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To: Mr. T. C. Harris
RJR Tobacco Company
Winston-Salem, N.C. 27102

Copy To: (RJR) R. Sanders, D. Shouse, J. Winebrenner
(LKP) K. Glatt, A. Goodman, A. Hafter, R. Hirsch, D. Howald,
N. Posternak, J. Silverman, R. Palazzo

Subject: VANTAGE MRT NATIONAL ROLL-OUT

The purpose of this memo is to provide the Agency's point of view on the MRT National Roll-Out.

- 1) The pack design change is an integral part of the High Performance Restage. The objective of the pack design change was two fold:
 - Increase attraction to target/younger smokers.
 - Recover inflows from full flavor.
- 2) A special marketing program was developed to introduce MRT into test market. This program gave the test markets considerably higher support than the control markets, specifically:
 - Heavier OOH
 - Primary POS
 - Heavier supplement schedule
 - Heavier promotion program

Thus, the test markets were more a vitality test than a pure comparison vs. control markets.

- 3) Despite the heavier marketing support, Vantage share in the test markets declined slightly while the control markets increased share. Nielsen food/drug combined share is shown below:

	<u>Pre</u>	<u>Post</u>	<u>Difference</u>
Test	3.31	3.26	-.05
Control	3.59	3.62	+.03

In other words, the test markets have not demonstrated an ability to grow the brand, nor to slow its rate of decline, despite the extra support.

767 FIFTH AVENUE, NEW YORK 10153, 705-1000

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