

5/25/94

BRAND RESOURCE COMPARISON

	<u>Brand Spending</u>	<u>Net Contribution</u>	<u>Media Spending</u>	<u># Retail Promos</u>	<u># Direct Mailings</u>	<u># FSI's</u>	<u>Current Staff</u>
Basic	\$ 136	\$ 312	\$ 38	12(+Mega)	2	5	3.5
Merit	73	258	29	6	8	4	4
V.S.	87	230	34	5	5	4	4
B&H	73	247	38	4	10	1	2
Cambridge	\$ 61	\$ 69	\$?	7(+Mega)	5	5	2
Parliament	\$ 21	\$ 68	\$ 10	3	5	--	2

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