

- Fran's Views (Strawman)

• 1 week early to Fran

- 1) Brand's Goals - objectives
- 2) Brief Summary of Pricing Plan (1 page)
- 3) Summary of Brand's Budget
- 4) Brand Presentation - Marketing Plan
 - Thematics
 - Promotion Ideas - Strategy
 - How do you deliver the message
- 5) E Team Learning - what are we doing differently?

- Lynn's Issue:

Contingency Plans for IPV

- * BMM Consumer Relations not yet funded. Could cause changes.
- Focus Groups - Online?

Retail Strategy:

- Trade Class, Geographic, Partnership, etc.
- Talk thru on Friday with Joe M. as Contingency Plan.
- "Smoker Get a Smoker"?

Any & All Ideas!

Promo for Name Gen purposes only. No Trial/Conversion