

SOUTHERN CALIFORNIA REGION

PRIORITIES

July - August 1995

New Contracts by 8/11/95 SRs/CAMs/SAMs/DMs

- Sell and set Chains and Independents
- Submit to ROU by 8/14/95
- Cancel OLD contracts
- New contracts in SIS by 8/18/95 ROM

Camel Heavy-Up

July
August
August

SRs
Direct Ship Delivery
SR-Ts

- CHU Chain buydowns

Doral Box 100's Introduction

- B1G1F
- Mugs and \$50 Savings Bond in Cigarette Outlets

VAP
SRs

Gap Strategy

SRs

Ceiling Strategy

SRs

Supermarket Pack
Promotion/ Doral On-Carton

SR-Ts

DPC

Z99 SR-Ts

Wholesale Partners
~ Monthly updates

CAMs/SAMs

Collector's Pack Displays
3,200 Club Accounts
500 Core-Mark
200 Sunset

Direct Ship Delivery
VAP
VAP

Recruiting

ROM

SECONDARY

July - August 1995

Doral Box 100's Prebooking SRs

San Diego - SME (400 skus) DSD

Doral Box 100's SR-Ts/SRs
Merchandising

Co-Marketing CAMs/SAMs/SRs

Supermarket Continuity
Cards / Extra Promotions SR-Ts

Wal-Mart Promotions SR-Ts
Wal-Mart Promotional Unit SR-Ts

Ralphs Conversion SR-Ts

Recruiting DMs

51808 6389

NOTS
JULY-AUGUST 1995
SOUTHERN CALIFORNIA REGION

Call Count

Coverage

Personal Selling (among reps)

Camel Cash Catalogs

PDI

Rotation

Spoils -- Retail

Vantage Ashtrays (S.D./S.F.V.)

Price Gap Survey Tracking

51808 6390

SOUTHERN CALIFORNIA REGION

PRIORITIES

September-December 1995

SECONDARY

September-December 1995

COMMUNICATION

DMs/SRs/RRs/CAMs/SAMs

National Promotion

San Gabriel - SME
(T-Shirt)

DSD/RRs

- September
October (Camel & Select B2G2F) VAP/Direct Mail RRs
December

Continuity Cards -
Supermarket RRs

- November DSD/VAP/Direct Mail RRs

Personal Selling
(Nov.-Dec.) SRs

- Retailer pick-up SRs

- Extra Camel B2G2F +1 SKU to VAP/CHU

- Order displays ROM

Doral Box 100's Distribution SRs

RR Training ?

SF2000 Implementation ALL

Chain Promotions - - October-December CAMs/SAMs/RRs

- Limit in September

Gap Strategy SRs/RRs

Ceiling Strategy SRs/RRs

Camel Heavy-Up -- VAP / RR Delivery / DSD

Supermarket Doral Solicitation /\$50 Savings Bond RRs

Lap Top Training CAMs / SAMs

Co-Marketing CAMs/SAMs/SRs/RRs

Wholesale Partners CAMs/SAMs

~ Monthly updates

51808 6391

TERTIARY
SEPTEMBER-DECEMBER 1995
SOUTHERN CALIFORNIA REGION

Call Count

Coverage

Personal Selling (among reps)

Camel Cash Catalogs

PDI

Rotation

Spoils -- Retail

Vantage Ashtrays (S.D./S.F.V.)

Price Gap Survey Tracking

51808 6392

PRIORITIES
JULY-AUGUST 1995
SOUTHERN CALIFORNIA REGION

SRS	SR-Ts	DMs	CAMs/SAMs	VAP	DIRECT SHIP DELIVERY
New Contracts Signed by 8/11/95 <ul style="list-style-type: none"> • Sell and set Chains and Independents • Submit to ROU by 8/14/95 • Cancel OLD contracts 	Supermarket Pack Promotion/Doral On-Carton Solicitation/ Co-Marketing	New Contracts Signed by 8/11/95 <ul style="list-style-type: none"> • Sell and set Chains and Independents • Submit to ROU by 8/14/95 • Cancel OLD contracts 	New Contracts Signed by 8/11/95 <ul style="list-style-type: none"> • Sell Chains • Submit to ROU by 8/14/95 • Cancel OLD contracts 	DORAL Box 100's B1G1F	Camel Heavy-Up – AUGUST Tank Shirt
Camel Heavy-Up - JULY	Camel Heavy-Up <ul style="list-style-type: none"> • Chain Buydowns (August) 		Sell: <ul style="list-style-type: none"> • Camel Heavy-Up • Supermarket Pack Promotions • Doral On-Carton • Co-Marketing 	Collector's Pack <ul style="list-style-type: none"> • Displays 500 Core-Mark 200 Sunset 	Collector's Pack <ul style="list-style-type: none"> • Displays 3,200 Club Accounts
DORAL Box 100's <ul style="list-style-type: none"> • Mugs and \$50 Savings Bond in Cigarette Outlets 	DPC - Z99 Reps		Wholesale Partners <ul style="list-style-type: none"> • Monthly updates 		
Gap Strategy					
Ceiling Strategy					

7/18/95

3639 80815

**SECONDARY
JULY-AUGUST 1995
SOUTHERN CALIFORNIA REGION**

SRs	SR-Ts	DMs	DIRECT SHIP DELIVERY
Doral Box 100's Prebooking • Backup inventory for VAP accounts	Supermarket Continuity Cards/Extra Promotions	Recruiting	San Diego - SME (400 SKUs)
Co-Marketing	Doral Box 100's Merchandising - Chains		
Prebook for San Diego SME	Wal-Mart Promotions Wal-Mart Promotional Unit		
	Ralphs Conversion		

7/18/95

51808 6394

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JULY-AUGUST 1995
SOUTHERN CALIFORNIA REGION

Call Count

Coverage

Personal Selling (among reps)

Camel Cash Catalogs

PDI

Rotation

Spoils -- Retail

Vantage Ashtrays (S.D./S.F.V.)

Price Gap Survey Tracking

PRIORITIES
SEPTEMBER-DECEMBER 1995
SOUTHERN CALIFORNIA REGION

SRs	RRs	DMs	CAMs/SAMs	VAP	DIRECT SHIP DELIVERY
COMMUNICATION	COMMUNICATION	COMMUNICATION	COMMUNICATION		Camel Heavy-Up
Doral Box 100's Distribution	National Promotion <ul style="list-style-type: none"> September October (Camel & Select B2G2F) December 	Co-Marketing	Lap Top Training	National Promotion <ul style="list-style-type: none"> September October - Camel & Select B2G2F November December 	National Promotion <ul style="list-style-type: none"> November
Retailer promotion pick-up	Chain Promotions <ul style="list-style-type: none"> October-December (Limit in September) 	Lap Top Training	Sell: <ul style="list-style-type: none"> Co-Marketing National Promotions Camel Heavy-Up Supermarket Pack Promotions Doral On-Carton 		
Gap Strategy	Gap Strategy		Wholesale Partners ~Monthly updates		
Ceiling Strategy	Ceiling Strategy				
Co-Marketing	Camel Heavy-Up				
9689 80815	Supermarket - Doral On-Carton Solicitation \$50 Savings Bond				

**SECONDARY
SEPTEMBER-DECEMBER 1995
SOUTHERN CALIFORNIA REGION**

SRs	RRs	DIRECT SHIP DELIVERY
Personal Selling (November-December)	Continuity Cards – Supermarket	
	San Gabriel - SME	San Gabriel - SME

7/18/95

51808 6397

TERTIARY
SEPTEMBER-DECEMBER 1995
SOUTHERN CALIFORNIA REGION

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