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KENT

MORE FLAVOR IN LIGHTS

April 6, 1993

TO: Regional Sales Managers; Managers Chain Accounts; Division Managers, and Assistant Division Managers

FROM: Andrea Snyder Associate Brand Manager - Kent

SUBJECT: COUPONING/KENT FAMILY DIRECT MAILER

KENT'S DIRECT MAIL PROGRAM CONTINUES INTO 1993!

On April 6th, 480,000 Kent smokers across the country were sent valuable carton savings through the mail (see attached). The objective of this direct mail program is to deliver incentives directly to Kent smokers to keep them in the franchise.

While the majority of our Kent smokers are receiving three \$2 carton coupons, we are also conducting a test among a small group of our smokers with other values. In an effort to see whether we can boost our redemptions among Kent smokers who usually don't redeem coupons, we are mailing approximately 60,000 of the total smokers in our mailing either three \$3 carton coupons or three \$4 carton coupons.

The estimated redemption rates are 45% for the \$2.00 carton coupons, 50% for the \$3.00 carton coupons and 55% for the \$4.00 carton coupons.

We value your effort and support in helping to maintain and build business for the Kent Family of brands.

ALS
A.L.S.

/ad
A3-31-1 dk/3

cc: Directors of Sales

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