


**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**  
120 PARK AVENUE, NEW YORK, NY 10017-5592

**To:** Distribution

**Date:** February 24, 1994

**From:** Doron Stern 

**Subject:** MARLBORO COUNTRY STORE  
CARTON PICTORIAL PROGRAM

In support of our effort to encourage participation in, and build excitement for the Marlboro Country Store Promotion, Marlboro cartons in June and July will depict a Marlboro Country vista on their back panels. The pictorial will feature an offer to receive a free Marlboro Country Store catalog by either calling 1-800-MARLBORO or sending in a completed order form printed on the inside of the carton.

**Objectives**

- Stimulate participation in MCS promotion among carton buyers, especially in the supermarket environment where POS is traditionally discouraged.
- Build excitement for MCS program by creating talk value among consumers and retailers.
- Reinforce link between MCS promotion and mainline "Country" theme.

**Timing**

Approximately June-July. Exact dates will vary by account type and packing.

**Product**

All Marlboro packings excluding 25's and Ultra Lights.

**Quantity**

About 96MM cartons between June and July

**MCS Catalog Offer**

The MCS carton graphic provides consumers two ways of obtaining a free MCS catalog; calling 1-800-MARLBORO or sending in an order form. The order form will be printed on the inside of the carton and includes space for the smoker's regular brand and his signature as well as ordering information.

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