

MAJOR INITIATIVES

51644 2604

PROGRAM: Project Symphony (Hoghead & Carolina Gold)

CONSUMER NEED ADDRESSED: Fully positioned Savings* brands that appeal to FP 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): 22 without expansion; 48 with expansion

TBD

SPENDING (M):	1996	1997	ADVERTISING	AGENCY	PROMOTION	CONSULTING	RESEARCH	OTHER	TOTAL	APPROVED
	1996	1997								
	\$1.9	\$1.0	\$1.6			\$0.3	\$0.5		\$5.3	\$5.3*
	TBD									

GEOGRAPHY: NESSA
* Agency fees and research costs (\$1.3M) are captured in the total Savings BU budgets.
N. Pittsburgh, S. Pittsburgh & Harrisburg Divisions (Carolina Gold) - Pittsburgh Region

SSA

WISA

MWISA

GOAL:

(1) Build Savings share at higher margins. (2) Complement / supplement Doral

SUCCESS CRITERIA:

(1) Achieve \$2.50M higher MAM than Branded Savings on a net/transition basis (2) 1.5 SOM in stores w/ dtr'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; Sources of Business; Consumer Appeal

NEXT STEPS: IF CRITERIA ACHIEVED

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

IF CRITERIA NOT ACHIEVED
Discontinue either or both tests and pursue additional ideas.

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

EXTERNAL

n/a

MARKETING

(1) Hoghead: Assess the effects of broader distribution, and Camel cannibalization (2) Carolina Gold: Assess broader dtr'n, Doral & Winston cannibalization, and total proposition appeal

RESOLVE BY
WHO: RESOLVE BY
WHEN:

Sales/Marketing 6/15/96

Saving BUSales 6/15/96

Savings BU Q2 1997