

TO: B. B. SPELL

**SUBMISSION DATE:**

FROM: S. J. Farnham

OCT 3

OGT 31

DEC 26

JAN 23.

1995

SUBJECT: HARLEY DAVIDSON 100'S CIGARETTES PROGRESS REPORT

DISTRIBUTION: EFFECTIVENESS OF PRE-SELL (REPORT ON OCT 3 ONLY).

DIRECT ACCOUNT AND CHAIN VOIDS (USE X TO INDICATE A VOID).

**% OF DISTRIBUTION ACHIEVED IN RETAIL OUTLETS:**

9.0% CLASSIFIED CALLS

2% ANNUAL CALLS

## PROMOTIONAL IMPACT:

**\$50 OFF PACK**

Excellent movement when couponed. Without coupons, movement slows down significantly.

SALES FORCE 20'S

Excellent - but quickly depleted.

**\$5.00 OFF CARTON:**

Excellent. Continues to drive all carton business.

9265731