

Fourth Quarter Workplan Index

Sales Rep/ROU Detail

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ROU Detail

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SALES REP/ROU DETAIL

Distribute to all Full-Time Field Employees

1995 Workplan Objectives

- Balance earnings and share.
- Grow share on CAMEL, SELECT and DORAL while maintaining our franchise business on our other brands.
 - Grow the CAMEL family's share of full-price by .7
 - Grow SELECT's share of full-price by .3
 - Grow DORAL's share of savings by 1.2
 - Minimize RJR's share loss of full-price category by -.3
- Utilize the Retail and Wholesale Partners Programs to establish a strong three-way alliance between the wholesaler, the retailer and RJR.
 - Align the distributors and retailers profit incentives/objectives with RJR's.
 - Make RJR the only true category advisor to the trade.
 - Reward distributors for helping RJR accomplish our key objectives.
 - Shift to performance-based merchandising and Co-Marketing via RJR versus industry volume.
 - Position RJR as a strong #2.
- Focus on three key business drivers (the three Ps).
 - Product Availability
 - Promotional Effectiveness
 - Presence

SELL CIGARETTES AND MAKE MONEY!

October SELECT B2G2F

I. Objectives/Strategy

- Feature FF 85, FF 83 Box, Lt 85, Lt 83 Box to generate competitive full-price trial on SELECT's four highest opportunity styles.
- To reinforce SELECT's positioning of "Made Better/Takes Time," SELECT Trading Co. Catalogs, Version 1, 2, 3 featuring high-quality merchandise, will be included in each SKU. Also includes name generation piece.

II. Promotion Details

National Emphasis Month: October

SIS Dates: 8/28/95 - 11/24/95

Poqet/H-H Reporting: SEL B2G2F OCT (Report # Offers)
SEL PK DISPLAY Rate: \$1.50

Display Size/Load: 20 Offers

Recommended Display(s): Counter Display (packed with POS support)
#469562 Stair Step Dump Bin

POS Support: #491360, Sleeves packed 20 per SKU includes
DBRC, PCDCR, 24" Package Merchandiser Card,
Starburst, Counter Display

November CAMEL 3-Pack Twill Cap

I. Objectives/Strategy

- To capitalize on CAMEL's popularity by gaining competitive trial with adult smokers on key CAMEL styles.
- Support the fourth quarter emphasis behind CAMEL promotionally as a compliment to in-market advertising and continuity.

II. Promotion Details

National Emphasis Month:	November
SIS Dates:	10/2/95 - 12/29/95
Poqet/H-H Reporting:	CAMEL CAP NOV (Report # Offers) CAM PK DISPLAY Rate \$1.50
Display Size/Load:	20 Offers
Recommended Displays:	Counter Display (packed with POS support) #469562 Stair Step Dump Bin
POS Support:	#489983, SKU includes DBRC, PCDRC, 24" Package Merchandiser Card, Starburst, Counter Display

November DORAL & Co. On-Carton Solicitation

I. Objectives/Strategy

- Supermarkets - priority.
- On-shelf promotion.
- Designed to build on franchise relationships through DORAL & Co. solicitation.
- No predetermined discount/coupon amount.
 - Utilize regional guidelines for VPR/coupon placement in addition to offer.

II. Promotion Details

- Consumers will receive three \$2 carton coupons and eligible smokers entered into the DORAL & Co. direct marketing program.

National Emphasis Month:	November
SIS Dates:	10/2/95 - 12/29/95
Poqet/H-H Reporting:	DOR & CO CTN NOV (Report # offers) (No display payment due to on-shelf offer)
Quantity Per Store:	Allocation based on 80 offers per account
POS Support:	None

Learning/Best Practices

- Supermarkets are strong franchise purchase outlets and a great opportunity to grow DORAL & Co. members.

November DORAL On-Carton \$50 Savings Bond Offer

I. Objectives/Strategy

- Target high volume accounts and cigarette outlets - accounts selling 1,000 cartons per week regardless of call classification.
- No predetermined discount/coupon amount.
 - Utilize regional guidelines for VPR/coupon placement in addition to offer.

II. Promotion Details

- On-carton continuity offer for \$50 U.S. Savings Bond.
 - Consumer required to send 175 pack proofs.

- Off-shelf display required. Impactful POS available.

