

Premium Taste Guarantees

Print 7.4
OD/1x 7.2
option 1
option 2 16 regions

DORAL

1995 MEDIA RECOMMENDATION

Female

December 19, 1994

LongHaymesCarrLINTAS

DORAL 1995 MEDIA RECOMMENDATION

Objective

- ◆ Build awareness of new Doral leadership position in the savings category
 - Emphasize imagery rather than product news (e.g. product message) *plus specific*
- ◆ Promote trial via promotion

Strategy

- ◆ Schedule media to generate broad reach with high levels of frequency among the target audience of smokers 25+

575-100M reaches built in

SMB Psychographics

Brand loyal

Economy minded

cautious "I will not buy an unknown brand just to save money"

Not a mass market player

Tanning brand

LongHaymesCarrLINTAS

DORAL 1995 MEDIA RECOMMENDATION

Tactical Overview

- ◆ Schedule media in a manner that emphasizes 2nd and 3rd quarter with continuity levels during 4th quarter as affordable
- ◆ Review four options:
 - Option 1 - Recommended - Regional OOH & Consumer Print
 - Option 2 - Extended Regional OOH & Consumer Print
 - Option 3 - Consumer Print
 - Option 4 - National Out of Home

work
will in OOH

4370 US
17 regions

6478 US

16 regions Aug 94 BOI analysis

LongHaymesCarrLINTAS

DORAL 1995 MEDIA RECOMMENDATION

Positioning/Creative Considerations

◆ Magazines

- Place equal importance on Page versus Spread creative rotation
 - Page 4 Color Bleed
 - Spread 4 Color Bleed or
Spread 4 Color Bleed with card (Impact unit)
on impact
- Attain high impact positions such as covers, first tobacco, and first bind in position
- Schedule Spread impact unit in June and September monthly publications

*LongHaymesCarr***LINTAS**

DORAL 1995 MEDIA RECOMMENDATION

Option 1 Tactical Overview

recommended

◆ Regional Out-of-Home

- Schedule OOH in ten emphasis regions (41 percent U.S.) to coincide with retail displays in May/June and August/September

◆ Consumer Print

- Magazines to provide continuity while placing emphasis on 2nd and 3rd quarters
- Strive to achieve annual communication goal (50/50 male/female)
 - Overall 75 percent cumulative reach against target of smokers 25+
 - Emphasize building a high average frequency against target
- Impact unit to coincide with retail display

*LongHaymesCarr***LINTAS**

DORAL 1995 MEDIA RECOMMENDATION

Out of Home Emphasis Regions

◆ OOH creative to run in the top 10 emphasis regions (41% of U.S.):

- ✓● Atlanta
- ✓● Birmingham
- ✓● Cincinnati
- ✓● Dallas
- ✓● Detroit
- ✓● Memphis
- ✓● N. California
- ✓● S. Florida
- ✓● St Louis
- ✓● Winston-Salem

*LongHaymesCarr***LINTAS**

DORAL 1995 MEDIA RECOMMENDATION

Impact Unit Circulation

- ◆ The impact unit has been planned to deliver a 50/50 male to female ratio in the following publications:

Publication	Circ (000)
Automobile	590.4
Field & Stream	2,005.4
First for Women	1,224.2
Inside Sports	675.2
New Woman	1,316.8
Playboy	3,421.5
McCalls	4,636.0
Total	13,869.5

*LongHaymesCarr***LINTAS**

Brand: Doral

Program: Option #1 - Recommended - Regional OOH & Consumer Print

Date: December 19, 1994

		JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER							
# Ins		2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
Out-of-Home																																																					
Threshold																																																					
41% U.S.	4 mos																																																				
Top 10 Emphasis Regions																																																					
Consumer Print																																																					
Weeklies																																																					
Country Weekly	8																			P			P																														
National Enquirer	8																		P																																		
People	9																			S		P		S																													
Soap Opera Digest	7																				S																																
Sporting News	8																		P				P																														
Sports Illustrated	9																				S		P																														
Woman's World	8																			P																																	
	57																																																				
Monthlies																																																					
Automobile	4																							SB					P																								
Cable Guide	4																							P																													
Field & Stream	4																							SB																													
First For Women	5																							SB				S																									
Guns & Ammo	4																							S				S																									
Home Mechanix	4																							S				P																									
Inside Sports	4																							SB																													
McCall's	4																							SB																													
New Woman	4																							SB																													
Outdoor Life	4																							S				P																									
Penthouse	4																							S																													
Playboy	4																							SB																													
Popular Mechanics	4																							S				P																									
Popular Science	4																											S																									
Southern Living	4																							S				P																									
True Story	5																							P				P																									
	66																																																				

(dor95flo.wk4)

Key:

