

TO: R. H. ORCUTT

SUBMISSION DATE:

FROM: J. J. BUXTON

FEB 17 ☐ MAY 11 ☐
MAR 16 ☒ JULY 6 ☐

SUBJECT: STYLE LIGHTS PROGRESS REPORT

DISTRIBUTION: EFFECTIVENESS OF PRE-SELL (REPORT ON FEB. 17 ONLY).

% OF DISTRIBUTION ACHIEVED IN RETAIL OUTLETS:

82 % CLASSIFIED CALLS

100 % ANNUAL CALLS

PROMOTIONAL IMPACT:

20 CENTS OFF PACK COUPON/STICKER: HAS PROVEN TO BE AN EXCELLENT TOOL IN GENERATING PACK TRIAL IN BOTH HIGH AND LOW DEVELOPMENT PRICE VALUE MARKETS. MANY DISPLAYS SELLING OUT BEFORE RECONTACT.

SALES FORCE 20'S ADDITIONAL SUPPLY WOULD BE HELPFUL. INITIAL QUANTITIES WERE QUICKLY DEPLETED.

\$1.50 OFF CARTON COUPON: CARTON MOVEMENT SPOTTY AT THIS POINT. SUPPLIES ARE MORE THAN ADEQUATE AND THE NEED IS MOSTLY PACKAGE SUPPORT AT THIS TIME.

EFFECTIVENESS OF ADVERTISING: OUTDOOR AND PRINT ADS HAVE BEEN EFFECTIVE IN CREATING CONSUMER AWARENESS IN THOSE DIVISIONS WITH ADVERTISING. BILLBOARDS ARE EYE CATCHING AND CONSUMERS ARE MORE AWARE OF THE PRODUCT IN THOSE MARKETS WITH ADVERTISING.