

Brand Plan Outline

1992

EXHIBITS

1. Corporate Product Line Strategy
2. Corporate Strategic Positioning
3. Key Issues
- 4. Marketing Objectives - Unit Volume/Share - 1991 & 1992
5. Brand Positioning
6. Marketing Strategy
- 7. Marketing Budget - 1992 Versus 1991
8. Overall Spending Strategy - \$ & %
9. Creative Strategy
10. Creative Executional Consideration
11. Media Strategy
12. Media Spending Strategy
13. Media Executional Considerations
- 14. Media Tactical Summary
- 15. Media Plan Flow Chart - General Market & Special Emphasis or Ethnic Market
- 16. Advertising Spending 1992 Versus 1991
- 17. 1992 Media Spending By Quarter
- 18. 1992 Media Spending By Geography
19. Promotion Strategy
20. Promotion Spending Strategy
21. Promotion Executional Considerations
- 22. Promotional Flow Chart & Tactical Summary General Market & Special Emphasis/Ethnic
- 23. Promotion Spending 1992 Versus 1991
- 24. 1992 Promotional Spending By Quarter
- 25. 1992 Promotional Spending By Geography
- 26. 1992 Total Spending By Quarter
- 27. 1992 Total Spending By Geography
28. Profit Contribution 1992 Versus 1991

*criteria for selection
list of markets
- work up extra exhibit
magazine list
by popularity*

*work up media spending by geography
- tiers
- balance
- North and*

working?

82859386

1992
~~1991~~ **KENT FAMILY**
SHARE AND VOLUME OBJECTIVES

✓
 EXHIBIT
 #4

<u>BRAND</u>	<u>SHARE</u>	<u>VOLUME</u>
KENT KING	.42	2,143.0
KENT BOX	.02	108.0
KENT 100's	.30	1,490.0
KENT M 100's	.003	14.0
TOTAL KENT	.74	3,755.0
 KENT III KINGS	 .21	 1,060.0
KENT III 100's	.24	1,200.0
KENT III BOX 100's	.01	61.0
TOTAL KENT III	.46	2,321.0
 KGL KING	 .19	 985.0
KGL M KING	.01	43.0
KGL 100's	.18	898.0
KGL M 100's	.02	94.0
KGL BOX 80's	.004	19.0
KGL BOX 100's	.01	40.0
TOTAL KGL	.41	2,079.0
 TOTAL BRAND FAMILY	 1.61	 8,155.0

82859387

KENT FAMILY

VOLUME PERFORMANCE

ACTUAL 1990 VERSUS 1989

Budget 192 VOLUME *EST 191*
Budget 92 *EST 40*
ACTUAL 1990 ACTUAL 1989

DIFFERENCE

UNITS \$
 +/- +/-

EXHIBIT
#4A

BRAND

KENT KING	2,444.3	2,776.6	-332.3	-12.0
KENT BOX	114.7	130.9	-16.2	-12.4
KENT 100's	1,710.2	1,913.9	-203.7	-10.6
KENT M 100's	16.8	19.6	-2.8	-14.3

✓ TOTAL KENT	4,286.0	4,841.0	-555.0	-11.5
--------------	---------	---------	--------	-------

KENT III KINGS	1,247.1	1,385.2	-138.1	-10.0
KENT III 100's	1,428.0	1,624.8	-196.8	-12.1
KENT III BOX 100's	75.4	92.5	-17.1	-18.5

✓ TOTAL KENT III	2,750.5	3,102.5	-352.0	-11.3
------------------	---------	---------	--------	-------

KGL KING	1,200.3	1,344.8	-144.5	-10.7
KGL M KING	49.4	57.1	-7.7	-13.5
KGL 100's	1,077.9	1,235.4	-157.5	-12.7
KGL M 100's	113.8	137.5	-23.7	-17.2
KGL BOX 80's	21.1	25.5	-4.4	-17.3
KGL BOX 100's	48.7	63.9	-15.2	-23.8

