

TO: R. B. SPELL  
FROM: \_\_\_\_\_  
SUBJECT: MAVERICK SPECIALS - PROGRESS REPORT

SUBMISSION DATE  
 MAY 27     AUG 26  
 JUN 24     OCT 07

**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      \_\_\_\_\_

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