National Emphasis Month:	November
SIS Dates:	10/2/95 - 12/29/95
Poqet/H-H Reporting:	DOR \$50 BOND NOV. (Report # offers) DOR CTN DISPLAY Rate: \$10.00
Display Size:	250 Offers/Cartons (Brand styles determined by region)
Recommended Displays:	3 DORAL Dim 4 Floor Displays #468980
POS Support:	- Dump Bin Riser Card - #489692 - Packed 25 - Extra Large Paster - #489695 - Packed 25

Learning/Best Practices

- Previous savings bonds direct marketing and retail promotions have proven very successful, with high perceived consumer value.

SR-4

December DORAL B2G1F

I. Objectives/Strategy

- Gain trial from competitive savings smokers and reward loyal franchise.

II. Promotion Details

National Emphasis Month:	December
SIS Dates:	10/30/95 - 1/26/96
Poqet/H-H Reporting:	DOR B2G1F DEC (Report # offers) DOR PK DISPLAY Rate: \$1.50
Display Size:	12 Cartons, 40 3-Pack Offers (Brand styles vary by region)
Recommended Displays:	- <u>New</u> DORAL Counter Display (included in POS/sleeve kit) - Stair Step Dump Bin #469562
POS Support:	#492302 B2G1F POS Kit (Kit includes 40 3-Pack Sleeves, Counter Display, DBRC)

Learning/Best Practices

- To maximize promotion execution, set a priority for gas/convenience, maximize VAP opportunities and set volume parameters for quantities.
- Where applicable, advertise the unit pack price (i.e., 99¢ per pack when you buy 3).
- Either suspend consumer pricing or merchandise it separately. By suspending consumer pricing discounting, we hope that competition will not react to the BSGSFs.

December CAMEL B2G2F

I. Objectives/Strategy

- This incremental fourth quarter promotion will feature CF, CF Bx, CL and CL Bx to capitalize on a national emphasis behind Joe and the launch of a new CAMEL "Hard Goods" Continuity Program.
- Four-pack sleeves include CAMEL "Hard Goods" mini catalog and name generation offer to follow up competitive trial with aggressive conversion efforts.
- POS will feature Joe and tie in with media/magazine advertising.

II. Promotion Details

- POS and sleeves will be a different creative look than the September CAMEL B2G2F Program.
Consult with your management on region implementation timing and guidelines

National Emphasis Month: December

SIS Dates: 10/30/95 - 1/26/96

Poqet/H-H Reporting: CAM B2G2F DEC (Report # offers)
CAM PK DISPLAY Rate \$1.50

Display Size/Load: 20 Offers

Recommended Displays: Counter Display (packed with POS support)
#469562 Stair Step Dump Bin

POS Support: #495305 POS packed with premium SKU: DBRC,
PCDRC, 24" Package Merchandiser Card, Starburst,
Counter Display

NATIONAL PROMOTION IMPLEMENTATION GUIDELINES

Objectives/Strategies

- In anticipation of upcoming organizational or realignment changes, minimize workplan disruptions by accelerating VAP transfers and ordering procedures.

Promotion Details

- Fourth quarter national BSGSF promotions (October SELECT B2G2F, December CAMEL B2G2F & December DORAL B2G1F) should have **all value-added transfers completed by August 14.**
- All BSGSF allocations (value-added & non value-added) should be pushed down to the direct account level in BPE by August 14. Orders may be placed through Customer Services on a normal schedule as outlined in the workplan detail that follows.
- The November CAMEL twill cap promotion should have all value-added transfers **completed by August 14.** "Future" orders to the respective value-added direct accounts should be placed in SMS by the same date. Orders will go into a "back-order" status until the actual premiums are available for shipment.
- Any remaining "non value-added" CAMEL twill caps should also be "future-ordered" for shipment to direct accounts. (Estimating is acceptable for the non value-added portion, if necessary.) All communications to the direct accounts (ie.store lists, schedules, etc.) may be handled on a normal timeframe.
- Your cooperation in handling these national promotions by August 14 will ensure that our executional plans will not be interrupted by any organizational or realignment changes.

CAMEL FOURTH QUARTER BOOST

Objectives/Strategies

- Consistently communicate both the CAMEL trademark and "Genuine Taste" product story to consumers. This consistent message is important in changing consumer perception of the CAMEL product.
- Put CAMEL back on the national landscape with strong advertising, continuity and retail support.
- Integrate all marketing elements for greater market impact.
- Build momentum leading into 1996.
- Combine OOH/print, retail POS support, promotions and continuity into a comprehensive program to assist in achieving 1995 goals on the CAMEL brand.

