



April 5, 1993

Ms. Jennifer Cattano
R. J. Reynolds Tobacco Company
401 North Main Street
Winston-Salem, NC 27102

Dear Jennifer:

I'm faxing copies of the Camel Cash I & II Delivery Vehicle reports. Hard copies and the Item reports will be sent in our morning run on Tuesday. In final Q.A. we realized we needed to make one adjustment and couldn't complete it in time to get it to you today. It will be completed this evening.



The M/A/R/C Group
202 CentrePort Drive
Suite 400
Greensboro, NC 27409
919-665-3800

There are a few notes on the Delivery Vehicle report. First, we used Friday's date as the "Cumulative Through" date. We didn't have the exact cut-off date from Y.A.. We'll get it and make the revision. The sub-groups for sex, age and UB are reflective of total orders (not items). This is as we discussed. Also, I included circulation in the "percent by column" report. Looking at the % of total circulation versus % of orders provides a general basis for comparing the effectiveness and efficiency of the various delivery vehicles.

The total number of orders shown for CCI & II are reflective of the revised tapes we received from Young America. Orders from Cash I (totaling 4,278) and orders from Cash II (totaling 93) were not included due to invalid birthdate data. In those cases, the day, month, or year represented a value that didn't correspond (i.e., day at 34 or month at 13). This is a standard check that we perform on incoming records because we can't mail smokers with unknown age. It was probably due to keying errors and the trend has improved from I to II.

As I mentioned today, we will be sending a revised set of Delivery Reports later this week. They'll include counts for the Catalog Requestors coming in on code 296 (code used for requests from the back of C-Notes). Y.A. resent data for orders only (that's what they were asked to send) and we're confirming that we have all request data, too.

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Ms. Jennifer Cattano
April 5, 1993
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In fact, on Cash II, the response for the magazine catalog requests (code 614) look suspiciously low. We'll check on that with Y.A., too. Also, there are items showing up under magazine catalog requests. I looked at some of the stats I had for those. It looks like people may have ordered items that were featured in the ads (as examples of things you could get through the catalog).

On Cash II, we had categorized code 539 (Fulfillment and Local Leverage Retail). We're wondering if it really belongs under orders because there are a large number of items associated with the it. Let me know if it needs to be moved.



Also, on the delivery vehicles, you had taken "Franchise" out of the description for the November Cash II mailing. We did include some "low-involvement" Camel smokers as part of that mailing. These were smokers who had played Camel Cash (ordered) but who had used 25 or less C-Notes.

Jennifer, if you have any questions, please let me know. I'll send your copy of the sample reports in our morning run. We'll be ironing out all the kinks from this first round so that we can get on a reliable and regular delivery schedule. Thanks for hanging in there as we get this kicked-off.

Sincerely,

A handwritten signature in dark ink, appearing to read "Robin Rettew".

Robin Rettew
Account Manager
RJR Client Services

:rdr

Enclosures

cc: Cal Faino, RJR
Judy McKinney, RJR
Harriet Goodman, Mezzina-Brown, Inc.
Drew Huyett, M/A/R/C
Gwen Walters, M/A/R/C
Mitch West, M/A/R/C

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CAMEL CASH I DELIVERY VEHICLE REPORT

(Cumulative through 4/2/93)

