



Interoffice Memorandum

Subject: CAMEL Pro Hat Promotion (Pontiac, MI) .

Date: August 30, 1983

To: Mr. R. A. Powell
Group Team Manager

From: Mr. Rick N. Hauser
Team Manager

Rob,

As a promotional vehicle for the October 22nd CAMEL Pro final event at the Pontiac Silverdome, we are planning a free hat offer with carton purchase at retail. This offer will consist of the following:

- 10,000 CAMEL Pro baseball caps will be distributed to adults 21 years and over with a carton purchase of CAMEL Cigarettes.
- 612 displays of 30 cartons each will be placed at retail.
- The retail area will consist of the Sales Divisions of East Detroit, West Detroit and parts of the Flint and Lansing Divisions.

This offer will be promoted with a carton display riser card and through a 200,000 direct mail flyer going out to registered motorcycle owners in the State of Michigan. This is being coordinated through appropriate channels in Promotions and Sales.

I'll keep you posted as results of this promotion are available.

Rick N. Hauser
Rick N. Hauser

RNH:snm