P
S
SB

Page 4CB

Spread 4CB

Spread 4CB + Card

;

DORAL 1995 MEDIA RECOMMENDATION

51392 6770

DELIVERY ANALYSIS of Consumer Print

Option #1 - Recommended - Regional OOH & Consumer Print

Adults 25+/Smoke												
	May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
Reach	55%	49%	64%	48%	50%	48%	66%	46%	40%	n/a	56%	76%
Frequency	2.1	2.1	3.4	1.8	1.9	2.1	4.3	1.7	1.5	n/a	2.4	8.3

Women 25+/Smoke												
	May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
Reach	56%	50%	65%	49%	50%	48%	67%	49%	39%	n/a	58%	77%
Frequency	2.1	2.0	3.3	1.7	1.8	2.1	4.2	1.8	1.4	n/a	2.4	8.3

Men 25+/Smoke												
	May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
Reach	53%	48%	63%	47%	49%	48%	65%	42%	40%	n/a	53%	75%
Frequency	2.2	2.2	3.5	1.8	2.0	2.1	4.3	1.6	1.5	n/a	2.4	8.4

Delivery Distribution of Gross Impresssions		
A25+/Smoke	304,320,000	
W25+/Smoke	148,908,000	49%
M25+/Smoke	155,412,000	51%

(reg95.wk4)

(doramy.mf)

DORAL 1995 MEDIA RECOMMENDATION

51392 6771

QUARTERLY BUDGET SUMMARY

Option #1 - Recommended - Regional OOH and Consumer Print

	Net \$M				
	1st Qtr Jan-Mar	2nd Qtr Apr-Jun	3rd Qtr Jul-Sept	4th Qtr Oct-Dec	Total 1995
OOH	0.0	2.3	2.3	0.0	4.5
PRINT	0.0	2.6	3.0	1.8	7.4
TOTAL	0.0	4.9	5.3	1.8	12.0
%	0.0%	41.1%	44.2%	14.7%	100.0%

✓
heaviest
spenders

DORAL 1995 MEDIA RECOMMENDATION

51392 6772

MONTHLY BUDGET SUMMARY

Option #1 - Recommended - Regional OOH and Consumer Print

		NET \$M								
		MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
OOH		1.1	1.1	0.0	1.1	1.1	0.0	0.0	0.0	4.5
PRINT		0.7	1.9	0.7	0.7	1.6	0.7	0.6	0.5	7.4
✓ revised until										
TOTAL		1.9	3.0	0.7	1.9	2.7	0.7	0.6	0.5	12.0
%		15.6%	25.4%	5.7%	15.8%	22.8%	6.1%	4.7%	3.9%	100.0%

DORAL 1995 MEDIA RECOMMENDATION

Option 2 Tactical Overview

- ◆ Extended Regional Out-of-Home
 - Schedule OOH in top 16 regions (based on BDI) to provide 64 percent coverage of U.S. Coincide timing with retail displays in May/June and August/September
- ◆ Consumer Print
 - Magazines to provide continuity while placing emphasis on 2nd and 3rd quarters
 - Strive to achieve annual communication goal (50/50 male/female)
 - Overall 75 percent cume reach against target of smokers 25+
 - Emphasize building broad reach with maximum frequency
 - Impact unit to coincide with retail display

*LongHaymesCarr***LINTAS**

DORAL 1995 MEDIA RECOMMENDATION

Extended Out of Home Region

◆ Creative to run in the top BDI regions (64% U.S.):

- Atlanta
- Birmingham
- **Buffalo**
- Cincinnati
- Dallas
- Detroit
- ✓ ● **Houston**
- Memphis
- ✓ ● **Minneapolis**
- N. California
- ✓ ● **Oklahoma City**
- **Pittsburgh**
- S. Florida
- St Louis
- ✓ ● **Seattle**
- Winston-Salem

Denver
Washington

*LongHaymesCarr***LINTAS**

DORAL 1995 MEDIA RECOMMENDATION

Impact Unit Circulation

- ◆ The impact unit has been planned to deliver a 43/57 male to female ratio in the following publications:

Publication	Circ (000)
Playboy	3,421.5
McCalls	4,636.0
Total	8,057.5

*LongHaymesCarr***LINTAS**

Brand: Doral

Program: Option #2 - Extended Regional OOH & Consumer Print

Date: December 19, 1994

		JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER							
	# Ins	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
Out-of-Home																																																					
Threshold																																																					
64% U.S.	4 mos																																																				
Top 16 Emphasis Regions																																																					
Consumer Print																																																					
Weeklies																																																					
National Enquirer	7																																																				
People	7																																																				
Sports Illustrated	7																																																				
	21																																																				
Monthlies																																																					
Cable Guide	4																																																				
Field & Stream	4																																																				
McCall's	4																																																				
Penthouse	4																																																				
Playboy	4																																																				
Popular Mechanics	4																																																				
Popular Science	4																																																				
Southern Living	4																																																				
True Story	4																																																				
	36																																																				