Distribution	MARC	Circulation	%	# Of	Sex	Age				Usual Brand			Other Brand		Unknown	
Vehicle	Code	Quantity	Response	Items	Male	Female	21-24	25-34	35-49	50 +	Camel	Other RJR	Marlboro	Other Competitive	Unknown	
Description																
Catalog Requests:																
C-Notes (10/91 - 5/92)	296	N/A	N/A	N/A	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
TOTAL CATALOG REQUESTS																
Orders:																
Direct Marketing:																
Comp. DM#1 (with Pop-Up)	219	1,100,000	47,169	4.29%	144,494	28,871	18,298	7,031	25,735	11,128	3,275	31,966	1,951	9,728	2,308	1,316
Comp. DM#2	235	1,558,000	58,720	3.77%	197,639	36,852	22,068	9,495	33,341	12,402	3,482	39,097	2,336	12,670	2,764	1,863
Consumer Relations:																
Fulf. for Catalog Requests	230	700,000	258,267	36.90%	909,400	173,271	84,996	40,759	85,219	95,543	36,746	218,342	7,353	15,383	7,550	9,639
Retail:																
Take-Ones:																
#1	218	5,000,000	177,549	3.55%	582,951	122,487	55,052	36,004	59,864	65,298	16,383	152,718	5,163	10,412	4,846	4,410
#2	294	5,000,000	28,207	0.56%	91,117	18,802	9,405	6,128	9,300	10,128	2,651	23,444	946	2,035	972	810
Premiums:																
Dec-O-Lighters (Ctn.)	220	800,000	77,882	9.71%	273,548	52,554	25,048	11,482	24,701	30,428	11,011	61,778	4,395	6,043	3,385	2,001
Hard Pack Tumbler (2 pk.)	221	3,000,000	203,108	6.77%	685,131	140,820	62,288	37,640	74,652	74,943	15,873	171,748	6,937	13,530	6,101	4,791
Hard Pack Lighter (2 pk.)	227	2,300,000	144,907	6.30%	461,681	103,346	41,561	25,716	50,540	55,277	13,374	119,526	5,935	10,773	5,272	3,401
24 oz. Mug (2 pk.)	289	1,600,000	74,202	4.64%	248,959	49,663	24,539	14,978	27,145	26,576	5,503	61,404	2,404	5,876	2,499	2,019
Wallet (Ctn.)	290	400,000	37,144	9.29%	122,443	24,800	12,344	6,708	13,203	14,035	3,198	30,703	1,159	2,955	1,317	1,010
Character Lighter (2pk.)	291	900,000	35,496	3.94%	120,993	21,962	13,524	6,247	13,054	13,638	2,647	30,187	816	2,494	1,117	872
Character Lighter SPP (2 pk.)	292	800,000	17,490	2.19%	63,104	11,830	5,660	2,129	5,272	7,277	2,812	14,579	712	1,154	621	424
Pack/Cartron:																
B3G2F	222	7,500,000	432,543	5.77%	1,407,780	309,539	123,004	71,066	148,033	168,702	44,722	347,661	19,369	30,852	15,713	10,948
Other:																
Magazine Pop-Up	223	5,800,000	53,825	0.93%	184,028	38,533	15,292	14,697	17,297	17,602	4,229	44,333	1,746	3,851	1,899	1,990
Field Mkty (w/ Wide Sampling)	295	1,300,000	28,926	2.23%	91,563	20,027	8,899	4,869	9,374	11,541	3,142	21,956	1,893	2,966	1,306	803
TOTAL CCI ORDERS		37,758,000	1,075,225	4.44%	5,584,831	1,153,167	521,978	294,949	596,730	614,418	169,048	1,369,445	63,015	130,722	57,680	48,303

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CAMEL CASH I DELIVERY VEHICLE REPORT

(Cumulative through 4 / 2 / 93)

Column Percentages

Distribution Vehicle	MARC Code	Circ. Quantity	# of Orders	# of Items	Sex		Age				Usual Brand					
					Male	Female	21-24	25-34	35-49	50+	Camel	Other RJR	Marlboro	Other Comp	Unknown	
Description																
Catalog Requests:																
C-Notes (10/91 - 5/92)	296	N/A	N/A	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
TOTAL CATALOG REQUESTS																
Orders:																
Direct Marketing:																
Comp. DM#1 (with Pop-Up)	219	2.91%	2.82%	2.59%	2.50%	3.51%	2.38%	4.31%	1.81%	1.94%	2.33%	2.94%	7.44%	4.00%	2.84%	
Comp. DM#2	235	4.13%	3.51%	3.54%	3.18%	4.23%	3.22%	5.59%	2.02%	2.06%	2.85%	3.71%	9.69%	4.78%	4.02%	
Consumer Relations:																
Fulf. for Catalog Requests	230	1.85%	15.42%	16.28%	15.03%	16.28%	13.82%	14.28%	15.55%	21.74%	15.94%	11.67%	11.77%	13.09%	20.82%	
Retail:																
Take-Ones:																
#1	218	13.24%	10.60%	10.44%	10.62%	10.55%	12.21%	10.03%	10.63%	9.69%	11.15%	8.19%	7.96%	8.40%	9.52%	
#2	294	13.24%	1.68%	1.63%	1.63%	1.80%	2.08%	1.56%	1.65%	1.57%	1.71%	1.50%	1.56%	1.69%	1.75%	
Premiums:																
Deo-O-Lighters (Ctn.)	220	2.12%	4.64%	4.90%	4.56%	4.80%	3.89%	4.14%	4.95%	6.51%	4.51%	6.97%	4.62%	5.87%	4.32%	
Hard Pack Tumbler (2 pk.)	221	7.95%	12.12%	12.27%	12.21%	11.93%	12.76%	12.51%	12.20%	9.39%	12.54%	11.01%	10.35%	10.58%	10.35%	
Hard Pack Lighter (2 pk.)	227	6.09%	8.65%	8.27%	8.96%	7.96%	8.72%	8.47%	9.00%	7.91%	8.73%	9.42%	8.24%	9.14%	7.35%	
24 oz. Mug (2 pk.)	289	4.24%	4.43%	4.46%	4.31%	4.70%	5.08%	4.55%	4.33%	3.26%	4.48%	3.81%	4.50%	4.33%	4.36%	
Wallet (Ctn.)	290	1.06%	2.22%	2.19%	2.15%	2.36%	2.27%	2.21%	2.28%	1.89%	2.24%	1.84%	2.26%	2.28%	2.18%	
Character Lighter (2pk.)	291	2.38%	2.12%	2.17%	1.90%	2.59%	2.12%	2.19%	2.20%	1.57%	2.20%	1.29%	1.91%	1.94%	1.88%	
Character Lighter SPP (2 pk.)	292	2.12%	1.04%	1.13%	1.03%	1.06%	0.72%	0.88%	1.18%	1.66%	1.06%	1.13%	0.88%	1.06%	0.92%	
Pack/ Carton:																
B3G2F	222	19.86%	25.82%	25.21%	26.84%	23.56%	24.10%	24.81%	27.46%	26.46%	25.39%	30.74%	23.00%	27.25%	23.64%	
Other:																
Magazine Pop-Up	223	15.36%	3.21%	3.30%	3.34%	2.93%	4.98%	2.90%	2.86%	2.50%	3.24%	2.77%	2.95%	3.28%	4.31%	
Field Mktg (w/ Wide Sampling)	295	3.44%	1.73%	1.64%	1.74%	1.70%	1.65%	1.57%	1.88%	1.86%	1.60%	3.00%	2.27%	2.27%	1.73%	
TOTAL CCI ORDERS		37,758,000	1,675,225	5,584,831	1,153,167	521,978	294,949	596,730	614,418	168,048	1,369,445	63,015	130,722	57,660	48,303	

