

Kent City Star

Let's make every city a Kent city

KENT CAMPAIGN BLAZES ACROSS U.S.



If you thought there was a lot of smoke at the great Chicago fire, you ain't seen nothin' yet!

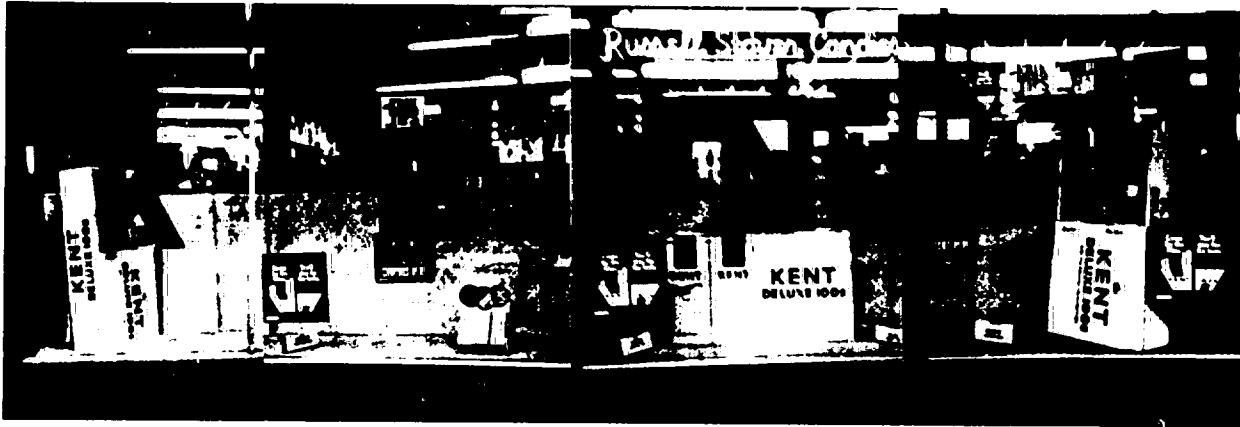
The "KENT COMES OUT SMOKIN'" campaign is blazing a trail from coast to coast and from the Canadian border to the Gulf of Mexico. Lorillard Sales Representatives all over the U.S. have been really pouring on the steam to sell in extra volume of KENT. Many Division Managers have sent in photographs and success stories showing the excellent work of our sales force in placing point of sale materials, base and mass displays, window displays, conducting store sales, etc.

We would like to have printed all of the stories and pictures, but time and space limited us, so, on the following pages we've reproduced just a few of the many outstanding displays and merchandising ideas. All of the pictures taken were Polaroids or snapshots and make poor reproductions, but we think they'll give you the general idea. Many displays were set up in locations and chains where they had previously been prohibited. That's good selling.

In addition to the visual displays, some Sales Representatives (John Marze, Hackensack, N.J. for one) have been successful in having store managers announce the special promotion on the KENT display over the store's public address system.

A hearty Well Done to all of you. Let's keep the KENT fire going.

Hampton, Virginia: 30 feet of window display!

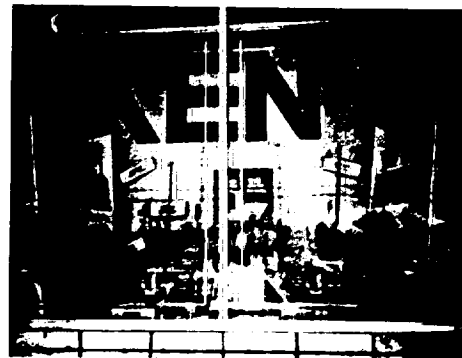


Eye-catching Kent window, a full 10-yards wide, in Warnow's Drug Store, Hampton, Virginia. The window was installed by Kent Sales Representative D.P. Dry. J.W. Conrad is the Division Manager. A terrific placement!

