

R J Reynolds

Tobacco Company

JAMES V. MAGUIRE
Senior Vice President - Sales

Winston-Salem, NC 27102
910-741-7924
Fax 910-741-4684

November 29, 1995

*RSM's
JVM P.
Done
Let's get
on top
of this
Done*

MEMORANDUM TO: AREA VICE PRESIDENTS

SUBJECT: "DEEPER" PROMOTION COVERAGE (DPC)

At our recent meetings in Phoenix and Philadelphia, we had a lot of discussion on the important role distributors will play in implementing our promotions in 1996. We spent time discussing the money we spent on DPC in 1995, the issues, the program abuse, and our role/accountabilities going forward.

Over the past several weeks, Denny Bomgardner has been streamlining our promotion execution reports to ensure we have the right measurements/tools in place to assess our effectiveness right from the beginning of the year. In reviewing the reports (see attached), it reinforces that we really did an awful job with DPC. My intent is not to beat a "dead dog," instead, we need to take corrective steps, get ahead of the curve, and fix it for 1996.

Please contact your RSMs and put the wheels in motion now. As information, Denny Bomgardner is putting together material for the Region Meetings in January, and this promotion execution measurement tool will be included as part of a 3P discussion.

Jim

Jim Maguire

JVM/kp

Attachment

cc/attachment: Colleen Coyle
Denny Bomgardner