

BROWN & WILLIAMSON TOBACCO CORPORATION  
INTERNAL CORRESPONDENCE

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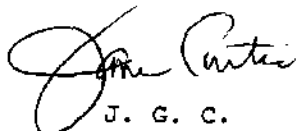
CC: W. A. Land  
C. E. Harrett

FROM: J. G. Curtis DATE: August 13, 1986

SUBJECT: PPL: REVISED KOOL MILDS ONLY 3RD PROMOTION PERIOD  
BIG1F: KMDP and IMPACT MARKETS

Attached is a revised copy of the KOOL BIG1F Promotion Plan Letter dated July 24. This plan was revised to include KOOL Milds only in the 3rd Promotion Period BIG1F for KMDP and Impact Markets. This PPL is being provided for your information only, no action is required on your part.

Please call me if you have any questions regarding this document.

  
J. G. C.

Note to Messrs. Whitehair, Butler, Lewis, Hendricks and Ms. Tharaldson: A signature copy of this document is currently being routed for your approval.

Attachment

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Preparer: J. G. Curtis

Date Prepared: August 13, 1986

PROMOTION PLANS LETTER

KOOL Milds 3RD PROMOTION PERIOD B1G1F  
KMDP AND IMPACT MARKETS

I. OBJECTIVE

Encourage consumer trial of the three KOOL Milds brand styles by offering "Buy One, Get One Free" pack deals at retail.

II. SCOPE

KMDP Markets and 12 Impact Markets.

III. DESCRIPTION

- . 1,926,900 factory assembled B1G1F deals (three KOOL Milds styles) will be allocated to the KMDP markets field sales force based on each department's KMDP retail store count.
- . 1,232,100 factory assembled B1G1F deals (three KOOL Milds styles) will be allocated to the Impact Markets field sales force based on each department's share of KOOL Milds sales volume.
- . B1G1F deals will be merchandised at retail in counter and floor displays from present inventories. However, special B1G1F sunbursts will be produced to increase retail impact.
- . Display allowance of 5¢/deal will be authorized for Impact Markets only.

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IV. TIMING

October - December, 1986

Manufactured	9/1/86
First Ship	9/15/86
Retail Start	9/29/86

V. COST SUMMARY

	<u>Unit Cost</u>	<u>Quantity</u>	<u>Cost</u>
KOOL Milds (3 styles):			
KMDP	\$.48	1,926,900	\$ 925M
Impact	\$.48	1,232,100	\$ 592M
			<u>\$1.517M</u>
Displays: Counter	(Inventory item)		NC
Floor	(Inventory item)		NC
Sunbursts	\$.10	50M	\$ 5M
Display Allowances	\$.05	3.1MM	<u>\$ 155M</u>
Total Costs			\$1,677M

VI. FUNDING

This promotion project is within budget.

	<u>KMDP Markets</u>	<u>Impact Markets</u>
KOOL Production	\$925M	\$592M
Displays	NC	NC
Sunburst	-	\$ 5M
Allowances	-	<u>\$155M</u>
	<u>\$925M</u>	\$752M

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