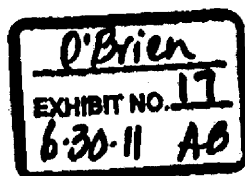


Long to Horrigan



- Don't know what Mr. Long was thinking; not accurate;
- Nothing reflected in plans I reviewed 80's plan
- Looked at advertising
- Looked at Long's Deposition

Marketing Plan

- S
A
C
E
M
- Advertising strategy is unchanged from 1980
 - Bus. Analysis 18-24, 25-34, 50+
 - Target Definition 18-49
 - Prime Prospect 18-49
 - Media Plan 18-49 female skew
- C
m
E
- Camel Young Adults 18-24, 18-34 Target
 - Successful at converting
 - 18-34
- W
- 18-49 Prime Prospect