

*Lorillard*  
**MEMORANDUM**

*pp chron*

October 14, 1992

To: S. Smith  
H. Westphalen

From: A. Pasheluk

Re: **MARKET PLANNING AND INFORMATION ACTIVITIES**

-----

This is to confirm the distribution to you of sets\* of copies of 1993 marketing plans, for our major brands, recently presented to company management by the various brand groups.

These documents supersede the recently disseminated set in that they include: specific plans (tactics) to accomplish stated objectives and strategies, 1993 marketing budgets and, timing objectives.

Please pass along a complete set of the documents to each of the analysts or managers in your respective groups.

Further, this is to request that you implement a series of weekly meeting to include you and selected key MPI personnel.

The objectives of the meetings are to:

- O Facilitate dissemination of information regarding major changes (additions, deletions and/or revisions) to 1993 brand marketing plans to department members on an on-going basis.
- O Enhance communication among and interaction between MPI analysis and research managers especially on projects that transcend one type of research i.e. the Kent NY/NJ Heavy up program where sales tracking and recontact "AAU-type" of information gathering will occur.
- O Permit each of us to more closely monitor progress on individual projects for our own accountabilities, as well as creating awareness of how other facets of larger projects are coming together i.e. monitoring True Micro Lights product development to accurately assess when a test market campaign might begin.

\* Each set includes the 1993 plan for Newport, Kent, True, Old Gold, Style and Harley-Davidson cigarettes.

82910554

In short, I believe that it is essential that everyone in our department has a similar knowledge base as regards the various brand marketing objectives, strategies and tactics being employed to address key business issues throughout the year.

My hope is that these meetings could function like the weekly Sales Promotion status meeting where the progress of each promotion project is briefly reviewed for the larger group as to current status of a project; whether work is proceeding on time; whether any problems which might prevent the timely completion of a project have arisen; what due dates must next be met; etc.

Meetings would be chaired by either of you with attendees including MPI research managers and sales analysts.

Eventually, preferably sooner rather than later, a deputy that you would appoint would "chair" the meeting much as, for example, Barry Magid does in lieu of the Promotion Director.

The chairperson for the meeting would be responsible for providing an agenda for the meeting.

Each meeting would have the same general agenda:

- O Marketing Overview
- O Sales Analysis
- O Special Projects
- O Product Development
- O Action Plan

However, topics within each agenda item will vary by brand.

Everyone does not need to be at every meeting but absentees must arrange for someone to cover their area of responsibility.

If we keep these reviews brief and to the point with succinct status reports and a clear position on the need to meet due dates the exercise could be very valuable.

Your burden would be to keep the meetings brief and on track.

See the attached pages for a sampling of topics to be briefly reviewed for recent developments.

We should establish a routine for when the meetings are held i.e.: each Thursday at 9:15 AM.

82910555

Page 3

I know that we realize what our assignments and responsibilities are. By the same token, some of our analysts and research managers may not be aware of all the things that the rest of the department is involved in and how all of our activities impact the successful marketing of our products.

This (hopefully) enhancement in the communication process could improve the effectiveness of all of our work.

Plan our first meeting for Thursday, October 22 at 9:15 AM in the MPID conference room.

A. P.

/ct  
MPIA/89  
attach.

xc: M. L. Orlowsky

82910556

Exhibit I

KENT

Marketing Overview

Changes to On-Going Marketing Plan

Sales Analysis Overview

Total US YTD Performance vs. Budget, YR ago

Montana \$5/CTN Test

Wichita \$4/CTN Test

NY/NJ Heavy Up Campaign

Sales Performance by Tier I,II,III, Balance US

Special Projects Overview

Chinese Research

Russian Research

Kent 10's (1st Q '93)

Kent Slims (2nd Q '93)

Kent International (3rd Q '93)

Direct Marketing

Catalina Marketing

Product Development

Action Plan Overview

Next Steps, Due Dates, etc.

82910557

Exhibit II

TRUE

Marketing Overview

Changes to On-Going Marketing Plan

Sales Analysis Overview

Total US YTD Performance vs. Budget, YR AGO

True Box Rollout

True Core Area, Balance US,

Menthol Packing Performance

Special Projects Overview

True Box Rollout (1st Q '93)

Micro Lights Test (2nd Q '93)

Acetate Filter: Chattanooga, TN; Milwaukee

Direct Marketing

Catalina Marketing

Product Development

True Micro lights

Action Plan Overview

Next Steps, Due Dates, etc.

82910558

Exhibit III

OLD GOLD

Marketing Overview

Changes to On-Going Marketing Plan

Sales Analysis Overview

Total US YTD Performance vs. Budget, YR Ago

Montana Low Price Test

Region 14 Low Price Test

Sales Performance Core, Non-Core US (Full Price)

Special Projects Overview

Creative Development

1994 Low Price Expansion

Product Development

Action Plan Overview

Next Steps, Due Dates, etc.

82910559

**NEWPORT**

**Marketing Overview**

Changes to On-Going Marketing Plan

**Sales Analysis Overview**

Total US YTD Performance vs. Budget, YR AGO  
Core Market/Non Core, Balance US Performance  
Newport Slim Lights Performance

**Special Projects Overview**

Creative Development  
Hispanic Marketing Evaluation  
Newport 10's Evaluation  
Newport Mid-Tar (3rd Q '93)  
Newport Plus (3rd Q '93)

**Product Development**

Newport Parent Line Extensions  
Newport Light Line Extensions  
Newport Mid-Tar Line Extensions

**Action Plan Overview**

Next Steps, Due Dates, etc.

82910560

**HARLEY-DAVIDSON CIGARETTES**

**Marketing Overview**

Changes to On-Going Marketing Plan

**Sales Analysis Overview**

Standard Price Markets Performance  
Off Price Market Performance

**Special Projects Overview**

Direct Marketing  
Promotion Effectiveness Research

**Product Development**

**Action Plan Overview**

Next Steps, Due Dates, etc.

82910561