

MEMORANDUM

The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.

DATE	February 20, 1986
TO	Mr. C. H. Mullen, Senior Vice President - Sales
FROM	A. S. Roses, Sales Promotion and Merchandising Services
RE: F	Overseas Service Corp. - 1986 Super Saver Sweepstakes

Mr. J. H. Wells has recommended that we participate in the Overseas Service Corp. - 1986 Super Saver Sweepstakes promotion that will be conducted in Commissaries in the U.S. including Alaska and Hawaii.

Demonstrators will hand out 1,250,000 flyers that will contain various cents-off coupons as well as details of their Sweepstakes promotion for military personnel. See attached.

We recommend that our coupon be a 50¢ off carton coupon for any style of LUCKY Filters including Menthols.

Cost will be \$6,500 plus 30% estimated redemption cost of \$230,000. Mechanical costs are estimated to be \$2,500.

This coupon will be distributed during the May/June period, and would be very timely for our LUCKY Menthol introduction. In addition, it would be instrumental in offsetting competitive pressures on brands currently selling for less than LUCKY Filters in Commissaries.

May I have your approval to proceed?

A. S. Roses

Attachment

RC 2/24

W/M 2/24

also approve TH

OK 2/27/86