

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

Program Objectives/Strategy:

- 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.]
- Gain an exterior and interior visibility advantage for Basic through the use of POS.

FSF Objectives:

- 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:

- 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:
 - Pack accounts: 1) Place and maintain interior POS pieces
 - 2) If there is no permanent counter display, place and maintain a temporary pack display
 - Carton accounts: Place and maintain Basic POS on existing carton fixture or place and maintain a temporary Basic carton display

Scope: • National - RM/RL MPL/CPL 1 & 2 Tobacco Stores and NRM/NRL Tobacco Stores

Resources: • **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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