

MAJOR INITIATIVES

51644 2604

PROGRAM: Project Symphony (Hoggshead & Carolina Gold)

CONSUMER NEED ADDRESSED:

Fully positioned Savings' brands that appeal to F/F Savings sensitive and image conscious savings consumers.

DTS:

Initial DTS - 10/1/95; Expansion to additional stores within current geography - 10/1/96.

VOLUME (MM):

1996 22 without expansion; 48 wth expansion

1997 TBD

| | ADVERTISING | AGENCY | PROMOTION | CONSULTING | RESEARCH | OTHER | TOTAL | APPROVED |
|---------------|-------------|--------|-----------|------------|----------|-------|-------|----------|
| SPENDING (M): | \$1.9 | \$1.0 | \$1.6 | | \$0.3 | \$0.5 | \$5.3 | \$5.3 |
| | TBD | | | | | | | |

GEOGRAPHY:

NESA * Agency fees and research costs (\$1.3MM) are captured in the total Savings BU budgets.

N. Pittsburgh, S. Pittsburgh & Harrisburg Divisions (Carolina Gold) - Pittsburgh Region

NESA

SSA

WSA

Austin Division (Hoggshead) - Houston Region

WWSA

GOAL:

SUCCESS CRITERIA:

- (1) Build Savings share at higher margins (2) Compliment / supplement Doral
- (1) Achieve \$2.50M higher HAM than Branded Savings on a net/transaction basis (2) 1.5 SOM in stores w/ dist'n at end of Yr. 1.
- (3) Achieve a higher net SOSV.

RESEARCH REQUIRED:

Custom store audits and AIM data - need to assess/measure SOM; Source of Business; Consumer Appeal

NEXT STEPS:

IF CRITERIA ACHIEVED

Expand either or both brands, depending on market availability/market opportunity.

IF CRITERIA NOT

Discontinue either or both texts and pursue additional ideas.

ACHIEVED

RESOLVE BY
WHO:
WHEN:

Sales/Marketing

6/15/96

ISSUES:

SALES (Retail/Manpower)

Sales force time will be required for expansion

MFG (Equip/Process)

n/a

DISTRIBUTION

Reach concurrence with current P/L Partners to expand to add'l non-P/L stores

Saving BU/Sales

6/15/96

EXTERNAL

n/a

MARKETING

(1) Hogshead: Assess the effects of broader distribution, and Channel cannibalization, and total proposition appeal

Savings BU

Q2 1997

(2) Carolina Gold: Assess broader dist'n, Doral & Winston cannibalization, and total proposition appeal