

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Distribution

**DATE:** January 20, 1993

**FROM:** B. Mora/C. Abbruscato

**SUBJECT:** CAMBRIDGE JULY 1993 B1G1F PROMOTION ELEMENTS MEMO

**EXECUTIVE SUMMARY:**

During July 1993, Cambridge is scheduled to execute a B1G1F pack promotion with bounceback offer. The bounceback offer will be for a catalog of items consumers may receive free with Cambridge pack UPC codes. B1G1F promotions have been successful with both consumers and retailers based on previous 1992 executions.

**Promotion Objectives:**

- Encourage trial among competitive smokers
- Generate awareness and gain retail visibility/distribution in convenience stores
- Generate incremental volume
- Reward current franchise

**Timing:** Second Trimester - July 1993

**Target Geographies:** National

**Target Trade Classes:** Pack Outlets (Convenience stores)

**Deals:** 2.9 Million

**Units Promoted:** 58 million

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### EXECUTION SUMMARY:

Product will be assembled and shipped to distributors by Richmond Packaging operations.

The FSF will receive all POS materials via PM Express. Kits will be assembled and include the following materials:

#### 40 Deal/80 Pack Shipper Display Kit

40 deal shipper display

Dangler

Small Poster

### MATERIALS SUMMARY

<u>Element</u>	<u>POS#</u>	<u>Quantity</u>	<u>A&amp;K Due</u>	<u>Available at Pre-Con</u>	<u>Materials Complete to PM Express</u>
King Size Sleeve	67068	1,162,272	3/1/93	6/14/92	--
100's Sleeve	67069	1,743,408	3/1/93	6/14/92	--
40 Deal Shipper	67070	72,643	4/5/93	--	6/7/93
Dangler	67071	72,643	4/5/93	--	6/7/93
Small Poster	67072	72,643	4/5/93	--	6/7/93

### Attachments

Allocations

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## ALLOCATIONS

<u>REGION</u>	<u>PACKINGS</u>					<u>TOTAL # OF</u>	<u>TOTAL # OF</u>	<u>TOTAL # OF</u>
	<u>FF KSF</u>	<u>FF 100</u>	<u>LT KSF</u>	<u>LT 100</u>	<u>ULT 100</u>	<u>CASES(6M)</u>	<u>DISPLAYS</u>	<u>DEALS</u>
1	393	782	393	1,175	393	3,139	11,771	470,840
2	606	1,206	606	1,812	606	4,832	18,122	724,880
3	563	1,120	563	1,683	563	4,491	16,840	673,600
4	501	999	501	1,500	501	3,999	14,997	599,880
5	365	725	365	1,090	365	2,909	10,912	436,480
TOTAL US	2,427	4,833	2,427	7,258	2,427	19,371	72,642	2,905,680

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