Promotion Details

- OOH/Print
 - Beginning in October, national emphasis will be placed behind CAMEL putting Joe "back on the map." Out-of-home boards and magazines will feature impactful perspectives of Joe and the characters and build style awareness.
- POS Support/Limited POS Changeover
 - Limited POS changeover of five pieces will be available on key in-store presence materials. These key in-store items will supplement the OOH/print ads and highlight our CAMEL Cash "Hard Goods" Catalog.

- Workplan POS kits automatically shipped to Sales Representatives in October for placement during fourth quarter. Items in the kit packed based on POS indicators plus an incremental quantity to handle recent changes.

- ➔ Workplan POS Kit
 - 20 Column Transparency
 - 19" Canopy Transparency
 - 19" Canopy Card
 - 8 Column OPM Transparency
 - Small Paster

- **Important:** Kits will be shipped directly to Retail Representatives, for efficiency's sake. Region management has the flexibility to determine timing, implementation guidelines and personnel support for the limited POS changeover.

- Promotion

- An incremental national B2G2F has been scheduled (see December CAMEL B2G2F, Page SR-6).

- Continuity

- Based on extensive Field Sales' requests, a new continuity effort called "CAMEL Hard Goods" has been developed to more effectively compete head-to-head with Marlboro Gear. Catalog will feature items like a Sony CD player, GE camcorder, leather duffel bag, leather backpack and a 22 karat Zippo gold-plated lighter.

- Catalogs will be direct shipped to 100,000 retail stores with three temporary POS pieces in October (10/15/95) and again week of January 7, 1996.

- POS kits and additional catalogs available 10/15/95 from GATX. (Please order in realistic quantities.)

<u>Item</u>	<u>Commodity Code</u>	
POS Kit	496223	(Open Order - No Allocations)
- 20 pasters		
- 20 tent cards		
- 20 wobblers		
 Catalog Shipper Display	 496232	 (Open Order - No Allocations)

PERSONAL SELLING

Objectives/Strategies

- Engage adult competitive smokers in discussion on why they smoke their brand. Deliver reasons to switch to RJR brand and gain a commitment from the consumer.

Promotion Details

- Consult with your region management regarding your Personal Selling/Consumer Mission implementation plan.
- Utilize materials received in Personal Selling Kits or B1G1F consumer conversion allocations.

- Focus on CAMEL, SELECT and DORAL.
- DORAL should be targeted against competitive branded savings smokers. Private label/non-branded savings usual brand customers will not be placed into our competitive conversion programs as they do not provide us with a significant opportunity for conversion.
- Name stamp all Consumer Mission and Personal Selling materials. Monthly feedback is provided to your Director of Operations by Sales Rep/Manager on smokers enrolled into our programs.

Learning/Best Practices

- Assisting consumers in filling out the program cards does two things:
 1. It takes less time for the consumer since you are familiar with the questions and
 2. Ensures better accuracy of information so the consumer can be targeted in the appropriate program.

CONTINUITY

Objectives/Strategies

- Competition has positioned continuity as their main focus. The SELECT Trading Co. and the CAMEL Cash VI focus is to reinforce the brand product stories and equity.
- The new CAMEL "Hard Goods" Catalog is designed to compete effectively with Marlboro Gear.
- Achieve a broad based appeal with franchise and competitive smokers.

1. SELECT

Objectives/Strategies

- Reinforce SELECT's positioning of "Made Better/Takes Time." SELECT Trading Co. catalogs feature high quality merchandise that takes extra time and care in making.

Promotion Details

- Version #3 is available on open order status for retail use under Item #487175.
- Version #1 will be available on open order status on 9/2/95 for retail use under item #487181.
- Program expires in February 1996.

2. CAMEL Cash VI

Objectives/Strategy

- Maintain current franchise smokers and attract adult competitive smokers. Catalog will again feature a high quality look and balance CAMEL's Genuine Taste product story with Joe's personality.

Promotion Details

CAMEL Cash VI Version 1

- Cash VI Version 1 catalogs are valid through 1/31/96.
- A POS kit supporting Cash VI is available for order (in limited quantities - first come first served), Item #487391. The kit contains 50 wobblers and 50 pasters (FSC-93-A).
- The automatic shipment of CAMEL Cash VI Version 1 catalogs sent to all Sales Representatives in June should be placed as soon as possible since Version 2 is available at retail as well.