✓ TOTAL KGL	2,511.2	2,864.2	-353.0	-12.3
-------------	---------	---------	--------	-------

✓ TOTAL BRAND FAMILY	9,547.7	10,807.7	-1,260.0	-11.7
----------------------	---------	----------	----------	-------

82859388

KENT FAMILY
SHARE PERFORMANCE
ACTUAL 1990 VERSUS 1989

EXHIBIT
4B

BRAND	SHARE		DIFFERENCE SHARE PTS +/-
	VALUES / 100 ACTUAL 1990	EST 90 ACTUAL 1989	
KENT KING	.47	.53	- .06
KENT BOX	.02	.02	.00
KENT 100's	.33	.37	- .04
KENT M 100's	.003	.004	- .001
TOTAL KENT	.82 only	.92	- .10
KENT III KINGS	.24	.26	- .02
KENT III 100's	.27	.31	- .04
KENT III BOX 100's	.02	.02	.00
TOTAL KENT III	.53	.59	- .06
KGL KING	.23	.26	- .03
KGL M KING	.01	.01	.00
KGL 100's	.21	.24	- .03
KGL M 100's	.02	.03	- .01
KGL BOX 80's	.004	.005	- .001
KGL BOX 100's	.01	.01	.00
TOTAL KGL	.48	.55	- .07
TOTAL BRAND FAMILY	1.83	2.06	- .23

68E6S828

KENT FAMILY
TOTAL BRAND SPENDING
BUDGET 1991 VERSUS ACTUAL 1990

EXHIBT
7 or 8

	Budget 1991 BUDGET 1991 \$(000)	Actual 1990 ACTUAL 1990 \$(000)	DIFFERENCE \$(000) +/-	
ADVERTISING	27,150	13,695	13,455	98
PROMOTION	31,118	25,864	5,254	20
TOTAL	58,268	39,559	18,709	47
\$/M	7.15	4.14	3.01	73

06E698Z8

190 ✓
1991
KENT FAMILY

EXHIBIT
#14 ✓

MEDIA TACTICAL SUMMARY:

<u>MEDIA TYPE</u>	<u>NO. OF VEHICLES/MKTS</u>	<u>MEDIA WEIGHT</u>
<u>OOH</u>		
MARKETS 1 - 5	5	8 MTHS/#75 - #150
MARKETS 6 - 25	25	6 MTHS/#50 - #100
MARKETS 26 - 100	75	6 MTHS/#50 - #75
HISPANIC	10	12 MTHS/#75 - #100
<u>MAGAZINES</u>		
GENERAL	14	102
TARGETED	25	116
LOCAL	8	40
HISPANIC	12	170
BLACK	2	8
<u>SUPPLEMENTS</u>		
GENERAL	3	13
HISPANIC	1	13
<u>ROP</u>		
MARKETS 1 - 25	41	82
HISPANIC	13	171
<u>TOTAL PRINT</u>	<u>119</u>	<u>715</u>

82859391

EXHIBIT #15

KENT FAMILY GENERAL MARKET MEDIA PLAN

1990

1991

	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
OUTDOOR														
MARKETS 1-5		\$150			\$100		\$75						\$75	
MARKETS 6-25		\$100			\$75		\$50							
MARKETS 26-100		\$75			\$50		\$50							
PRINT														
MAGAZINES														
WEEKLIES														
MONTHLIES														
SUNDAY SUPPS	■	■	■	■	■									
ROP	■	■												

Z68698Z8

KENT FAMILY ETHNIC MEDIA PLAN

	1990	1991											
	NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC												
OUTDOOR													
HISPANIC 6-SHEETS													
PRINT													
MAGAZINES													
HISPANIC WEEKLIES													
HISPANIC MONTHLIES													
BLACK MONTHLIES													
ROP													
HISPANIC													
ASIAN (TIMING TBD)													

82859393

KENT FAMILY
ADVERTISING SPENDING
BUDGET 1991 VERSUS ACTUAL 1990

EXHIBIT
#16

	¹⁹⁹¹ <u>BUDGET 1991</u> \$(000)	%	^{EST 1991} <u>ACTUAL 1990</u> \$(000)	%	<u>DIFFERENCE</u> \$(000) +/-	<u>%</u> +/-
<u>MEDIUM</u>						
MAGAZINES	9,550	44	2,904	30	6,646	229
SUPPLEMENTS	553	3	1,800	18	- 1,247	- 69
NEWSPAPER	243	1	1,388	14	- 1,145	- 82
OOH	11,354	52	3,660	38	7,694	210
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
WORKING MEDIA	21,700	100%	9,752	100%	11,948	123
AGENCY FEE	2,408		1,296		1,112	86
PRODUCTION	1,500		1,952		- 452	- 23
C&D	1,542		695		847	122
TOTAL ADVERTISING	27,150		13,695		13,455	98