52219 8145

CAMEL CASH I DELIVERY VEHICLE REPORT

(Cumulative through 4 / 2 / 93)

Row Percentages

Distribution							Sex		Age				Usual Brand				
Vehicle	MARC Code	Circ. Quantity	# Orders	% of Response	% of Items	Male	Female	21-24	25-34	35-49	50 +	Camel	Other RJR	Marlboro	Other Comp	Unknown	
Description																	
Catalog Requests:																	
C-Notes (10/91 - 5/92)	296	N/A	N/A	N/A	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	
TOTAL CATALOG REQUESTS																	
Orders:																	
Direct Marketing:																	
Comp. DM#1 (with Pop-Up)	219	1,100,000	47,169	4.29%	144,494	61.21%	38.79%	14.91%	54.56%	23.59%	6.94%	67.77%	3.92%	20.62%	4.69%	2.79%	
Comp. DM#2	235	1,558,000	58,720	3.77%	197,639	62.42%	37.58%	16.17%	56.78%	21.12%	5.93%	66.58%	3.98%	21.58%	4.69%	3.17%	
Full. for Catalog Requests	230	700,000	258,267	36.90%	909,400	67.09%	32.91%	15.78%	33.00%	36.99%	14.23%	84.54%	2.85%	5.96%	2.92%	3.73%	
Retail:																	
Take-Ones:																	
#1	218	5,000,000	177,549	3.55%	582,951	68.99%	31.01%	20.28%	33.72%	36.78%	9.23%	86.01%	2.91%	5.86%	2.73%	2.48%	
#2	294	5,000,000	28,207	0.56%	91,117	66.66%	33.34%	21.73%	32.97%	35.91%	9.40%	83.11%	3.35%	7.21%	3.45%	2.87%	
Premiums:																	
Deo-O-Lighters (Ctn.)	220	800,000	77,682	9.71%	273,548	67.65%	32.34%	14.76%	31.80%	39.17%	14.17%	79.53%	5.66%	7.78%	4.36%	2.68%	
Herd Pack Tumbler (2 pk.)	221	3,000,000	203,108	6.77%	685,131	69.33%	30.67%	18.53%	36.75%	36.90%	7.82%	84.56%	3.42%	6.06%	3.00%	2.36%	
Herd Pack Lighter (2 pk.)	227	2,300,000	144,907	6.30%	461,681	71.32%	28.68%	17.75%	34.88%	38.15%	9.23%	82.48%	4.10%	7.43%	3.64%	2.35%	
24 oz. Mug (2 pk.)	289	1,600,000	74,202	4.64%	248,959	66.93%	33.07%	20.19%	36.58%	35.82%	7.42%	82.75%	3.24%	7.92%	3.37%	2.72%	
Wallet (Ctn.)	290	400,000	37,144	9.29%	122,443	66.77%	33.23%	18.06%	35.55%	37.79%	8.61%	82.66%	3.12%	7.96%	3.55%	2.72%	
Character Lighter (2pk.)	291	900,000	36,486	3.94%	120,993	61.89%	38.11%	17.60%	36.79%	38.15%	7.46%	85.07%	2.30%	7.03%	3.15%	2.46%	
Character Lighter SPP (2 pk.)	292	800,000	17,490	2.19%	63,104	67.64%	32.36%	12.17%	30.14%	41.61%	16.06%	83.36%	4.07%	6.60%	3.55%	2.42%	
Pack/Cartron:																	
83G2F	222	7,500,000	432,543	5.77%	1,407,780	71.56%	28.44%	16.43%	34.22%	39.00%	10.34%	80.38%	4.48%	7.13%	3.63%	2.53%	
Other:																	
Magazine Pop-Up	223	5,800,000	53,825	0.93%	184,028	71.59%	28.41%	27.31%	32.14%	32.70%	7.86%	82.37%	3.24%	7.15%	3.63%	3.71%	
Field Mktg (w/ Wide Sampling)	295	1,300,000	28,926	2.23%	91,563	69.24%	30.76%	16.83%	32.41%	39.90%	10.86%	75.91%	6.54%	10.25%	4.51%	2.78%	
TOTAL CCI ORDERS		37,758,000	1,675,225	4.44%	5,584,831	68.84%	31.16%	17.61%	35.62%	36.68%	10.09%	81.75%	3.76%	7.80%	3.44%	2.76%	

