

TO: J. J. TATULLI

FROM: R.D. SPARKS

SUBMISSION DATE:

DEC 9 ☐ FEB 10 ☒

JAN 13 ☐

SUBJECT: OLD GOLD CONTINUITY PROGRAM PROGRESS REPORT

POINT OF SALE: EFFECTIVENESS AND/OR WEAKNESSES.

No changes from earlier reports.

RETAILER COMMENTS:

Many have compared to items offered by competitor programs and we get the star for most desirable.

Several have suggested a large promotion display with one or two of the items on hand.

CONSUMER AWARENESS:

☒ HIGH

☐ MEDIUM

☐ LOW

CONSUMER REACTION/COMMENTS:

(INCLUDE, IF AVAILABLE, ANY SUGGESTIONS ON PREMIUM SELECTION)

More clothing suggestions: Stocking Caps, Sweatshirts/Pants, 3/4 length Baseball shirt.

High buck items: Trolling motors, depth finder, etc - take longer to gain but would be worth the wait.

DIRECT ACCOUNTS:

COMMENTS ON PRESENTATION OF CONTINUITY PROGRAM

Many report request for catalogs from individual stores that would most likely be on our annual call contact list.

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PACKAGE / CARTON SALES:

INDICATE WHAT IMPACT (IF ANY) THE CONTINUITY PROGRAM HAS MADE ON PACK AND AND CARTON RETAIL SALES.

All reps report consumer comments to positive view of program.

Sales in all areas remain high without coupon support.

DISTRIBUTION / DISPLAY PLACEMENT:

INDICATE WHAT IMPACT (IF ANY) ON DISTRIBUTION OR ADDITIONAL DISPLAY PLACEMENTS THE CONTINUITY PROGRAM MAY HAVE HAD.

I have noted restaurants and bars stocking 3 & 4 packings of Old Gold past 90 days.

These are definite response to consumer demand as we have not contacted annual calls.

COMPETITIVE REACTION / ACTIVITY:

No specific response.

ANY SUGGESTIONS AND/OR COMMENTS:

New catalog and new items by mid summer.

OLD GOLD ULTRA LIGHT 100'S!!!!!!!

cc: R. B. Spell	C. Humphrey
P. J. McCann	M. Borsini
A. J. Giacoio	A. Sadovnick

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