

LF BUSINESS PLAN

DIRECT MARKETING

OBJECTIVES

- ACCELERATE CONSUMER ADOPTION PROCESS
- CREATE DEMAND PRIOR TO DTS
- DEVELOP/SOLIDIFY CORE FRANCHISE BASE

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STRATEGIES

- IDENTIFY BEST PRIME PROSPECTS
- INTRODUCE PROPOSITION AND ISOLATE BENEFIT ACCEPTORS
- PROVIDE INITIAL PRODUCT TRIAL AND IDENTIFY PRODUCT ACCEPTORS
- CREATE CONVERSION VIA MULTIPLE PRODUCT MAILINGS
- REINFORCE PURCHASE DECISION POST DTS

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PRIME PROSPECTS

- 2.2MM COMPETITIVE FULL FLAVOR FULL PRICE NM (21+)
 - EX RJR FULL PRICE
 - EX WINSTON FRANCHISE PARTICIPANTS
 - WINSTON 2ND U. B.
 - NO CLAIMED U. B.

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COMMUNICATION OBJECTIVES

- **CREATE AND OWN A NEW CIGARETTE CATEGORY THAT DELIVERS BOTH FULL FLAVOR AND LESS TAR.**
- **INTRODUCE LOWER TAR AS AN UNEXPECTED BENEFIT OF A FULL FLAVOR CIGARETTE.**

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COMMUNICATION STRATEGIES

- UTILIZE BRANDED APPROACH IN INITIAL SOLICITATION.
- INCORPORATE LF ADVERTISING LOGO AND COPY.
- ENHANCE THE IMPORTANCE/SPECIAL NATURE BY CREATING AN EVENT AROUND INTRODUCTION.
- PROVIDE A CONTEMPORARY TONE AND FEELING.
- REINFORCE FULL FLAVOR/RICH TASTE SMOKING ENJOYMENT.

LF BUSINESS PLAN**DIRECT MARKETING****TIMING**

● GO/NO GO DECISION	1/6
● PRODUCTION	1/6
● 1ST MAIL OUT	1/31
● PRODUCTION REMAIL	2/24
● #1 CARTON	4/13
● #2 CARTON	4/20
● #1 SUSTAINING	6/1
● #2 SUSTAINING	7/1
● #3 SUSTAINING	8/1