

6/20/94

## RETAIL PROMOTION FACT SHEET

Promotion Description: Cambridge November B2G1F pack

Field Dates: 10/31/94 - 11/25/94

## OBJECTIVE / ALLOCATION RATIONALE:

In November of 1994, Cambridge will offer a B2G1F Pack promotion, which utilizes a 3-pack cardboard sleeve assembled at the factory level. The promotion will be nationally distributed throughout pack outlets. The objectives of this promotion are to generate trial among competitive, price sensitive smokers; to heighten brand awareness, and increase visibility in pack outlets; and to reward current Cambridge smokers with a free pack.

Geographic Scope: ☒ National ☐ Key Markets/Sections:☐ Account Specific☐ Carton☒ Pack☒ Conv.☒ Gas☐ Hotel/Airport☐ Mass Merch.☐ Supermarkets

Suggested CPW

☐ Wholesale Club☐ Asian

Suggested CPW

☐ Indian  
(Tax Exempt)☐ Drug Stores☒ Grocery☐ Liquor☐ Restaurant☐ Tobacco☐ Afro American☐ Hispanic☐ OtherMilitary Participation: ☒ Yes ☐ No

Military Display Quantity: # 510

PRECON ASSEMBLY:

☒ Yes☐ NoSLEEVED ☒BANDED ☐Part. Brand Styles: ☐ Family (S/R Disc.): ☒ Packing Specific

Sleeve UPC Box

FF KSF

086B Retail ✓

086J Military ✓

Pack: 85s: 028200-19042-0

FF 100

088B Retail ✓

088J Military ✓

100s: 0-28200-19046-8

LT KSF

142B Retail ✓

142J Military ✓

Ctn: 85s:

LT 100

144B Retail ✓

144J Military ✓

100s:

PRODUCT REQUIREMENTS:

Product Discount: Free pack

Case Size:

☒ 6M☐ 12M

Dimensions

Case

Cube

Weight

Tie

High

85s: 17 3/4" X 11 1/2" X 11"

20 lbs

100s: 20 3/4" X 11 1/2" X 11 1/4"

22 lbs

85s:

100s:

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES

Handling Allowance: ☒ Yes ☐ No 15¢ per cartonOff Invoice: ☒Promo Code: ☐Hand Stamping: ☒ Yes ☐ No 15¢ per cartonOff Invoice: ☒Promo Code: ☐

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: order 9/06/94 for delivery 10/03/94

Product Delivery Dates: order 10/03/94 for delivery by 10/31/94

2041343584

6/20/94

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## POS ORDERING INFORMATION:

PMExpress Kit

Kit Components:

40 deal Retail	40 deal Military		
20 deal set sell	20 deal set sell		
poster	poster		
dangler	dangler		
	20 Kings sleeves		
	20 100s sleeves		

PMExpress Display Kit #:

37304

37305

Kit Order Dates: (From-To)

8/15/94 - 11/11/94

8/15/94 - 11/11/94

Kit available in Field:

10/17/94 - 11/25/94

10/17/94 - 11/25/94

POS#: (For Field

MIDAS Allocation only)

MIDAS P/F:

## PMExpress Kit Dimensions

Length:

19 1/2"

19 1/2"

Width:

18"

18"

Height:

1/2"

3"

Weight:

(EXCLUDES PRODUCT)

## Assembled Display

Length:

7 1/4"

7 1/4"

Width:

10 1/2"

10 1/2"

Height:

18 1/2"

18 1/2"

Weight:

UPC Code:

KSP 0-28200-19042-0

100s 0-28200-19046-8

# Deals/Display:

20

20

# Deals/Back Up:

20

20

# Product Ctns:

8 15 pack cartons

12 10 pack cartons

## PAYMENTS:

Display/Item	Payment to (Retailer/Distributor)	Promo Code	Payment
Assembly	Distributor	818	\$18/12m

## PROMOTION RELATED MEDIA SUPPORT



NONE



ADVERTISING



FSI



PRINT (MAGAZINE)



ROP (NEWSPAPER AD)



DIRECT MAIL



OUT-OF-HOME (BILLBOARD)



OTHER



OTHER



TRANSPORTATION CENTERS

2041343585

6/20/94

# RETAIL PROMOTION SPECIAL INSTRUCTIONS

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## SPECIAL COMMENTS/INSTRUCTIONS:

Promotional 3 pack deals will be assembled at Precon, and will be received into the distributor in special, 15 pack, or 5 deal, cartons. These cartons will require hand stamping (allowance provided). Direct accounts will receive a total of 30 days dating on this promotional product. Product will be shipped in 6M cases. Please follow section allocations, as in doing so it is ensured that each sales level will receive full cases of promotional deals.

The promotion will have 4 packings. The 40 deal display is equivalent to 8 cartons of revenue, and 4 cartons of complementary product.

Promotional UPC codes assigned to this promotion are as follows:

Kings: 0-28200-19042-0

100's: 0-28200-19046-8

① military VS retail.

Should we  
specify  
allocation for  
Regions B2G1F  
and for  
military company?

Is there a handling  
fee? Allowance  
needed for military?  
If so, we need a  
promo code?

2041343586

Oct FS1

Phil ✓

Harv ✓

Bost ✓

WASH. ✓

Atlanta

Richmond

Raleigh ✓

Columbia ✓

Greenville ✓

✓ Pittsburgh

✓ Cleveland

✓ Detroit

Chicago

✓ Green Bay

✓ Milwaukee

✓ Peoria

✓ Columbus

2041343587