

2002 Eclipse Plan Tactical Details

Specific Materials needed for each project

March/August B2G1F

- B2G1F Hinged sleeve
- \$1 off two pack coupon (under cello)
- Wallgripper w/ removable B2G1F starburst
- Info display with rolled-up brochures w/ removable starburst
- Brochures for info display w/ name gen
- Double sided dump bin riser card
- Wobbler
- Stairstep display (B2G1F creative only)

Other POS

- 2 Pack Shelf Strip
- 20 Pack Semi Permanent Display (Small footprint/corrugate)
- Decals (Eclipse cigarettes)
- Extra Info displays w/ rolled-up brochures
- Wallgrippers (2 versions - Tar Pads/Less Risk)
- Cutaway of cigarette

Extended Presence Program CTS/Drug/Trad Ctn

- (Same materials for B2G1F program)
- In-Ad materials?
- Faux pack display for front counter
- High Impact Unit for best outlets (Backlight/Motion)

Creative for One Sheets (Feb-August)

- Tar Pads
- 800# for ULT Conversion Program
- Less Risk/Less Odor
- Other? Secondary Benefits?

Multibrand Retail Conversion program/CTS Conversion Program

- Brochures (Flat from rolled up brochures)
- B2G1F Coupon
- Sleeve for 4 pack

2002 Eclipse Plan Tactical Details (Cont'd)

Health Care Professional Brochure

- Envelope
- Letter
- Brochure (revise previous HCP brochure)

Direct Mail Conversion Flow (5 mailings)

- #1 and #2) Information plus opt-in for Two free Packs/PPT/Two Free Pack Coupon (Must call/send in card to receive mailing #3)
- #3) Information plus two free packs, PPT, two free pack coupon
- #4) Information plus 2 coupons (B1G2F/B2G1F)
- #5) Information plus \$10 off carton coupon/advocate sign-up ("If you're smoking Eclipse exclusively we want to hear from you")

Direct Mail Advocate Flow

Quarterly Mailings plus bounceback:

- #1) \$5 carton coupon, Thx for smoking Eclipse (Surprise and delight widget), Referral program (SGS cards, 5 quarterly cruise prize for two), Invitation to Eclipse conversion event
- #2-4) \$5 off carton coupon, winners of quarterly cruise, more SGS cards
- Bounceback (Unannounced): After 1st/4th referral – bounceback Thank you for referring adult smokers plus \$10 off carton coupon

DTC Bounceback

- Letter w/ PID Password- Go to web for info/to buy etc.

ULT Conversion program

- Information video/CD
- Brochures (Flat from rolled-up brochures)
- Journal (2 per smoker)
- Survey (2 per smoker)

2002 Eclipse Plan Tactical Details (Cont'd)

Eclipse Conversion Event

- Invitation to adult smokers in conversion flow
- Reminder Invitation
- Info displays with rolled-up brochures
- Take away Bag w/ free carton, flat brochures, B2G1F coupon
- Signs/banners for event

Eclipse Booth at two large (Existing events)

- Assume 10'x10' booth
- Info displays with rolled-up brochures
- Take away Bag w/ free carton, flat brochures, B2G1F coupon
- Signs/Banners