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SPECIAL PROMOTION EVALUATION

2 13 9/8/95  
AREA/REGION/DIVISION DATE  
PROMO # 28 PROMOTIONAL PERIOD: June/July  
ITEM/BRAND: Sunglasses / Newport  
SCOPE: AREA REGION DIVISION ☒ OTHER+  
\*EXPLAIN: Special Emphasis Calls

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

COMMENTS: This item was perceived by retailers and consumers as a low quality item. Several Sales Reps reported that on occasion our consumers would pass up the deal or leave the glasses in the store.

#ITEMS/DEALS RECEIVED: 28728  
WERE QUANTITIES APPROPRIATE? ☒ YES NO+  
\*EXPLAIN:

SHOULD PROMOTION BE REPEATED? ☒ YES NO  
IF NO, EXPLAIN:

IF YES, CAN IT BE IMPROVED? The Promotion can be improved by upgrading the quality of the sunglasses.

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