

TO: R. H. ORCUTT
FROM: J. J. BUXTON
SUBJECT: STYLE LIGHTS PROGRESS REPORT

SUBMISSION DATE:
FEB 17 MAY 11
MAR 16 JULY 6

DISTRIBUTION: EFFECTIVENESS OF PRE-SELL (REPORT ON FEB. 17 ONLY).

% OF DISTRIBUTION ACHIEVED IN RETAIL OUTLETS:

62 % CLASSIFIED CALLS
10 % ANNUAL CALLS

PROMOTIONAL IMPACT:

20 CENTS OFF PACK HAS PROVEN TO BE AN EXCELLENT TOOL IN GENERATING PACK TRIAL IN
COUPON/STICKER: BOTH HIGH AND LOW DEVELOPMENT PRICE VALUE MARKETS. MANY
DISPLAYS SELLING OUT BEFORE RECONTACT.

SALES FORCE 20'S ADDITIONAL SUPPLY WOULD BE HELPFUL. INITIAL QUANTITIES
WERE QUICKLY DEPLETED.

\$1.50 OFF CARTON CARTON MOVEMENT SPOTTY AT THIS POINT. SUPPLIES ARE MORE THAN
COUPON: ADEQUATE AND THE NEED IS MOSTLY PACKAGE SUPPORT AT THIS TIME.

EFFECTIVENESS OF ADVERTISING: OUTDOOR AND PRINT ADS HAVE BEEN EFFECTIVE IN
CREATING CONSUMER AWARENESS IN THOSE DIVISIONS WITH ADVERTISING. BILLBOARDS
ARE EYE CATCHING AND CONSUMERS ARE MORE AWARE OF THE PRODUCT IN THOSE MARKETS
WITH ADVERTISING.
