

Lorillard

TOBACCO COMPANY

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October 31, 1990

TO: W. Leong
FROM: F.E. Henigman
SUBJECT: SPECIAL PROMOTIONS - NEWPORT "Shoot for the Stars" Program

During the month of September, we reviewed two locations and the event held for the "shoot for the stars" program. In both instances, the All Ways people were there and did their best to make the event a success. The down side that we noted at both events was the fact that there was only 30 to 40 people at each event and less than a third of them were Menthol smokers. This would obviously reflect a very high cost for contacting so few consumers. Some suggestions we might make are:

- Select locations where more people can participate in and be sampled during the event.
- When the game is not in use and the room is poorly lit, the NEWPORT signage is not visible. We suggest a small light shining on the sign when the basketball game is not in use.

The two locations that we reviewed the events were The Pump Room in Orange, California on 9/27/90 and Sylvios in Inglewood, California on 9/14/90.

We would also like to suggest some higher volume locations in inner-city areas where we can capture our NEWPORT audience. Please have the people who set up these locations contact Division Manager, Robert Smith of Los Angeles West if they would like to implement some of these locations.

F. E. H.
FEH/cmf
cc: R.W. Safley

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