CAMEL CASH II DELIVERY VEHICLE REPORT

(Cumulative through 4/2/93)

Distribution Vehicle	MARC Code	Circulation Quantity	# Orders	% Response	# Of Items	Sex		Age				Camel	Other FLR	Usual Brand		Other Competitive	Unknown
						Male	Female	21-24	25-34	35-49	50+			Marlboro			
Description																	
Catalog Requests:																	
Fulfillment + Local Lvg - Retail	539	1,000,000	129,310	12.93%	443,124	88,318	42,992	21,514	42,821	48,766	16,210	113,770	2,799	5,899	3,090	3,762	
Magazines	614	16,000,000	33	0.00%	93	26	8	4	18	10	1	22	0	7	2	2	
TOTAL CATALOG REQUESTS		17,000,000	129,343	0.76%	443,217	88,343	43,000	21,518	42,839	48,776	16,211	113,792	2,799	5,896	3,092	3,764	
Orders:																	
Direct Marketing:																	
Comp & Fran July	535	4,000,000	213,158	5.33%	736,847	142,677	70,681	31,196	76,668	81,412	23,882	183,046	5,001	13,788	5,810	5,513	
Comp & Fran Nov (202614)	613	900,000	70,114	7.79%	170,362	41,868	28,246	10,306	32,860	23,662	3,297	48,464	2,617	13,103	3,690	2,240	
Retail:																	
Insert	536	7,000,000	98,446	1.38%	302,211	66,164	31,282	17,929	33,406	36,353	8,769	83,546	2,575	5,108	2,474	2,743	
Take Ones & Fleece Shorts	537	10,700,000	287,910	2.69%	1,049,124	195,836	92,274	61,173	102,231	103,764	20,742	261,916	6,899	14,267	6,879	7,829	
Premium (Sept 52G1F)	538	3,900,000	78,608	2.02%	271,259	55,981	22,627	16,210	27,974	29,048	5,376	69,222	1,993	3,916	1,632	1,946	
DM to Retailers	612	5,000,000	107,803	2.16%	327,855	71,208	36,595	22,016	37,197	38,957	9,833	92,261	3,093	6,153	2,903	3,393	
TOTAL CCM ORDERS		31,500,000	854,039	2.71%	2,867,658	672,434	281,806	158,829	310,326	313,196	71,689	726,466	22,178	56,356	23,268	23,763	

CAMEL CASH II DELIVERY VEHICLE REPORT

(Cumulative through 04 / 02 / 93)

