

DECEMBER 1998 PROMOTIONS **BASIC MEET COMPETITION PROGRAM - TOBACCO STORES** **(REVISED 11/23/98)**

Program Objectives/ Strategy:	<ul style="list-style-type: none">During the 5 weeks from November 30, 1998 to January 3, 1999, increase Basic sales among adult smokers of competitive discount brands.1) In RM/RL MPL/CPL 1 & 2 Tobacco stores, offer 45¢ off per pack/\$4.50 off per carton (offer the original 25¢ off per pack/ \$2.50 off per carton from November 23 to November 29). To meet competitive manufacturer's pricing on Doral and/or GPC, an additional 1¢ to 5¢ per pack (10¢ to 50¢ per carton) is available. (Maximum allowance is 30¢ per pack/\$3.00 per carton from November 23 to November 29 and 50¢ per pack/\$5.00 per carton from November 30 to January 3, 1999.)2) In NRM/NRL Tobacco Stores, to meet competitive manufacturer's pricing on Doral and/or GPC, 1¢ to 50¢ per pack (10¢ to \$5.00 per carton) is available. [From November 23 to November 29, 1¢ to 30¢ per pack (10¢ to \$3.00 per carton) is available.]																								
FSF Objectives:	<ul style="list-style-type: none">Place the program in at least 85% of Retail Masters/Leaders accounts and at least 65% of Non-Retail Masters/Leaders accounts that qualify for this program.Place exterior /interior POS (with the retailer's price called out) in all participating stores.For each account in which we meet competition:<ol style="list-style-type: none">1) Complete a Meet Comp Verification Form (attached) on the first day of the program and secure the retailer's signature on the form.2) Visit the account at least every 2 weeks to verify continuation of the competitive buydown, update the Meet Comp Verification Form and secure the retailer's signature on the form.3) Prebook 3 weeks of the account's average Basic volume.4) Visibility Requirement:<ul style="list-style-type: none">Pack accounts: 1) Place and maintain interior POS pieces 2) If there is no permanent counter display, place and maintain a temporary pack displayCarton accounts: Place and maintain Basic POS on existing carton fixture or place and maintain a temporary Basic carton display																								
Scope:	<ul style="list-style-type: none">National - RM/RL MPL/CPL 1 & 2 Tobacco Stores and NRM/NRL Tobacco Stores																								
Resources:	<table><tr><td>Retail:</td><td>Tobacco Store POS Kit</td><td>~</td><td>Supplemental POS</td></tr><tr><td></td><td>1 CF Header</td><td></td><td>6' x 2' Banner</td></tr><tr><td></td><td>2 Posters</td><td></td><td>Temporary Carton Display</td></tr><tr><td></td><td>2 Danglers</td><td></td><td></td></tr><tr><td></td><td>2 Starbursts</td><td></td><td></td></tr><tr><td></td><td>1 150-Carton Header</td><td></td><td></td></tr></table>	Retail:	Tobacco Store POS Kit	~	Supplemental POS		1 CF Header		6' x 2' Banner		2 Posters		Temporary Carton Display		2 Danglers				2 Starbursts				1 150-Carton Header		
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