

4 of 12  
(Fax No: 364-85)

KENT MILD LAUNCH NATIONWIDE PLAN.

1. AD+SP. 493.460
2. SP. (NO AD) 293.460

I. KOZAI  
8.5.85

301708084

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AD 有 (COVERAGE 12500)

INT AD-1-8

DAIL

# 1. POP.

- IMAGE Sticker. (2 TYPES of VISUAL)

$$320 \times 12.500 \times 2 \times 5^M = 40.000.$$

- BRAND NEW Sticker

$$270 \times 12.500 \times 2 = 6.750$$

- Sticker FOR VENDING MACHINE

$$110 \times 12.500 \times 3 = 4.125$$

- LARGE DUMMY pack OR COUNTER SIGN

$$300 \times 12.500 \times 2 = 7.500$$

- ACTUAL SIZE DUMMY pack

$$200 \times 12.500 \times 3 = 7.500$$

- LOGO Sticker

$$120 \times 12.500 \times 3 = 4.500.$$

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SUB TOTAL 70.375

EXCUSE

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AD-2-8

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2. S.P.M

- PLASTIC BAG FOR REGULAR CALL.

$$2 \times 12.500 \times 6 \times 50 = 7.500$$

- LIGHTER

$$45 \times 300.000 = 13.500$$

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SAT 11:11 AM 2/1/02

EXTENSION

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AD-3-8

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3 SAMPLE

1 CARTON FREE OFFER

$$2800 \times 12500 = 35.000$$

SAMPLE FOR VENDING MACHINE

$$2800 \times 10.000 = 28.000$$

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SUB TOTAL 63.000

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AD-4-8

#### 4 CONSUMER PROMOTION

##### • 3 packs SALE

##### • SWEEPSTAKES

$$150 \times 20 \times 12,500 = 37,500.$$

##### • IMAGE BOARD FOR 3 packs SALE

$$400 \times 600 = 2,400$$

##### • STICKER FOR 3 packs SALE

$$270 \times 6,500 = 1,755$$

##### • APPLICATION FOR 3 packs SALE. (USE V/M CAMPAIGN).

$$600 \times 300^{\text{books}} = 180.$$

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SUB TOTAL 41,815

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AD-5-8

DATE

## 5. MASS SAMPLING.

### • 10 STICKS SAMPLE

$$120 \times 500.000 \text{ PACKS.} = 60.000$$

### • SAMPLING GIRL FEE

5.000

### • LEAFLET.

$$8 \times 500.000 = 4.000$$

### • OTHERS

$$(\text{UNIFORM etc}) \quad 1.000$$

SUB TOTAL

70.000

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AD-6-8

## 6 CAMPAIGN FOR VENDING MACHINE

- SWEEPSTAKES

$$1000 \times 10.000 = 10.000$$

- POST CARD.

$$6 \times 12500 \times 50 \times 2 = 7.500$$

- STAND DISPLAY FOR POST CARD.

$$100 \times 12.500 = 1.250.$$

- CLEARING FEE

5,000

- POSTER FOR V/M CAMPAIGN.

$$280 \times 12.500 = 3.500$$

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AD-7-8

## 7. AD PLAN.

IMAGE + Campaign Support.

• MAGAZINE GRP 1,000.

+  
NEWSPAPER

160,000

• TRANSIT AD.

STATION POSTER.

IN TRAIN HANGING POSTER.

40,000

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(11)

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300,000

END OF PAGE



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AD-8-8  
1-11

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BUDGET.

1 P.O.P.	70.375
2 SPM	21.000
3. SAMPLE (RETAILER)	63.000
4. CONSUMER PROMOTION	41.835
5 MASS SAMPLING	70.000
6. CAMPAIGN FOR V/M	27.250
7. AD PLAN.	200.000.
TOTAL BUDGET.	493.460

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