



June 15, 1979

~~Mr. T. E. Sandefur~~

SUBJECT: VANTAGE Defensive Plan

Although I agree in principle with the idea of defending VANTAGE against a new brand entry and think the proposed national budget is reasonable, I have trouble with the specifics:

1. We have no ads that lend themselves to newspapers so we are vulnerable in this area.
2. I question the idea of running trial coupons (Buy 1 pack) when we are trying to keep our users. I would think carton coupons would be a more effective, efficient and less costly way to achieve this.
3. The test market defense costs are too high -- unless our objective is to disrupt their test market.

{we
can not
remove our
consumers
from the
marketplace
for an effective
period of time
a dual objective
is preferred.
well

R. E. Anderson

REA:cgf
Attachment

cc: Mr. N. W. Glover
Mr. C. C. Standen
Mr. G. A. Mason

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