

March 17, 1982

Ms. Penny Nester

Re: MORE Lights 100's Promotional Activities in 1982

Per your request, here is information concerning planned activities for MORE Lights 100's in 1982. To set the stage for understanding the objectives of the Brand's activities, please refer to the attached brand positioning statement, prime prospect definition and copy strategy.

Background

MORE Lights 100's were introduced nationally in July, 1981, and attained a .40 share of market year-to-date December, 1981. Total spending behind the Brand's two month introductory period was \$29MM of which \$18MM represented media and \$11MM promotion (coupons and intercept sampling were the main events in 1981). Total spending for the remainder of the year was \$11MM.

MORE Lights 100's Promotional Activities in 1982

Objective

Generate targeted trial in the context of the Brand's user imagery.

Programs

1) "Be More You Fashion Event"

This event, taking place in March and April consists of fashion shows sponsored in the name of MORE Lights 100's in cooperation with Harper's Bazaar magazine, held in upscale shopping malls across the country. Selective sampling, in conjunction with the fashion event, is taking place at the shopping malls for two weeks preceding and during the event with POS materials (banners, tent cards) placed in the malls. Total cost - \$1.1MM.

2) Dual Coupon Via FSI

To achieve broadscale trial, a dual coupon will be dropped via FSI in April 25, 1982, Sunday Supplements with 36MM circulation. The offer is - 50¢ off pack/75¢ off carton. Total estimated cost - \$3.8MM.

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