(dor95fla.wk4)

Key:

P
S
SB

 Page 4CB
 Spread 4CB
 Spread 4CB + Card

DORAL 1995 MEDIA RECOMMENDATION

51392 6777

DELIVERY ANALYSIS of Consumer Print

Option #2 - Extended Regional OOH & Consumer Print

Adults 25+/Smoke												
	May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
Reach	41%	41%	54%	41%	42%	39%	59%	39%	35%	n/a	52%	70%
Frequency	1.4	1.6	2.2	1.4	1.7	1.5	3.2	1.6	1.4	n/a	2.2	6.1

Women 25+/Smoke												
	May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
Reach	40%	42%	55%	40%	41%	40%	59%	37%	35%	n/a	53%	71%
Frequency	1.4	1.6	2.3	1.4	1.7	1.4	3.0	1.6	1.4	n/a	2.0	5.8

Men 25+/Smoke												
	May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
Reach	42%	40%	53%	42%	43%	38%	60%	40%	34%	n/a	52%	69%
Frequency	1.4	1.5	2.2	1.5	1.8	1.7	3.3	1.7	1.5	n/a	2.3	6.3

Delivery Distribution of Gross Impresssions		
A25+/Smoke	202,896,000	
W25+/Smoke	95,670,000	47%
M25+/Smoke	107,226,000	53%

(reg95.wk4)

DORAL 1995 MEDIA RECOMMENDATION

51392 6778

QUARTERLY BUDGET SUMMARY

Option #2 - Extended Regional OOH and Consumer Print

	Net \$M				
	1st Qtr Jan-Mar	2nd Qtr Apr-Jun	3rd Qtr Jul-Sept	4th Qtr Oct-Dec	Total 1995
OOH	0.0	3.6	3.6	0.0	7.2
PRINT	0.0	1.3	2.2	1.2	4.7
TOTAL	0.0	4.9	5.8	1.2	11.9
%	0.0%	41.2%	48.7%	10.1%	100.0%

DORAL 1995 MEDIA RECOMMENDATION

51392 6779

MONTHLY BUDGET SUMMARY

Option #2 - Extended Regional OOH and Consumer Print

		NET \$M								
		MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
OOH		1.8	1.8	0.0	1.8	1.8	0.0	0.0	0.0	7.2
PRINT		0.2	1.1	0.5	0.7	1.0	0.5	0.3	0.4	4.7
TOTAL		2.0	2.9	0.5	2.5	2.8	0.5	0.3	0.4	11.9
%		16.8%	24.4%	4.2%	21.0%	23.5%	4.2%	2.5%	3.4%	100.0%

DORAL 1995 MEDIA RECOMMENDATION

Option 3 Tactical Overview

◆ Consumer Print

- Magazines to provide continuity May through December
- Strive to achieve annual communication goal (50/50 male/female)
 - Overall 90 percent cume reach against smokers 25+
 - Emphasize building a very high average frequency against target
- Impact unit to coincide with retail display

*LongHaymesCarr***LINTAS**

DORAL 1995 MEDIA RECOMMENDATION

Impact Unit Circulation

- ◆ The impact unit has been planned to deliver a 50/50 male to female ratio in the following publications:

Publication	Circ (000)
Automobile	590.4
Field & Stream	2,005.4
First for Women	1,224.2
Inside Sports	675.2
New Woman	1,316.8
Playboy	3,421.5
McCalls	4,636.0
Total	13,869.5

*LongHaymesCarr***LINTAS**

R.J. Reynolds Tobacco**LongHaymesCarrLINTAS****Brand: Doral****Program: Option #3 - 1995 Consumer Print****Date: December 19, 1994**

		JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER									
	# Ins	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25		
Sunday Supps																																																							
USA Weekend	5																			M		M															M				M														
Parade	4																			M						M											M				M														
	9																																																						
Consumer Print																																																							
Weeklies																																																							
Country Weekly	8																			P			P			P																													
National Enquirer	8																		P						P												P		P																
People	8																			S		P		P				S	P							P		S																	
Soap Opera Digest	7																				S					S				P						S																			
Soap Opera Weekly	8																			S				P				S								P																			
Sporting News	9																		P				P		P				P							P		P																	
Sports Illustrated	11																				S		P				S			P		P					S				P														
Woman's World	8																			P					P					P							P																		
	67																																																						
Monthlies																																																							
Automobile	5																								SB				P							P				SB															
Bassmaster	5																								P				S								S																		
Cable Guide	5																								P					P																									
Family Circle	4																								P																														
Field & Stream	5																									SB																													
First For Women	5																									SB				S																									
Guns & Ammo	4																									S			P																										
Home Mechanix	5																									P			S																										
Hunting	4																									S			P																										
Inside Sports	5																									SB																													
Ladie's Home Journal	4																									S																													
Life	4																									S			P																										
McCall's	5																									SB																													

