

SPECIAL PROMOTION EVALUATION09/07/ 415 & 418  
AREA/REGION/DIVISION9/8/95  
DATE

PROMO # 28

PROMOTIONAL PERIOD: June/July 1995

ITEM/BRAND: Newport Sunglasses

SCOPE:  AREA  REGION  DIVISION  OTHER\*

\*EXPLAIN: Newport Special Emphasis

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

COMMENTS: Premiums packaged too large to store on a van. Could not get enough on a van to sell all day. Retailers only accepted small quantities of deals. Consumers perceived value did not meet expectations.

#ITEMS/DEALS RECEIVED: 22,320 (Indy East &amp; West) NO SHOW SAMPLES

WERE QUANTITIES APPROPRIATE?  YES  NO\*

\*EXPLAIN: Chain stores will not accept multiple Newport Promotions (Tier system) at the same time.

SHOULD PROMOTION BE REPEATED?  YES  NO

IF NO, EXPLAIN: This model/type of sunglass was not received well at consumer/retail level.

IF YES, CAN IT BE IMPROVED? Velcro on strap did not hold. Two right sides of velcro on same glass did not adhere.

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RHT/BS