1983 to be unacceptable alternatives under the current circumstances.

A national introduction of CAMEL Hard Pack had been planned for early November. This will be revised to a regional launch as originally planned. CAMEL Hard Pack, therefore, will be introduced in five high potential West Coast regions in mid-October and in the balance of the U. S. in May 1983.



James W. Johnston

JWJ/bm