CAMEL Cash VI Version 2

- To assist in distribution of the Version 2 catalogs, a shipper display has been sent directly to 175,000 retail accounts for stores to display (shipped the week of 6/19/95).
- Version 2 catalogs are available for Field order currently, Item #487952.
- Program expires 1/31/96.

CAMEL Hard Goods Catalog

- Catalogs will be shipped directly to 100,000 pack action retail stores with POS in October and again in January 1996.
- POS and additional catalogs are available for order beginning October 15.
- Program expires 3/29/96.

Learning/Best Practices

- Finding a highly visible location for catalogs in store significantly increases effectiveness of CAMEL Cash VI and the Hard Goods Catalogs vs. competitive programs. Utilize the shipper display or lucite holder where possible.

3. DORAL

Objectives/Strategies

- Reinforce DORAL's positioning with its franchise smokers.

Promotion Details

- Tobacconville Christmas Village Carton Insert Promotion.
 - Carton inserts began with July 5 manufacturing:

DORAL ULT 100	DORAL FF 100
DORAL Lt M 100	DORAL LT 85
DORAL FF 85	DORAL LT 100
 - Two weeks worth of sales volume produced.
 - Estimated to be in market by September 1.
 - Offer expires 12/31/95.
 - Consumers will be offered a Tobacconville Christmas Village Collector Set for 20 pack proofs and \$24.99 cash.
 - Collector Set will consist of five pieces: Tobacconville Sign, Town Hall, Tobacco Barn, General Store and Church.

CONTINUITY CARDS

Objectives/Strategies

- Create additional presence in promotional platforms between workplan promotions.
- Encourage brand continuity by providing consumers with a mail-in offer via proofs or proofs plus cash.

Promotion Details

- Remaining quantities of 1995 continuity cards are still available. Allocations are for the remainder of 1995.

- Program specifics and availability dates are:

<u>Item</u>	<u>Offer/Proofs</u>	<u>Item #</u>	<u>Packing</u>	<u>Available for Order</u>	<u>Exp. Date</u>
SELECT 2-Pack	Key Chain (80)	474893	100/SKU	7/5/95	2/29/96
SELECT 3-Pack	Racing T-Shirt (130)	474902	100/SKU	7/5/95	2/29/96
Base WINSTON 2-Pack	NASCAR Hat (\$15/6)	475073	100/SKU	7/5/95	12/31/95
Base WINSTON 3-Pack	Racing T-Shirt (\$20/6)	475091	100/SKU	7/5/95	12/31/95
CAMEL 2-Pack	Sunglasses	490331	100/SKU	8/1/95	12/31/95
CAMEL 3-Pack	T-Shirt	490334	100/SKU	8/1/95	12/31/95
SALEM 2-Pack	Turbo Lighter (60)	485570	100/SKU	5/15/95	3/31/96
VANTAGE 2-Pack	Pocket Ashtray (0)	486143	100/SKU	5/8/95	3/31/96
DORAL 2-Pack	Glass Ashtray (\$3/50) Glass Mug (\$3/50) Zippo Lighter (\$3/75)	488081	100/SKU	5/22/95	12/31/95

- Items are allocated.

Learning/Best Practices

- Have been used successfully to insure presence in permanent promotion vehicles.

FULL-PRICE DEFENSE PROGRAM

Objectives/Strategies

- Protect our full-price share of market via Price Gap execution.

Promotion Details

- Budgets/marketing strategies will be communicated by your management team. Also, consult FSC-102-A, dated 6/16/95, for details.

Learning/Best Practices

- Models have been developed to estimate impact value of Gap monies and recommended placement by brand/region/outlet type. Consult your management team for details.

SAVINGS CONSUMER PRICING PROGRAM

Objectives/Strategies

- Protect our savings share of market and volume via our ceiling strategy.

Promotion Detail

- Budgets/marketing strategies will be communicated by your management team.

Learning/Best Practices

- The ceiling strategy has been effective in accomplishing our objectives.

NON-RETAIL ACTIVITIES

Objectives/Strategies

- Convert competitive smokers.
- Build franchise business.
- Leverage workplan/Corporate objectives by creating synergy with retail and non-retail programs.
- Make Field Sales more aware of Direct Marketing offers by placing all full-time Sales personnel on mailing lists for selected Relationship Marketing mailings.

