

TO: R. B. SPELL

SUBMISSION DATE

FROM: _____

MAY 27 ☐

AUG 26 ☐

JUN 24 ☐

OCT 07 ☐

SUBJECT: MAVERICK SPECIALS - PROGRESS REPORT

EFFECTIVENESS OF: Pre-Sell - Booklet/Coupon - Maverick/Harley B1G1F

(Report on May 27 only)

PRE-SELL _____

BOOKLET/COUPON _____

MAVERICK/HARLEY B1G1F _____

COMPETITIVE PROMOTIONAL ACTIVITY

(Report on May 27 only)

Average Coupon/Buydown Value On Targeted Brands (Dora/Basic/Monarch/Cambridge/GPC)

PACKS

CARTONS

92039708