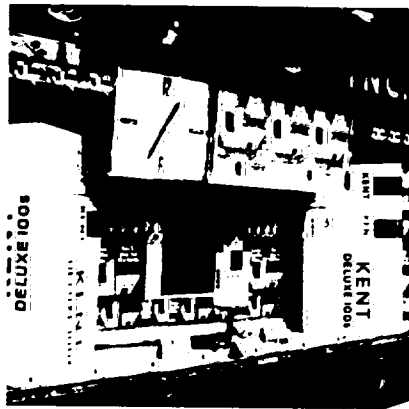


"KENT" spelled out in white letters on a red background, in this supermarket window in Tabb, Va. Designed by Sales Reps Parker and Smead. Division Mgr. is J. W. Conrad.

C'mon!
Keep that
KENT
business
comin'...
Stay with it!



Lots of impact in this Kent window in Chesapeake, Va. Big emphasis on cartons, big display on KENT. Sales Reps Parker and Smead designed it. J.W. Conrad is Division Mgr.



Terrific job done by Sales Representative C. M. Sunderland in the Robert Lewis Smoke Shop in Trenton, New Jersey. Neat trick, building the display around clock -- guaranteeing lots of lookers. And bringing in plenty of extra KENT business.

"Making Philly Kent City"

"We are well on our way in changing Philadelphia to KENT CITY. We have secured outstanding 15,20,30,60, 90 and 150 carton displays in outlets that never place displays."

- Herb Curtis,
Division Manager,
Pennsauken, N.J.

"I was impressed by the ads"

This comment on the new Kent campaign comes from Mr. Sanford Feldman, Buyer, Revco Drugstores, located in Cleveland, Ohio:

"I was impressed with your new KENT magazine and newspaper ads in addition to your promotional campaign."

A message from Bud Bass

TO: The Lorillard Field Sales Force

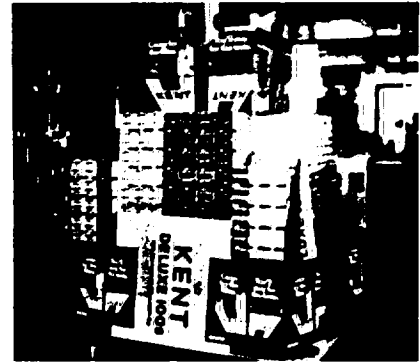
The KENT Comes Out Smokin' in '75 Campaign will officially close on May 31, 1975 -- but the promotional efforts expended by the entire Field Sales Force and outside agencies will continue to promote the sale of KENT Cigarettes for several more months.

Certainly, a good portion of the "Cents Off" coupons presented during 4's package sampling and mailed to households by R.H. Donnelley -- a total of over 9½ million coupons -- is still to be redeemed. Therefore, you must maintain a heavy inventory of all packings of KENT in each retail outlet in your assignment -- not only during May -- but during June, July and August to accommodate the competitive consumers who will be purchasing KENT because of the coupon offer.

This edition of the KENT City Star shows only a token amount of the excellent sales promotion work that has been done for our KENT brand in every area of the country. Don't let up now; the next few months are critical to the attainment of our goal.

Good selling -- and good promoting!!

A.J. Bass, Jr.



425-carton display, beautifully executed at Rose's Store in Lexington, N.C. B.J. Simmons is the Division Manager. Plenty of cartons, lots of campaign theme. Really sells!



Nice job in Westchester, New York, where Mr. W. Tivoli is the Division Manager. It's a massive, 275-carton, in-store floor display with heavy impact on the KENT campaign theme.

"Getting calls at home!"

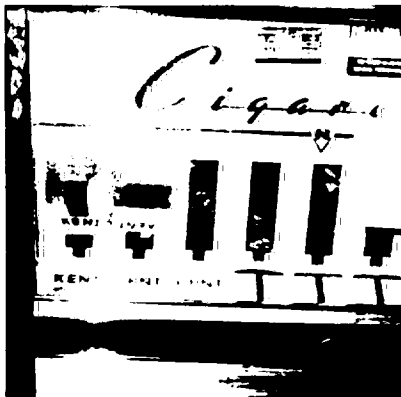
"For the last two weeks I cannot believe what's happening in my division on this promotion. My sales force has done an outstanding job of placing displays. We are even getting calls at home to refill displays that have sold out."

- B.J. Simmons, Div. Mgr., Charlotte, N.C.