Promotion Details

<u>Activity</u>	<u>Offer</u>
1. <u>CAMEL/SELECT/Base WINSTON</u>	
• CAMEL Cash	CAMEL Cash 6 Version 2, CAMEL Hard Goods Catalog
• SELECT Trading Company	Versions 2 and 3 of Catalog
• Motorsports Events	Personal Selling - 4 Cup, 2 Drag, 1 Bike Rally, 1 Hydro Event

- Biker Rallies Personal Selling at Daytona Biketober Fest
- WINSTON SELECT Direct Marketing (Competitive Smokers) 90-Day Panel
- CAMEL Direct Marketing (Competitive Smokers) Character Conversion (opportunity to receive 2 cartons and conversion activities)
- WINSTON Winners Club (Franchise Smokers) Fourth Quarter Mailing
- CAMEL VIP Club (Franchise Smokers) Fourth Quarter Mailing

2. SALEM/VANTAGE/MORE/NOW

SALEM "Most Preferred"

- October Franchise Savings Bond (135 Proofs + \$10)
- December Franchise \$1-3 Off 4 Packs/Carton Coupon Plus Continuity Items

VANTAGE "Inner Circle"

- November Franchise Free Carton Offer (95 Proofs), Continuity Offers (60 Proofs)

"Uniquely MORE"

- 4Q Carton Insert 6 Continuity Items (Varied Proofs)

NOW

- November Franchise Free Carton Offer (95 Proofs)

3. Savings - DORAL & Co.

- October - Franchise and Occasional Users (1) \$1.00 Off 4 Packs/Carton
(1) \$2.00 Off 4 Packs/Carton
Crossword Sweepstakes
800 # for Free Carton Order Form
- September-October - Occasional Users (1) \$2.00 Off 4 Packs/Carton
800# For Free Carton Order Form
(70 Seals)
- Continuous Competitive Conversion Mailings 3 Mailers
① (1) B1G1F, (1) B2G1F, (1) \$3.00 Off 4 Packs/Carton
② (6) \$2.00 Off 4 Packs/Carton Plus Free Carton Order Form
③ Survey to join DORAL & Co.
- Continuous Bouncebacks Free Carton with 70 Seals
- November - Franchise and Occasional Users Holiday Mailer

OTHER FOURTH QUARTER PROMOTIONS/ACTIVITIES

- Promotions/programs not covered in this section as they do not impact all Sales Representatives are:
 - Retail/Wholesale Partners Programs
 - a) DPC
 - b) VAP
 - c) Wholesale Partners
 - d) WINSTON SELECT Distributor Brands
 - e) Revised Merchandising Contracts
 - f) Co-Marketing
 - g) Forsyth Accrual Programs
 - h) Wal-Mart
 - Heavy-Up Marketing Activities
 - Military
 - SME Programs
- Where applicable, more details will be provided by your ROU.

ROU DETAIL

Fourth Quarter 1995 Workplan Summary

Monthly Workplan Dates:	October - 10/2-10/27	November - 10/30-11/24	December - 11/27-12/29
POS Changeover (Selected CAMEL pieces)		X	
National Pack Promotions	SELECT B2G2F	CAMEL 3-Pack Twill Cap - DORAL & Co. On-Ctn Solicitation - DORAL \$50 Savings Bond Offer	DORAL B2G1F
National DORAL Carton Promotions			
Supplemental Full-Price			CAMEL B2G2F
Partners Programs			
- Wholesale Partners			
- Distributor Promotion Coverage Offer (DPC)	SELECT 30¢ Off 1 Pack	DORAL 25¢ Off 1 Pack	
- VAP			
- Forsyth Accrual Program			
- Co-Marketing (December Emphasis Month)			
- New Merchandising Contracts			
- Wal-Mart			
- Distributor Brand Line Extension	CAMEL B2G2F	- DORAL BCG5F - WINSTON BCG2F	SALEM \$2 Carton Coupon
		SELECT Full Flavor 100 Box (23 states)	
		SELECT Full Flavor 100 (20 states)	
		SELECT Lights 100 Box (23 states)	
CAMEL/WINSTON SME Opportunistic Premiums			
*CAMEL/SELECT*Base			
WINSTON/VANTAGE/SALEM/DORAL			
2-Pack Continuity Promotion Cards			*3-Pack Also
Full-Price Defense			
Region Full-Price Heavy-Up Plan (10 Regions)			
Savings Consumer Pricing			
Region Savings Heavy-Up Plan (14 Regions)			
Military Workplan			
Personal Selling Program			
Region New Brand Introductions/Line Extensions			
CAMEL Continuity (Cash VI, Version 2/Hard Goods Catalog)			

