

TO: R. B. SPELL

SUBMISSION DATE:

FROM: S. J. Farnham

OCT 3

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DEC 26

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OCT 31

JAN 23,

X

SUBJECT: HARLEY DAVIDSON 100'S CIGARETTES PROGRESS REPORT

1995

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

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

ACCOUNT	NO. STORES	LTS.	
		100'S	100'S
NONE			

% 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 dramatically.

SALES FORCE 20'S: Excellent - but quickly depleted.

\$5.00 OFF CARTON: Excellent. Continues to drive all carton business.

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