

MEMORANDUM

TO: MR. R. A. PITTMAN

CC: Mr. J. W. Groome
Ms. B. T. Henderson
Mr. J. L. Hendricks

FROM: CARTER BROACH

DATE: December 6, 1973

RE: VICEROY EXTRA MILDS Tentative National Launch Timetable

This week, topline results from the telephone survey for VICEROY Extra Milds will be available. Based on this information, as well as the test market share data generated thus far, a decision could be reached on the national introduction of this brand line extension. Therefore, attached is a recommended tentative national launch timetable. The schedule is based on a first billing date of April 2, 1974--three months after the national introduction of RALEIGH Extra Milds.

The timetable has been developed bearing in mind the potential work stoppage on or after April 1, 1974. According to the proposed schedule, approximately the first 6 weeks of production requirements will have been manufactured and shipped to warehouses prior to April 1, 1974.

A consideration in determining when VICEROY Extra Milds should be launched is the potential shortage of several ingredients involved in the product. On the face of it, it might be thought that introducing this brand line extension will exacerbate the shortages. However, the 1974 manufacturing plans were developed to include the VICEROY Extra Milds national launch in the 2nd Quarter. Thus, the shortages forecasted currently, already allow for the national introduction of VICEROY Extra Milds.

A decision on the national launch would also affect scheduling of major brand promotions. Currently, plans call for KOOL to have its major brand promotion in the 2nd Quarter of 1974. If it is decided to launch VICEROY Extra Milds during this period, I recommend that KOOL and VICEROY swap promotion periods -- VICEROY Extra Milds taking the 2nd Quarter and KOOL, assuming the 3rd Quarter.