ROU Workplan Logistics - Full-Price

Offer

	October SELECT B2G2F	November CAMEL 3-Pack Twill Cap	December CAMEL B2G2F
Promotion #:	501634	501033	501917
Allocations Available for Viewing:	7/26/95	7/26/95	7/26/95
Value-Added Transfer Deadline:	8/14/95	8/14/95	8/14/95
First Order Date:	8/21/95	9/11/95	9/25/95
First Delivery Date to Direct Accounts	9/4/95	N/A	10/9/95
DTS:	10/2/95	10/30/95	11/27/95
<u>POS Support</u>			
Item #:	491360	489983	495305
Includes:	DBRC, 24" PMC, PCDRC, Starburst	DBRC, 24" PCDRC, Starburst	DBRC, 24", PCDRC, Starburst
Available for Order:	8/21/95	9/11/95	9/25/95
SKU Packing:	20 offers with one of each POS items and one counter display per SKU.	20 offers with one of each POS items and one counter display per SKU.	20 offers with one of each POS items and one counter display per SKU.
<u>Recommended Displays</u>			
	- SKU Counter Display - 469562 Stair Step Dump Bin	- SKU Counter Display - 469562 Stair Step Dump Bin	- SKU Counter Display - 469562 Stair Step Dump Bin

* UPC product information is available in BPE, Function C-40 for all BSGSF offers.

ROU Workplan Logistics - Savings

	<u>Offer</u>		
	November DORAL & Co. On-Carton Solicitation	November DORAL \$50 Savings Bond Offer	December DORAL B2G1F
Promotion #:	501390	501391	501763
Allocations Available for Viewing:	7/26/95	7/26/95	7/26/95
Value-Added Transfer Deadline:	N/A	N/A	8/14/95
First Order Date:	8/21/95	8/21/95	8/21/95
First Delivery Date to Direct Accounts	N/A	N/A	9/8/95
DTS:	10/30/95	10/30/95	11/27/95 (DTS for some heavy-up regions is 10/2/95)
<u>POS Support</u>			
Item #:	#492350	#489683 -100 \$50 Bond Offers	#492302
Includes:	100 Doral & Co. Offers	#489692 - Dump Bin Riser Card -Packed 25 #489695 - Ex. Large Paster - Packed 25	- 40 3-Pack Sleeves - 1 Dump Bin Riser - 1 Counter Display
Available for Order:	10/2/95	10/2/95	9/15/95 (8/19/95 for heavy-up regions)
SKU Packing:	100 Offers	100 Offers	40 Offers
<u>Recommended Displays</u>	On-Shelf Offer	#468980 - 3-DORAL Dim 4 Floor Displays	- SKU Counter Display - #469562 Stair Step Dump Bin

NOTES: UPC product information is available in BPE, Function C-40 for all BSGSF offers.

RETAIL/WHOLESALE PARTNERS PROGRAMS

Objectives/Strategies

- Create a three-way alliance between the wholesaler, the retailer and RJR.
- RJR to become the only true category advisor to the trade.
- Develop a commitment to helping the trade build their business. Ensure open, honest and frequent dialogue.
- Fully integrate and plan against RJR and our trade customers' objectives.
- Position RJR as a strong #2.
- Reward distributors for helping RJR accomplish our key objectives.

Promotion Details

1) Distributor Promotion Coverage

- Turnkey operation by direct account (direct account should offer only to existing customer base).
- \$5.00/\$7.00 payment is by account, not number of displays.
- Incremental allocation has been established for Sam's Wholesale.
- Payment by voucher via TPS. No Poqet table entry.
- Two payment options available:

1) Order reduced list product (only option available for fair trade states).

2) Use standard list price product and pay the direct account in TPS for VPRs placed (see FSC-49-A for details).