R.J. Reynolds Tobacco

51392 6783

LongHaymesCarrLINTAS

Brand: Doral

Program: Option #3 - 1995 Consumer Print

Date: December 19, 1994

		JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER								
	# Ins	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	
New Woman	5																									SB		S			P			SB								P												
Outdoor Life	5																									S				S			S			S			P									P						
Penthouse	5																									S				P			S			S							P					P						
Playboy	5																									SB		P		P			P			SB														P				
Popular Mechanics	5																									S		P		S			P			P			P															
Popular Science	5																									P				S			P			P							S					P						
Road & Track	5																									S				P									S			P					S							
Southern Living	4																									S		P					S										P											
Sports Afield	5																									P				S			P			P			P				S											
True Story	5																									P		P		P			P			P							P											
Woman's Day	4																									S				P			P			S															P			
	113																																																					

Total 189

Key:

P
M
S
SB

 Page 4CB
Magazine size Page 4CB
Spread 4CB
Spread 4CB + BRC

DORAL 1995 MEDIA RECOMMENDATION

51392 6784

DELIVERY ANALYSIS

Option #3 - Consumer Print

Adults 25+/Smoke											
May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
81%	74%	87%	61%	52%	75%	85%	73%	47%	30%	81%	94%
2.9	2.2	4.6	2.5	2.2	2.4	5.2	2.0	1.8	1.3	3.4	11.9

Women 25+/Smoke											
May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
82%	75%	87%	64%	53%	77%	86%	74%	46%	32%	81%	93%
3.1	2.1	4.7	2.6	2.1	2.5	5.4	2.1	1.8	1.4	3.4	12.3

Men 25+/Smoke											
May	Jun	2nd Qtr Cume	Jul	Aug	Sep	3rd Qtr Cume	Oct	Nov	Dec	4th Qtr Cume	1995 Total Cume
77%	72%	84%	57%	50%	72%	81%	70%	47%	28%	78%	92%
2.8	2.4	4.6	2.6	2.2	2.3	5.2	2.1	1.9	1.2	3.4	11.8

Delivery Distribution of Gross Impresssions		
A25+/Smoke	535,403,000	
W25+/Smoke	269,438,000	50%
M25+/Smoke	265,965,000	50%

(reg95.wk4)

DORAL 1995 MEDIA RECOMMENDATION

51392 6785

QUARTERLY BUDGET SUMMARY

Option #3 - Consumer Print

PRINT %	Net \$M				
	1st Qtr Jan-Mar	2nd Qtr Apr-Jun	3rd Qtr Jul-Sept	4th Qtr Oct-Dec	Total 1995
	0.0	3.9	4.9	3.3	12.0
	0.0%	32.1%	40.3%	27.6%	100.0%

(reg95.wk4)

DORAL 1995 MEDIA RECOMMENDATION

51392 6786

MONTHLY BUDGET SUMMARY

Option #3 - Consumer Print

PRINT %	NET \$M								
	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
	1.1	2.7	1.1	1.4	2.3	1.5	0.8	1.0	12.0
	9.5%	22.5%	9.5%	12.0%	18.8%	12.5%	6.5%	8.6%	100.0%

(reg95.wk4)

DORAL 1995 MEDIA RECOMMENDATION

Option 4 Tactical Overview

- ◆ National Out-of-Home
 - Schedule OOH throughout the U.S. to coincide with retail displays in May/June and August/September

*LongHaymesCarr***LINTAS**

R.J. Reynolds Tobacco

51392 6788

LongHaymesCarr LINTAS

Brand: *Doral*

Program: *Option #4 --1995 National OOH*

Date: *December 19, 1994*

[illegible]

DORAL 1995 MEDIA RECOMMENDATION

51392 6789

QUARTERLY BUDGET SUMMARY

Option #4 -- National OOH

OOH	Net \$M				
	1st Qtr Jan-Mar	2nd Qtr Apr-Jun	3rd Qtr Jul-Sept	4th Qtr Oct-Dec	Total 1995
	0.0	6.1	6.1	0.0	12.2
	0.0%	50.0%	50.0%	0.0%	100.0%

(reg95.wk4)

DORAL 1995 MEDIA RECOMMENDATION

51392 6790

MONTHLY BUDGET SUMMARY

Option #4 -- National OOH

		NET \$M								
OOH		MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
		3.1	3.1	0.0	3.1	3.1	0.0	0.0	0.0	12.2
	%	25.0%	25.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	100.0%

(reg95.wk4)