Column Percentages

Distribution	MARC	Circulation	# Of	Sex	Age							Usual Brand			
Vehicle	Code	Quantity	# Orders	Items	M	F	21-24	25-34	35-49	50+	Camel	Other RJR	Marlboro	Other Competitive	Unknown
Description															
Catalog Requests:															
Fulfillment + Local Lvg. - Retail	539	5.88%	99.97%	99.98%	99.97%	99.98%	99.98%	99.96%	99.96%	99.99%	99.98%	100.00%	99.88%	99.94%	99.95%
Magazines	614	94.12%	0.03%	0.20%	0.03%	0.02%	0.02%	0.04%	0.02%	0.01%	0.02%	0.00%	0.12%	0.00%	0.05%
TOTAL CATALOG REQUESTS		17,000,000	129,343	443,217	86,343	43,000	21,618	42,839	48,775	16,211	113,792	2,799	5,696	3,092	3,764
Orders:															
Direct Marketing:															
Comp & Fran July	535	12.70%	24.96%	25.78%	24.91%	25.06%	19.64%	24.71%	25.99%	33.31%	25.13%	22.55%	24.47%	24.95%	23.20%
Comp & Fran Nov (202514)	613	2.86%	8.21%	5.96%	7.31%	10.03%	6.49%	10.59%	7.56%	4.60%	6.05%	11.80%	23.25%	15.85%	9.43%
Retail:															
Insert	536	22.22%	11.29%	10.58%	11.38%	11.11%	11.29%	10.76%	11.61%	12.22%	11.47%	11.61%	9.06%	10.62%	11.54%
Take Ones & Fleece Shorts	537	33.97%	33.71%	36.71%	34.18%	32.77%	38.52%	32.94%	33.13%	28.93%	34.58%	31.11%	25.35%	29.54%	33.37%
Premium (Sept B2G1F)	538	12.38%	9.20%	9.49%	9.78%	8.04%	10.21%	9.01%	9.27%	7.50%	9.50%	8.99%	6.95%	6.58%	8.18%
DM to Retailers	612	15.87%	12.62%	11.47%	12.44%	13.00%	13.86%	11.99%	12.44%	13.44%	12.67%	13.95%	10.92%	12.47%	14.28%
TOTAL CCM ORDERS		31,500,000	854,039	2,857,658	672,434	281,605	158,829	310,325	313,196	71,689	728,455	22,178	56,355	23,288	23,763

CAMEL CASH II DELIVERY VEHICLE REPORT

(Cumulative through 04 / 02 / 93)

Row Percentages

Distribution	MARC	Circulation		%	# Of	Sex		Age				Usual Brand					
Vehide	Code	Quantity	# Orders	Response	Items	M	F	21-24	25-34	35-49	50+	Camel	Other RJR	Marlboro	Other Competitive	Unknown	
<u>Description</u>																	
Catalog Requests:																	
Fulfillment + Local Lvg. - Retail	539	1,000,000	129,310	12.93%	443,124	66.76%	33.25%	16.64%	33.11%	37.71%	12.54%	87.88%	2.16%	4.55%	2.39%	2.81%	
Magazines	614	16,000,000	33	0.00%	93	75.76%	24.24%	12.12%	54.55%	30.30%	3.03%	86.87%	0.00%	21.21%	6.06%	6.06%	
TOTAL CATALOG REQUESTS		17,000,000	129,343	0.76%	443,217	66.76%	33.24%	16.64%	33.12%	37.71%	12.53%	87.88%	2.16%	4.56%	2.39%	2.81%	
Orders:																	
Direct Marketing:																	
Comp & Fran July	536	4,000,000	213,158	5.33%	736,847	66.89%	33.11%	14.64%	36.97%	38.19%	11.20%	86.87%	2.35%	6.47%	2.73%	2.59%	
Comp & Fran Nov (202514)	613	900,000	70,114	7.79%	170,362	59.71%	40.29%	14.70%	46.85%	33.75%	4.70%	69.12%	3.73%	16.69%	5.26%	3.19%	
Retail:																	
Onsert	536	7,000,000	86,446	1.38%	302,211	67.57%	32.43%	18.59%	34.64%	37.69%	9.08%	86.62%	2.67%	5.30%	2.57%	2.84%	
Take Ones & Fleece Shorts	537	10,700,000	287,810	2.69%	1,049,124	67.95%	32.05%	21.25%	35.51%	36.04%	7.20%	87.50%	2.40%	4.96%	2.39%	2.75%	
Premium (Sept B2G1F)	538	3,900,000	78,608	2.02%	271,259	71.22%	28.78%	20.62%	36.69%	36.96%	6.84%	88.06%	2.54%	4.98%	1.95%	2.47%	
DM to Retailers	612	5,000,000	107,803	2.16%	327,855	66.06%	33.95%	20.42%	34.50%	36.14%	8.94%	85.68%	2.87%	5.71%	2.69%	3.15%	
TOTAL CCM ORDERS		31,500,000	654,039	2.71%	2,657,658	67.03%	32.97%	18.60%	36.34%	36.67%	6.39%	86.30%	2.60%	6.60%	2.73%	2.78%	