

Kent Direct Mail Program 1994

Direct Marketing Flow Chart

KENT 1A	KENT 1B	KENT 1C
FREE PACK \$2 2 Packs \$5 Carton LIGHTER Qty: 245,000	\$1 Pack \$2 3 Packs \$4 Carton LIGHTER Qty: 245,000	\$4 Carton \$3 Carton \$3 Carton LIGHTER Qty: 245,000

TARGET AUDIENCE

% MAILED TO

Smokers of the Following Competitive Brands:

Marlboro, Marlboro Lights, Marlboro ULT	45%
Winston, Winston Lights	20%
B&H, B&H Lights, B&H ULT, B&H Special FF and Lights	11%
Merit	8%
Vantage	7%
All Other	9%
	<hr/> 100%

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