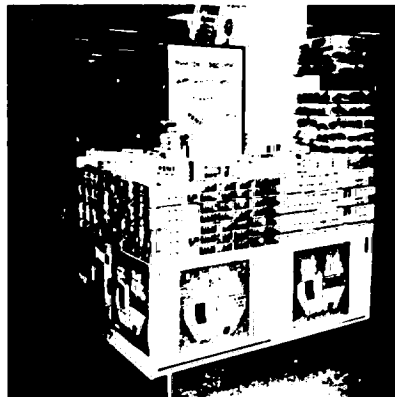
"Coupon response outstanding!"

"We have been having outstanding consumer reaction to our mass sampling on Kent. And the response to the 50¢-off coupon promotion has been equally outstanding."

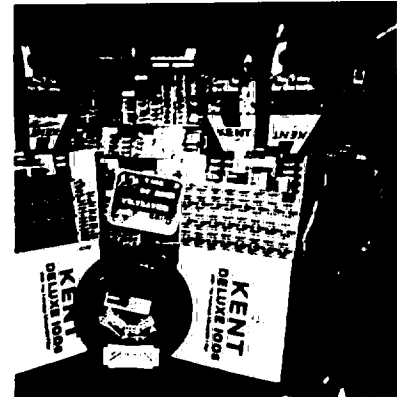
- Frank Henigman, Div. Mgr., Tarzana, Calif.



Quite an idea -- the Kent dangler installed in vending machines in Cornwall Heights, Pennsylvania. Sales Rep. C.T. Henderson did the job. Mr. H. Curtis is Division Manager.



Here in J.C. Penney in Oklahoma City, Okla. -- well designed, 300-carton mass display. Strong visibility on Kent theme and Bic lighter offer. G.T. Baker is Division Manager.



Sales Rep Jeannie Spinella, Arlington, Va., lends her own touch. Sign on auto tire reads: "Tire-d of high filtration and no taste?" It says "Come for the Filter" on her shirt!!

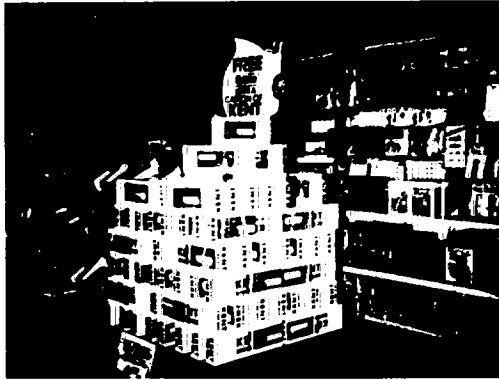


"60-CARTON DISPLAY IN 62 SAFEWAYS"

"Due to the outstanding advertising support for this work plan period, in addition to the 50¢ redemption coupon this Northern California Division of Safeway Stores has accepted our 60-carton KENT display in 62 stores. This is the first Lorillard carton display this Safeway Division has ever accepted."

- Steve Enloe, Div. Mgr., San Jose, Calif.

Above, a really hard-working, 45-carton counter display, placed in a Westchester, New York store. Mr. W. Tivoli is the Division Manager for this area. Attractive, eye-catching Kent display!



Here's an outstanding 90-carton pile-up display, set up to maximum advantage in Dallas, Texas. Lots of cartons in little space. J.C. Martin is Division Manager.



J.P. Jacoy, our Military Rep, shown conducting store sale in front of his Kent display in Fort Lewis, Wash., commissary. Strong on theme and merchandise!

FREE KENT ADS IN STORE ADS—VERY EFFECTIVE

CARTON KENT King Size CIGARETTES & 1.49 BIC Butane Lighters

FREE Kent You'll stay for the taste. Come for the filter.

439

FREE REDEEM YOUR KENT CIGARETTE COUPONS AT ANY DRIVE-IN-SMOKING MKTS.

266

PRICE LESS COUPON SAVE 50¢ on a carton of KENT Offer stores 4/27/73 one coupon per customer.

76

FREE BIC Butane Lighter With Purchase Of KENT CIGARETTES

49¢

TAKE ADVANTAGE OF THIS FREE OFFER EVERYDAY LOW PRICE ON CIGARETTES ALL SIZES - 4.69 CARTON

KENT DELUXE 100'S

With Purchase of KENT CIGARETTES

Regulars..... 29¢

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