

MEMORANDUM

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

DATE	January 11, 1982
TO	Mr. W. J. Moore, Advertising Director
FROM	H. W. Bahrenburg, Product Manager
REF	CARLTON - 1st Quarter "Blitz" Program

This is to provide a plan whereby we conduct a "blitz" program in ten major markets in support of the CARLTON franchise. The program follows the general format used in a Denver "blitz" in 1981, which coordinated:

Advertising
Sales Organization efforts
Sampling/coupons

The recommended markets are:

Washington, D.C.	San Diego
Boston	Denver
Dallas/Ft. Worth	Portland
Houston	Miami
San Francisco	Atlanta

Advertising:

Schedule A provides a 6-time cost for large space newspaper advertising in the 10 markets at a cost of \$599,880. Production would add \$30,000.

Schedule B provides a one time cost for 2/C magazine insertions in the newsweeklies. We recommend 2 insertions at a cost of \$483,825.

Sales Organization:

Sales would encourage improved distribution and display through various incentives that will be submitted separately (by Sales).

Sampling/coupons:

Selective sampling of CARLTON 100's packs with an in-pack coupon will stimulate trial and purchase. Schedule C, attached, lists the sampling cost for our 10 markets. Additional costs include coupons and redemptions, for a total of:

Product and placement	\$398,071
Coupon production	15,000
Coupon redemption	162,228
	\$575,299

Cost Re-cap:

Advertising	\$1,113,705
Sales Organization	?
Sampling	575,299
	\$1,689,004 +