

Lorillard
MEMORANDUM

March 1, 1995

TO: R. B. Spell
P. J. McCann
~~S. L. Enloe~~

FROM: K. A. Sparrow

SUBJECT: Meetings -- Kent Promotion Plan

The attached promotion plan was presented to M. Orlowsky on February 28 , 1995.

Marty was not happy with the attached, as he felt it was not strong enough. Marty's goal is to effect a 20 percent increase in Kent volume.

He has asked for ideas regarding merchandising, promotion, advertising, class of trade issues, etc., to reach a 20 percent increase.

A meeting will be held Thursday from 9:30 a.m. - 12 noon in the Board Room to revisit these issues. I plan on attending representing the Sales Department. If you would like to attend, you are more than welcome.

K.A.S.
K. A. S.

/pag
Attachment