- Promotions available:

<u>Month</u>	<u>Item</u>	<u>Item #</u>	<u>Promotion #</u>	<u>POS</u>
October	SELECT 30¢ Off 1 Pack	492293	501798	1 large paster, 2 starbursts, 1 pricing wobbler sheet of 40 30¢ off VPRs*

*** SELECT 30¢ VPR will be top applied versus stickered on the front of the pack.**

November	DORAL 25¢ Off 1 Pack	475403	500394	Sheet of 40 25¢ VPRs and POS packed with each display.
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2) Value-Added Program (VAP)

- Goal is 100% VAP.
 - Provide direct accounts with list of retail commitments.
 - Utilize direct accounts to sell remaining portion.

3) Wholesale Partners

- RJR/Partners objectives now the same.
- May 1 - December 29, 1995 timetable.
- Two payment and performance plans:
 - Plan A: Provide weekly sales data, six ways to earn money, 3-44¢ potential payment/carton.
 - Plan B: Provide monthly sales data, two ways to earn money, 8-13¢ potential payment/carton.

4) WINSTON SELECT 100 Distributor Brands (September)

- Distributor to gain distribution, sell promotional programs, pack and ship promotions, place temporary displays/POS and other agreed to activities.
- Minimal Field Sales involvement.
- States identified by brand style.
- \$1.00 per carton payment, off invoice, September 1, 1995 - February 29, 1996 (also helps drive the Partners Program).
- 40¢ off promotion and special shipper displays available.
- Refer to FSC-108-A, dated 6/29/95, for details.

5) Merchandising Contracts

- Shift to performance based - RJR versus industry volume.
- Objective - two full-price and one savings display.
- Work retail priorities top down.
- Multiple payment ranges, minimum RJR and industry CPW requirements for all contracts.

6) Co-Marketing

- RJR volume based.
- Two levels of partners:

Total Category

- Includes EDLP
- Maximum per carton rate
- Premium menu option*
- Offensive and defensive activity
- Match option

Merchandising

- No EDLP in all applicable price tiers
- Lower per carton rate
- No premium menu option
- Defensive activity
- Mandated match

** Deadline for fourth quarter premium orders: August 15. SME tire ashtrays and WINSTON SELECT Trading Cards have already been pre-requested. No additional quantities on these two items will be accepted.*

7) Forsyth Accrual

- Continue 80¢ per carton accrual.
- Used primarily to protect low end, 99% discounting.

NOTE: For more details on all Partners Programs (1-7), refer to the Partners Direct Buying Customer Manual, Retail Partners Programs Manual, Co-Marketing Manual and FSC-63-B dated 4/25/95.

HEAVY-UP MARKETS

Objectives/Strategies

- Provide additional resources in respective areas of high potential resulting in improved marketplace performance.

Promotion Details

- Region heavy-up plans communicated under separate cover.

MILITARY

Objectives/Strategies

- Effectively utilize carton/pack promotional premiums and discounting monies to help achieve financial results and volume/share objectives for the Military Business Unit.

Promotion Details

- October SELECT B2G2F: sleeves with POS, Item #491360, must be ordered to display product. 75 sleeves needed per 6M case of B2G2F product or 15 SKUs per each four 6M cases.
- November 3-pack twill cap: offers packed 20 per SKU which equates to 60 packs per SKU, 10 SKUs per 12M case: Promotion #501033, Item #489983.
- December DORAL B2G1F: one live 12M case is needed for each four 6M cases when adding the live pack of product to prebanded B1G1F product. Support material kit, Item #492302, including 40 3-pack sleeves, counter display and DBRC per SKU, needs to be ordered to display product. 150 sleeves needed per 6M case of prebanded product or 15 SKUs per each four 6M cases.
- October -December: Full-price and savings discounting, utilize allocated budgets.

NON-RETAIL ACTIVITIES

- See Attachments A-C for fourth quarter details of non-retail activities.

SME PROGRAMS

Objectives/Strategies

- Maximize our equity in motorsports racing where opportunities exist.
- Expand retail coverage around race events via retail premiums and support materials.

Promotion Details

- SME premiums and support materials have been allocated for the entire year to designated markets.
- Every effort should be made to utilize your region's entire allocation of SME premiums and support materials in 1995.
- Review your region's allocations under Function 508 or S14 in BPE.
- Excess 1995 SME premiums are available for order. Contact your area Director of Operations if interested.

