

SAMPLING/FIELD MARKETING OPERATIONS

WEEKLY STATUS REPORT

May 3, 1985

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CORPORATE

o Multi-Brand Volume

- First Quarter Intercept Couponing Program has been summarized in a final First Quarter Report. A total of 2,504M \$2.50 coupons and mail-in offers for six \$1.00 bouncebacks were distributed during the first quarter.
- Second Quarter Intercept Coupon Program began execution April 22 in 28 markets. A total of 35 markets will be executed April 22 through June 9 and an additional 41 markets June 10 through July 28 distributing 5,466M coupons. A total of 470,937 coupons were distributed the week ending 4/28. Eighteen of the markets were evaluated by Promotions Operations between 4/22 and 5/3.

BRANDS

o CAMEL

- 1985 CAMEL GT's Riverside event took place April 27-28 with FMI's execution of the GT tent, featuring the Driver Change and Tire Change competitions and car photo exhibit. Sampling was included in the tent activities with 11,500 samples being distributed. A total of 131.1M samples will be delivered in 1985 with the approved addition of a second day of sampling at six of the 18 events. Next scheduled event is at Laguna Seca Raceway on May 5.
- CAMEL Soccer sampling program has a start date of June 6. Contracts were approved. The program consists of 100M samples being delivered at 12 games in the LA Coliseum. In addition to sampling, POS materials will be placed and two concession booths erected at the coliseum offering a free cap with 2-pack purchase and free t-shirt with a 4-pack purchase.
- CAMEL Sampling/Premium Test contract to MOI was approved and program began on schedule 4/29. A total of 34,200 sample packs with a toll-free offer to receive a French CAMEL T-shirt will be distributed in Denver, Houston, San Antonio, and Phoenix.
- CAMEL Hispanic Los Angeles Auto Show Program is being awarded to MRG. Execution Plan and contract are routing for approval. MRG will distribute 15,000 samples at the six shows which begin July 12 and conclude in November.
- 1985 CAMEL Houston Fiesta Sampling Program is being quoted by PRI and MOI. A total of 50M sample packs will be distributed at the event 9/2.

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o MORE

- Group III completed execution of the 1985 MORE Ebony sampling program, distributing 27M samples in 26 markets between January 19 and April 26.

o PHOENIX PROJECT

- In-club sampling is to begin on August 5 in Philadelphia and Reading. Sampling Operations is awaiting a revised tactical plan for the market test.

o RITZ

- RITZ in-store couponing featuring dual coupons for (1) a Free Pack and (2) \$1.00 Off 3 Packs began in the original five test markets April 8. Program was halted on April 19 and restarted May 1 following an evaluation of retail stock conditions. A total of 308M coupon folders will be distributed. The Memphis market was evaluated by W. A. Blair on 5/2.
- St. Louis was added as a RITZ test market with a DTS of May 13. Two waves of sampling (May 13 and September 16) and two waves of in-store couponing (June 3 and August 12) are planned. Contract is routing for approval for the first waves of sampling and couponing. Gratis orders and shipping orders for support materials have been issued.

o SALEM

- SALEM Spirit Street Scenes are scheduled to be executed with sampling in seven markets beginning with a Memphis event June 8 and 9. PRI's execution Plan was received and is routing for approval along with the contract. Support materials were ordered.

o VANTAGE

- SCN has executed the VANTAGE Scoreboard Center at the Houston Open April 26 through 28 where SCN distributed 1,400 \$2.50 coupons with "six \$1.00" mail-in offers and had attendance of 4,748 at the Scoreboard Center. The exhibit includes picture taking of consumers with their name displayed on a working scoreboard replica, putting competition, golf swing analyzer, and video monitors showing golf tips and live tournament action. The next scheduled event is the Byron Nelson Golf Classic in Dallas May 9-12.

o WINSTON

- The WINSTON Cinco De Mayo Festival is scheduled for Los Angeles May 4 and 5. PRI is distributing caps via field marketing promotions and placing POS.
- "THE WINSTON" race event takes place at Charlotte Motor Speedway 5/25. Group III will distribute 10M key fobs as attendees enter the event and 20M bumper stickers as fans leave the track after the race.

o MULTI-BRAND

- Group III is executing the New York City Hotel/Restaurant Sampling Program using WINSTON/SALEM/CAMEL brands, delivering 1,200M samples through 67 New York locations in 1985.

o BRANDS WITH NO SAMPLING ACTIVITY THIS WEEK

- BRIGHT, CENTURY, DORAL, STERLING



Wynne A. Blair

WAB:orm

cc: K. B. Hedrick
K. M. Burton