

M E M O R A N D U M

The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.

DATE	January 10, 1977
TO	Mr. Charles R. McKeever - Vice President - Marketing
FROM	Donald R. Dugan - Assistant Advertising Manager
REF	

We are submitting the Marketing Plan for the introduction of Daniel & Charles PALL MALL Extra Mild campaign in Cleveland, Ohio.

We plan to start this campaign on February 14, 1977, as per the detailed schedule attached.

Sales Department

It is expected that the natural flavorings product will be available in the Cleveland warehouse area in time to start the natural flavorings copy the week of April 25. The Sales Organization in the Cleveland area will be provided with regular point-of-sale material using the new copy. A consumer offer of three packs for the price of two will be made during the initial coverage period of the introduction of the natural flavorings product, costs for which are included in the approved 1977 Sales Department budget.

Media

The recommended schedule consists of 1,000 line 2/color, 500 line and T.V. Log black & white units, B/W pages in T.V. Guide and 30 sheet posters.

Cost

<u>Media</u>	<u>Total</u>	<u>Transfers</u>	<u>Out-of-Pocket</u>
Newspaper Space	\$132,517	\$58,473	\$ 74,044
Newspaper Production	20,000	-	20,000
Magazine Space	7,268		7,268
Magazine Production	10,000		10,000
30 Sheet Space	24,368	24,368	-
30 Sheet Production	25,000	-	25,000
Total	\$219,153	\$82,841	\$136,312

\$ 119,054

OK Dugan

January 10, 1977

(Continued)

<u>Sales Department</u>	<u>Total</u>	<u>Transfers</u>	<u>Out-of-Pocket</u>
Regular Selling	\$ 12,000	-	\$ 12,000
Grand Total	\$231,153	\$82,841	\$148,312

May I have approval?

\$ 131,054

Vllh

1/10

Attachment

Jm 1/10
Fhl 1/15

Source: <https://www.industrydocuments.ucsf.edu/docs/fklh0017>

PUBLICATIONS

DEC. 75

6 13 20 27

JANUARY

3 10 17 24 31

FEBRUARY

7 14 21 28

MARCH

4 11 18 25

APRIL

2 9 16 23 30

MAY

6 13 20 27

JUNE

4 11 18 25

JULY

1 8 15 22 29

AUGUST

5 12 19 26

SEPTEMBER

3 10 17 24 31

OCTOBER

7 14 21 28

NOV

1 8 15 22 29

DEC

6 13 20 27

R.O.P.
1000 Lines a/c
500 Lines a/c
TV Log

(10)
(20)
(23)

30 Sheet
150 Sheets

OUT OF
Total
R.O.P. Space 153,517' 58" 173' 14" 04"
30 Sheet Space 47,318' 04" 378' 14" 04"
Total Space Out 156,885' 82" 511" 14" 04"