

# Reynolds American

→ All of this growth continues to show opportunity.

→ "They grow where they're big"

→ Develop a pack insert strategy

→ Determine what we "CAN" be #1 at:

- a specific channel

→ Work on vending strategy

Brand Strategies

- Ensure that the brand is growing

- Among proper audience

- within the proper outlets.

- on a total basis (share & volume).

- among proper styles. (NOTE: certain styles can have their own strategic role)

→ Product strat:  
you can use  
diff products to force  
consumers to switch  
into portfolio

- Equity

- widely understood (authentic)

- strong user imagery.

- Distinct Product Perceptions

- unique brand perceptions

) positioning & heritage

Segment - demo / psych

Personality -

Emotional wants -

# Reynolds American

- Bd Mtg - next week: Review strategies & portfolio
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- Oct 27 - 29<sup>th</sup> present op plans to Leadership team.
- Nov 30 - Bd Mtg (review 05 op plan)
- Jan - All company review (sales, HA
  - Reviewing roles, strategies)
- Q1'05 - outside inv. community

## Brand Review

- Growth Brands. (grow some & profits).
- Camel & KOOL
  - = 65% of competitive FP opportunity

### - Support

- Winston, Salem, Doral, Pazi Mall, Eclipse
- will receive ~~for~~ & provide support.

Goal  
is to decide

— ☐ facilitates Share & profits

### - Trail Brands - (Non-supported).

- Capri, Carlton, LS GPC Monarch  
Misty

Monday

→ Get P&L from Gary.

→ Key Strategies

→ functional area tactics

} Big Deck

→ Prepare <sup>complementary</sup> executive deck

→ Dynamics of Buyer Base (current). \*\*\*

- OU / UB's

- SOR ↓?

Understanding these are key.

→ 2005 Obj / Strat.

→ Supplement w/ creative

→ Prospective on advertising.

Powerpoint  
prego

Strategic Thinking on Winston.

- Hold onto franchise (ex Buysomes)
- Really smart competitive interaction
- Achieve profitability while accomplishing share & volume goals
- Be prepared to reconcile my ~~general~~ strategies to the share/volume goals.
- Effectively deliver pricing