WINSTON/CAMEL Direct Market - Fourth Quarter 1995: Smokers in Programs

Region	WINSTON	CAMEL	SELECT	CAMEL Conv.	SELECT	CAMEL
	Base (WWC) # Smokers	V.I.P. # Smokers	Panel # Smokers	Programs* # Smokers	Continuity	Cash VI
Boston	15,700	23,280	3,421	15,234	18,400	15,160
New York Metro	8,450	19,200	2,471	13,516	19,000	9,520
Philadelphia	21,750	36,600	3,883	27,089	31,200	20,360
Hartford	12,450	23,400	3,136	17,467	21,650	12,760
Buffalo	29,700	53,640	3,722	31,384	32,600	25,400
Pittsburgh	39,300	64,080	4,132	44,842	36,650	28,040
TOTAL NESA	127,350	220,200	20,764	149,532	159,500	111,240

* Includes Genuine Taste Mission (101M), Character Conversion (272M), and Lifestyle Conversion (101M).

SALEM/VANTAGE/MORE/NOW - Fourth Quarter Relationship Marketing

Region	SALEM		VANTAGE		MORE (Carton Insert) **		NOW	
	* # of Smokers	Defended Volume (M)	# of Smokers	Defended Volume (M)	# of Smokers	Defended Volume (M)	# of Smokers	Defended Volume (M)
Boston	15,740	4,136	9,240	1,690	17,710	1,188	6,012	1,371
New York Metro	19,675	5,169	6,720	1,229	20,645	1,350	6,012	1,371
Philadelphia	55,090	14,474	8,400	1,537	31,395	2,106	7,014	1,599
Hartford	19,675	5,169	9,240	1,690	23,345	1,566	7,849	1,790
Buffalo	51,155	13,440	11,760	2,152	31,395	2,106	7,515	1,713
Pittsburgh	66,895	17,576	10,500	1,921	31,395	2,106	7,014	1,599
TOTAL NESAs	228,230	59,965	55,860	10,220	155,885	10,422	41,416	9,443

* SALEM # of smokers is for each of two mailings, one in October and one in December.

** MORE will not be mailing to franchise smokers in 4Q. Rather, the brand will use a carton insert offer to take the place of a mailing.

DORAL's Fourth Quarter Direct Marketing Plan

11/15/01

Region	July Frain./Occ. Users (1) \$1 4 Packs/ Carton Coupon and (1) \$2 Carton Coupon 800# for Free Carton Order Form Taste of America Sweepstakes		August Occ. Users (2) \$2 4 Packs/ Carton and (1) 4 Packs/ Carton Holiday Message		Continuous Competitive Conversion Mailings (**See information below on offers)		Continuous Bouncebacks Free Carton with 70 Seals (mailed to consumer)	
	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)	# of Smokers	Promoted Vol. (MM)
Boston	11,140	2,856	12,968	2,863	3,957	1,985	3,553	2,721
New York Metro	8,102	2,077	9,431	2,082	2,127	1,444	2,296	1,758
Philadelphia	26,330	6,751	30,652	6,768	3,999	4,692	7,106	5,442
Hartford	11,140	2,856	12,968	2,863	2,950	1,985	3,143	2,407
Buffalo	51,648	13,243	60,125	13,276	6,467	9,203	14,021	10,738
Pittsburgh	64,813	16,619	75,451	16,660	8,225	11,549	17,192	13,166
NESA Total	173,172	44,404	201,596	44,512	27,724	30,857	47,312	36,232

** Competitive Conversion Program - 3 Mailers. Mailer 1 = (1) B1G1F, (1) B2G1F, and (1) \$3 4 packs/carton coupon. Mailer 2 = (6) \$2 4 packs/carton coupons plus free carton order form. Mailer 3 = Survey to join DORAL & Co.

PROMOTION	PROMO #	ALLOCATION (BOTTLES)	RESIDUAL	
OCT/ SEL B2G2F	501634	438	107	CASES
NOV/ CAM B3GF CAP	501033	6775	2259	SKUS
OR				
NOV/ CAM B3GF CAP: 2 SKUS: 1622/23/24/32	501033	6775	115	SKUS
DEC/ CAMEL B2G2F	501917	421	94	CASES
DEC/ DORAL B2G1F (*)	501763	300	-29	CASES
OR				
REGION DEC/ DORAL B2G1F (*)	501763	300	37	CASES
(*) 72 Cases Each Doral Men Lt / Men 100 will be handled by SAMs				