

09/05/95 16:17 214 340 9308

LORILLARD

+++ NEO SLS GEN

003/003

SPECIAL PROMOTION EVALUATION2 13
AREA/REGION/DIVISION

9/8/95

DATE

PROMO # 28

PROMOTIONAL PERIOD:

June/July

ITEM/BRAND: Sunglasses / Newport

SCOPE: AREA REGION DIVISION OTHER*

*EXPLAIN: Special Emphasis Calls

CHAIN ACCEPTANCE: N/A POOR FAIR GOOD EXCELLENTINDEPENDENT ACCEPTANCE: POOR FAIR GOOD EXCELLENTCONSUMER ACCEPTANCE: POOR FAIR GOOD EXCELLENTEFFICIENCY RATING: POOR FAIR GOOD EXCELLENT

COMMENTS: This item was perceived by retailers and consumers as a low quality item. Several Sales Reps reported that on occasion our consumers would pass up the deal or leave the glasses in the store.

#ITEMS/DEALS RECEIVED: 28728

WERE QUANTITIES APPROPRIATE? YES NO*

*EXPLAIN:

SHOULD PROMOTION BE REPEATED? YES NO

IF NO, EXPLAIN:

IF YES, CAN IT BE IMPROVED? The Promotion can be improved by upgrading the quality of the sunglasses.

Q20904746