

**TELEFAX COVER LETTER**

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*file → Belgium*

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To :  
**Mr. Brahmal VASUDEVAN**  
Fax number 00 44 784 448 394  
at **BAT Co Ltd**  
Place **Staines UK**

From :  
**Marie POLET**  
DPT : **MARKETING**  
Fax number : **02/413 14 34**  
at **B.A.T. BENELUX S.A.**  
Place **Brussels**

Attention : If you do not receive all the pages, please call us as soon as possible.

**S.S. - Nathalie Vanderkelen**

Dear Brahmal,

Thanks for your fax dated September 13th.

**1. BARCLAY LOUNGES**

We acknowledge your comments regarding the future exploitation of the Barclay Smokers Lounge.

As mentioned by Nathalie, we investigated the possibility to distribute entry leaflets to passengers who purchase cigarettes at the Duty Free Shop via the store's cashiers. The idea was unfortunately rejected by the shop's management since they refuse to let their personnel become involved in activities of this type.

The only current possibility to distribute the leaflets within the Duty Free Shop area would be to display them on the shelves alongside the product. This however does not seem adequate due to the fact that it would not allow any targeting of the promotion and that, more generally speaking, it would not convey the right image about either the concept or the brand.

Our view is that we should exploit the concept in the most effective way in order to kick-start its awareness amongst consumers and to achieve set objectives. The proposal Nathalie made last week would, we believe, enable us to do so but requires a significant additional investment in terms of money and management time. Our recommendation is therefore to start development now in view of having the full plan ready sometime in early November and of implementing new activities from January 1 onwards.

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