

Note for Sikand, Yash

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**From:** Burns, Barbara  
**Date:** Tue, Mar 19, 1996 9:30 AM  
**Subject:** Nielsen Integrated Weekly - w/e 3/9/96  
**To:** albinino, sam; Anise, Roy; Anton, Mark; Barrus, Veena; Beane, Tim; Berenson, Donna; Berg, Marc; Blumenenson, Gail; Bonhomme, Jeanne; Braziel, Karen; Broeman, Ina; Castor, Stacey; Chaump, Joe; Clary, John; Cohen, Denise; Cole, Renee; Conrad, Nancy; de Castro, Jose; Dodd, Park; Eastburn, Gary; Eibon, Jeanne; Eisen, Karen; Ellis, Natalie; Enger, Chris; Fawcett, Gina; Fernandez, Pascal; Ferrin, Robert; Fuller, Stuart; Funess, Laurie; Galan, Nancy; Garguilo, Thomas; Gawronski, Edward; Gee, Edward; Gilbert, Jacquie; Glastein, Harvey; Godwin, Paul; Goldfarb, Arthur; Gordon, Rebecca; Greene, Julie; Greer, Vanessa; Harwood, Hunter; Hemp, Jeff; Hopkins, Barry; Houghton, Ken; Huray, Kim; Intogna, Joann; Isaacs, Jerry; Jannetta, Susan; Johnson, Keith; Johnson, Lillian; Joyce, Ed; Keane, Denise; Keim, Tom; Kelly, Felecia; Kohli, Urvashi; Kowalski, Matt; Kruk, Bob; Larkins, Lateisha; Lauinger, Thomas; Leger, Karl; Lewis, Arlene; Lewis, Brenda; Lichtman, Jennifer; Lincoln, Jeanne; Long, Henry; Lubrano, Leonard; Maggio, Melinda; Mahan, Michael; Margolis, Jerry; Marin, Wendy; McAdam, John; McEncroe, Katie; McGovern, Tim; milby, david l; Miller, Dennis; Miller, Joe; Miller, Karen; moose1, jim d; Mortensen, Jim; Murphy, Dan; Murphy, Mike; Neidle, Bruce; Ng, Ellen; Nielsen Client Service; Norrington, Chip; Norris, Susan; O'Brien, Sheila; Patel, Shwetal; Piskor, Stephen; Platteter, Mary; Poole-Bollerman, Laura; Potter, Deborah; Potts, Reggie; Rafferty, Shelby; Reich, Susan; Resman, Tess; Reuter, Barbara; Rubin, David; Rush, Sonya; Sabini, Rosemary; Saloun, Tom; Salzman, Michelle; Sansone, Jodi; Sarmento, Roberto; Schroeder, Mary; Schuyler, Brian; Schwartz, Andrew; Schwartz, Linda; Shah, Biren; Sherman, Catherine; Sikand, Yash; Simons, Renee; Sinha, Arun; Slagle, Jeff; Slone, Michael; Smith, Peggy L.; Spector, James; Steen, Lauren E.; Streng, Dina; Suter, Norma; TenBarge, Dave; Timm, Christian; Tolchinsky, Karen; Turner, Jonathan; Vander Putten, James; von Germeten, Ann; Waldman, Margot; Weiner, Russell; Weinstein, Barbara; Whalen, Roy; Whitson, Jeff; Yates, Margaret; Young, Tracy  
**File(s):** AOC Share 3/9/96; CS 800 Promo 3/9/96; CS 800 Share 3/9/96; Memo 3/9/96

Attached please find the Nielsen Integrated AOC/Convenience Report for w/e 3/9/96.

Following are the highlights:

**ALL OUTLETS COMBINED**

- PM's share was up +0.4 points to 48.7%, with Marlboro, Cambridge and PM PL accounting for a majority of the gain.

- PM's share of the Premium category increased +0.5 points to 56.9%.

- Marlboro's share advanced +0.3 points to 32.4%, corresponding with early implementation of money-off deals (up +2 points to 18% of c-stores) associated with Marlboro/Basic Spring Special.

- Marlboro's share during the latest four weeks advanced +0.2 points to 32.3%, its highest level to date.

- OPB's share declined -0.1 point to 8.9%.

- Basic's share of industry remained relatively stable at 4.6%, while its share of category

declined -0.2 points to 16.9%.

- Basic Box distribution continued to build, with the percent of stores selling any packing advancing +5 points to 34%. Basic Box share remained relatively stable at 0.2%.

- Basic's money-off and free goods incidence each increased +1 point to 12% and 16% of c-stores, respectively.

- The Discount category increased this week +0.2 points to 27.3%, likely influenced by a partial "first week of the month" effect. Cambridge, GPC and PM PL accounted for a majority of the gain.

#### CONVENIENCE STORE REPORT

- PM's weekly share increased +0.5 points to 49.7%, with Marlboro, Cambridge and PM PL gains more than offsetting OPB declines.

- PM's share of the Premium category increased +0.7 points to 58.9%.

- Marlboro's share advanced +0.4 points to 34.6% possibly influenced by initial MBSS money-off deals (money-off incidence expanded +2 points to 18% of c-stores).

- OPB's share declined -0.1 point this week. B&H and Merit accounted for a majority of the loss.

- Following three consecutive weekly gains, Basic's share of industry was stable at 4.9%, while its share of category decreased -0.4 points to 17.3%.

- Basic Box's share remained at 0.3%, with 46% of c-stores stocking at least one of the three new packings (up +7 points versus week-ago).

- Cambridge's share was up +0.1 point to 1.1%, possibly benefiting from a direct-mail initiative sent out at the end of February offering offensive and defensive coupons (primarily \$1.50 off 3 packs or carton).

- The Discount category increased +0.4 points to 28.0%. GPC, Cambridge and PM PL accounted for a majority of the gain, more than offsetting RJR PL declines.