

02/26/92

MERIT
1992 ORIGINAL BUDGET
(IN MILLIONS)

PROJECT CODE	ADVERTISING	1992 ORIGINAL BUDGET	1991 ACTUALS	VARIANCE
A01	MAGAZINE	\$23.2	\$6.1	\$17.1
A01	FSI	1.5	0.9	0.6
A01	ROP	4.5	0.0	4.5
A01	OUTDOOR	24.4	5.5	18.8
A02	AGENCY PRODUCTION	4.0	1.5	2.5
A03	PM PRODUCTION	0.2	0.5	(0.3)
	ULTIMA PROD.		4.2	
	SUBTOTAL ADVERTISING	\$57.8	\$18.7	\$39.1
	RETAIL INCENTIVES			
I2B	INTRO. OFF-LABEL (\$.50/\$5)	\$25.7		
I3A	P4,P8 CTN STUFFERS	1.2		
I2F	P5 MULTIBRAND \$2.5 CTN W/BB	1.5		
I3M	P6 \$.50/\$1/\$3 CPN W/BB	3.0		
I2A	P8 \$2Q1F W/BB	2.3		
I2S	P8 \$3 CTN CPN W/BB	1.0		
I2R	DEFENSIVE/ACCT SPECIFIC 1991 PROGRAMS	1.5	\$15.5	
	SUBTOTAL INCENTIVES	\$36.2	\$15.5	\$20.7
	COUPONING			
C11	P1 \$2/\$3 COUPON W/BB	\$1.5		
C11	P3 \$3 CTN CPN W/BB	0.9		
C14	CATALINA	0.7		
C21	P4,P6,P8 FSI \$2 OFF 4PK/CTN 1991 PROGRAMS	8.0	\$3.9	
	SUBTOTAL COUPONING	\$11.0	\$3.9	\$7.1
	DIRECT MARKETING			
K11	RECONTACT \$3 CTN CPN	\$6.4		
K13	ULTIMA INTRO. DIRECT 1991 PROGRAMS	4.0	\$11.2	
	SUBTOTAL DIRECT	\$10.4	\$11.2	(\$0.8)
	PERM & TEMP POS/ARTWORK			
B01	ARTWORK	\$1.2		
B03	TEMPORARY	2.0		
B04	PERMANENT	0.2		
	1991 PROGRAMS		\$1.7	
	SUBTOTAL PERM & TEMP	\$3.4	\$1.7	\$1.7
	SAMPLING/PRODUCT PROMOTIONS			
P01	SAMPLING	\$0.0		
P05	DIR. ACCT. ALLOWANCES	0.0		
P05	RETAIL ALLOWANCES (GRATIS)	10.0		
P05	MEETINGS/TRADE GIFTS	0.2		
P02	PACKAGE DESIGN	0.5		
	1991 PROGRAMS		\$2.4	
	SUBTOTAL SAMPLING	\$10.7	\$2.4	\$8.3
	TOTAL BRAND PROGRAMS	\$129.5	\$53.4	\$76.1

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