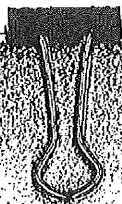
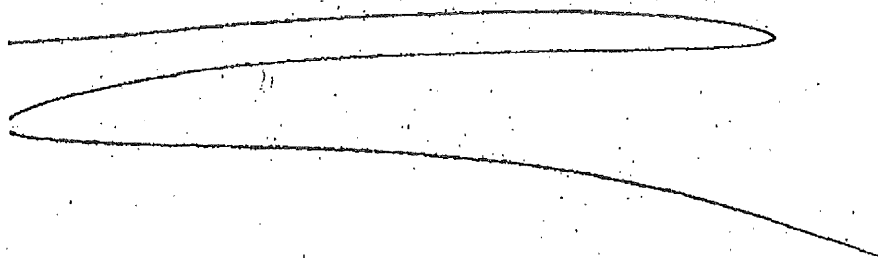


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Floway



- Coupons ARE & were a routinely used marketing tactic
- 21 or older smokers
- Small part of budget
- Competitive, adults over 21, to try a RJR brand
- Certification statements on coupons
 - Name, address, age
- Magazines directed to adults