

**PROPOSED MAILING #2 VALUES
TRUE**

LEFF PACK

SC EPCK

45027

$$\text{nil}(\mathcal{J}_i) \cap \mathcal{V}^{\text{reg}} \neq \emptyset$$

VERSION A

	FREE PACK ONLY	FREE PACK \$2 2PK OR \$2 2PK ONLY	\$5 CRTN ONLY OR \$5 CRTN PLUS FREE PACK	\$5 CRTN PLUS \$2 2PKS OR SURVEY	SURVEY ONLY	NO RESPONSE	SURVEY RESPONDERS W/CPN	CPN RESPONDERS WOUT/SURVEY
	T2A1	T2A2	T2A3	T2A4	T2A5			
	<div> B1G1F B2G1F \$2-5PK/CTN PREMIUM </div>	<div> \$2-5PK/CTN \$2-5PK/CTN \$4 CRTN PREMIUM </div>	<div> \$4 CRTN \$3 CRTN \$2 CRTN PREMIUM </div>	<div> \$3 CRTN \$3 CRTN \$2 CRTN PREMIUM </div>	<div> \$3 CRTN \$3 CRTN \$2 CRTN PREMIUM </div>	DROP	NO ADDITIONAL SURVEY	SURVEY AGAIN WITH \$3 CRTN OR PACK ONLY CONSUMERS \$2 5PK/CRTN
Rationale:	Promote out of pocket purchases; multi-pack and crtn	Promote higher # pack purchases and move to crtn	Encourage further crtn purchase with lower values	Encourage further crtn purchase with lower values	Re-mail to a cross-section of high potential responders determined from analysis		Not Needed	Incent to reply with greater values
Mailing Date For Cell:	JAN 16	JAN 16	JAN 16	JAN 16	JUN 16	(MAY 1)		JAN 16

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