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LORILLARD

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SPECIAL PROMOTION EVALUATION

03/07/ 415 & 418 9/8/95  
AREA/REGION/DIVISION DATE  
PROMO # 28 PROMOTIONAL PERIOD: June/July 1995  
ITEM/BRAND: Newport Sunglasses  
SCOPE: AREA REGION DIVISION X OTHER\*  
\*EXPLAIN: Newport Special Emphasis

CHAIN ACCEPTANCE: N/A POOR FAIR GOOD EXCELLENT  
INDEPENDENT ACCEPTANCE: X POOR FAIR GOOD EXCELLENT  
CONSUMER ACCEPTANCE: X POOR FAIR GOOD EXCELLENT  
EFFICIENCY RATING: X POOR FAIR GOOD EXCELLENT

COMMENTS: Premiums packaged to 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 & West) NO SHOW SAMPLES

WERE QUANTITIES APPROPRIATE? X YES NO\*

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

SHOULD PROMOTION BE REPEATED? YES X 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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9/11/95