



**THE
AMERICAN
TOBACCO
COMPANY**

OCT 19 1994
AT2101-S (4-94)

**SECTION SALES MANAGER/MILITARY SALES MANAGER
FIELD SALES WEEKLY RECAP**

WEEK ENDING October 8, 1994	REPORTED BY L. C. Whiting SSM N4
ACCOMPANIED BY	
WORKED WITH Mr. K. A. Nowak, KAM N0047, Mr. C. E. Clapp DSM N4000, Mr. K. L. Ferrell SR N4052	
AREA(S) WORKED Paducah, Ky Indianapolis, IN Willowbrook, IL	
MARKET OVERVIEW <i>(Include Competitive Trends):</i>	
<p>MONTCLAIR:</p> <p>Share is up to 1.43 3mm share in Paducah, KY with a SDI of 119. MONTCLAIR is growing in this market because of its consistent price (matching the competition), strong Point of Sale and several billboard placements throughout the market. Use of the H.V.D. Enhancement program was very successful and gave MONTCLAIR the upper hand in two of PTA outlets visited. This program has been successful where implemented and should be continued in the fourth quarter. One new MONTCLAIR billboard was seen in Paducah (people on board). This type of outdoor should help enhance MONTCLAIR's image.</p> <p>MISTY:</p> <p>Share is presently at 1.09 share 3mm with a slight increase over July (1.04 share). MISTY Price is Right program is being used effectively in this market to stymie Style's growth, presently flat at a .38 share 3mm August. This is a market with increased promotion and price parity at retail. We could overtake Virginia Slims which has a 1.75 3mm share for this market. Instructed DSM to fuel the fire in this ADI to catch and overtake Virginia Slims.</p> <p>CARLTON:</p> <p>Share is very weak in this market with a .66 3mm share for August and a SDI of 60. PTA program is up and running in PTA calls and is maintaining sales but does not appear to be growing sales in these calls. Maglites appear to have a greater mainstream acceptance from consumers than the golf balls. This may only hold true in this predominately blue collar market. Also gaining temporary floors in many CARLTON strong hold (supermarket and drug stores) has become more difficult which is diluting the potential success of this program.</p>	

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REPORTED BY L. C. Whiting SSM N4	DATE October 8, 1994
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MARKET OVERVIEW (Continued):

AVA BRANDS:

ATCo deep discount is at a 2.70 3mm share for August which is an increase from 2.19 for July. Sales Organization is placing Point of Sale and using the PRIME original packaging VPR and coupon budgets to give PRIME a price advantage in many calls (original packaging only). The ongoing price reductions at retail of the Target Six and MONTCLAIR are destroying AVA opportunity for growth. Without a price advantage over branded generics it really has no reason to exist. We need to arm our Sales Organization with both pack and carton coupons to help master distributors and our product to remain competitively priced. Without some sort of defensive action we are losing established distribution as quickly as we gain new distribution.

OTHER (Other Brands, Test Market, Regional Programs, Etc.):

SIGNIFICANT OBSERVATIONS/SUCCESSSES/IDEAS:

NEW COMPETITIVE/NEW BRANDS' ACTIVITY:

Mariboro Baseball Cap free with 3 pack purchase
Now Car Visor organizer with 3 pack purchase
Capri Tote Bag free with two pack purchase

2 cartons get one free (PTA calls only)
R (PTA calls only).

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