



FOR YOUR INFORMATION

KAREN MARRYSHOW

DATE: March 5, 1996
TO: Distribution
SUBJECT: Benson & Hedges African-American Media Plan

Attached is the final 1996 Benson & Hedges African-American media plan developed by Advertising Experti.

The plan was developed based on a African-American media budget of \$1.7mm, and is currently under budget by \$36m. We recommend holding these funds in reserve should a opportunity arise.

If you have any questions, please call.

Thank you.

Distribution

PMUSA	LB
B. Ferrin	K. Golden
L. Bollerman	S. Lyon
R. Schneider	
R. Simons	

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