

From: Reynolds, Juacane L.(RBM) 2300
To: Hickman, Tommy L.
CC: Ingram, Tom; Threatt, Harold
BCC:
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Attachments:

Tommy:

Looks like N2000 is building momentum. I could not resist sending in my thoughts.

1. Develop initial investment spending mentality to jump-start RJR brands. Generation of trial and awareness are crucial.
2. Aggressively penetrate MIP markets with Menthol products which have taste signature more appealing to those smokers, i.e. Salem Preferred, Salem Gold.
3. Develop and implement grass roots oriented trial and conversion programs. "Personal Selling" with a generous trial offer.

Best of luck,

Juacane

52875 8597