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May 28, 1996

TO: Mr. R. W. Caldarella
FROM: B. V. Cohen
SUBJECT: POINT OF SALE MATERIALS - SUGGESTION

Enclosed, for your review, is a lighted arrow used as POS material by Coors beer. This unit, powered by 4 AA batteries, is placed in liquor stores in the Dallas area by use of double sided tape. Budweiser has a similar unit, but their unit is affixed via two suction cups.

I would like to suggest that we develop a similar type unit for our Sales Representatives' use as outlined below.

I suggest that a unit be developed in plastic for use outside the store, pointing towards the door. Verbiage on this unit could be "COME INSIDE AND EXPERIENCE NEWPORT PLEASURE", or words to that effect. Additionally, overlay or attachment pieces should be developed that would enable us to "showcase" the promotion currently running in that store.

A second unit, made of cardboard and much thinner in design (utilizing a flat pack battery as in Polaroid SX-70 Film), should also be developed for use inside the store and on riser cards to, more powerfully, highlight the promotion and/or price point.

Finally, I suggest that this unit, especially the cardboard piece, be developed in both Newport and generic varieties, with appropriate overlays for use on other brands such as Harley Davidson, Style, Old Gold, etc.

I believe units as described would be an efficient method of local advertising and promotion.

BVC

cc: Ms. J.E. Campbell
Mr. R.F. Walsh
enclosure

94375156