

22 December 1990

To: John Winebrenner
JoAnn Sprink (pls distribute to all attendees)
cc: Pierre de Labouchere

From: Paul Patrick

Desert Shield Meeting Summary

Following provides highlights and agreements from my perspective coming out of our meeting in Winston-Salem.

Agenda, Framework and Presentation-see my presentation (JoAnn Sprink has copy).

Summary

1. Desert Shield provides customer service opportunity in the short term in the form of direct mail sales to customers unable to obtain RJR brands due to initial distribution and retail outlet shortcomings of AAFES during troop build up phase. Once stability in these two areas has been achieved by AAFES, the need for this service will disappear, as RJR U.S. Military Europe will cover this area with sales representative.

2. Numerous promotion opportunities discussed (e.g. direct mail SLO premiums; event sponsorships such as concerts, "Smooth Moves" singers on Cunard Princess R & R ship; Camel Trophy for Desert Shield), as well as direct mail sales, are all hampered by ER and legal restrictions/constraints, which prevent immediate action until recommended programs are assessed for risk.

Next Steps

Various action programs discussed divided into Phases outlined below. These are to be formalized by Dan Alcazar by 14 January 1991, reviewed by ER and Legal and forwarded to Management for approval NLT 21 January 1991.

Phase I-Direct mail sales offer in response to specific inquiries by soldiers.

Phase IIa-Direct mail solicitation of orders to unit First Sergeants, Command Sergeants Major, etc.

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Phase IIB-Overlay solicitation for cigarette orders with SLO premium offer.

Phase III-Full YAS program directed to Desert Shield. Note: YAS Direct Mail efforts not limited to short term, or to Desert Shield: applicalbe to long term and all U.S. military overseas markets.

Phase IV-Sponsorships, Tie-In's under YAS umbrella.

Given anticipated major difficulties in getting anything out of committee through Domestic due to the overriding legal/ER constraints (which I understand, but cannot allow to stop program development), I will separately pursue these ideas from a TI standpoint. Ultimately, since we are TI but service a "Domestic" U.S. consumer and retail system, the aforementioned constraints will certainly still impact on our efforts.

Kind regards,



Paul Patrick