82859394

EXHIBIT #17

KENT FAMILY
MEDIA SPENDING
BUDGET 1991 SPENDING BY QUARTER
\$(000)

	<u>JFM</u>	<u>AMJ</u>	<u>JAS</u>	<u>OND</u>	<u>TOTAL</u>
MAGAZINES	4,780	3,016	867	887	9,550
SUPPLEMENTS	470	33	25	25	553
NEWSPAPERS	61	61	61	60	243
OOH	7,008	3,342	502	502	11,354
	-----	-----	-----	-----	-----
TOTAL	12,319	6,452	1,455	1,474	21,700
% BY QUARTER	56	30	7	7	100

82859395

KENT FAMILY GENERAL MARKET PROMOTION PLAN

EXH. B/T
#22

1990

1991

	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
TOP TRAY	[REDACTED] 6-MONTHS													
PACK OFFERS:	1.5 MM	3.5 MM								1.5 MM				
\$.50 OFF PACK	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
FRAME-2 PACKS			2.4 MM	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
CARTON OFFERS:														
\$2-SF APPLIED	3.5 MM	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
IN-CARTON BB OFFER				4.0 MM	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
CARTON BASE DISPLAY							1.0 MM	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
CATALINA CPN	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
FSI - CTN CPN	[REDACTED]	[REDACTED]	\$1.00 + \$3.00 BB'S / \$1.00	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
PERMANENT SIGNS	[REDACTED]													
POS	[REDACTED]													

96869828

KENT FAMILY ETHNIC PROMOTION PLAN

EXHIBIT
22A

1991

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
HISPANIC												
\$.50 OFF PK												
2 PK DEALS												
BIGIF												
PERMANENT SIGNS												
SAMPLING												
ASIAN												
\$.50 OFF PK												
1 & 2 PACK DEALS												
BIGIF												
BLACK												
POS MATERIALS												

7665828

EXHIBIT # 23

**KENT FAMILY
PROMOTION SPENDING
BUDGET 1991 VERSUS ACTUAL 1990**

<u>PROGRAM</u>	¹⁹⁹² <u>BUDGET 1991</u> \$(000)	<u>%</u>	^{EST 1991} <u>ACTUAL 1990</u> \$(000)	<u>%</u>	<u>DIFFERENCE</u> \$(000) +/-	<u>%</u> +/-
<u>COUPONING</u>						
MEDIA-DELIVERED	0	--	2,172	9	-2,172	- 100
RETAIL	14,359	52	13,250	56	1,109	8
MILITARY	1,233	5	430	2	803	187
TAX-DIFF/INDIAN	500	2	627	3	- 127	- 20
<u>RETAIL PROMOTIONS</u>						
PREMIUMS	6,021	22	696	3	5,325	765
BIGIF	389	1	412	2	- 23	- 6
DIRECT MARKETING	500	2	148	1	352	238
SAMPLES	120	0*	36	0*	84	233
FIELD PROMOTIONS (RACE CAR, SUMMER EVENTS, VAN)	89	0*	68	0*	21	31
<u>POS ADVERTISING</u>						
PERMANENT	755	3	1,011	4	- 256	- 25
TEMPORARY	1,845	7	3,289	13	-1,444	- 44
RETAIL SIGNAGE	1,600	6	1,600	7	0	--
WORKING PROMOTION	27,411	100%	23,739	100%	3,672	15
NON-WORKING PROMOTION	3,707		2,125		1,582	74
TOTAL PROMOTION	31,118		25,864		5,254	20

* UNDER 1%

82859398

EXHIBIT #24

KENT FAMILY
PROMOTION SPENDING
BUDGET 1991 SPENDING BY QUARTER
 1.92
\$ (000)

	<u>JFM</u>	<u>AMJ</u>	<u>JAS</u>	<u>OND</u>	<u>TOTAL</u>
<u>PROMOTION</u>					
COUPONING	8,914	2,900	2,816	1,462	16,092
RETAIL PROMOTIONS	2,850	2,978	388	194	6,410
DIRECT MARKETING	125	125	125	125	500
SAMPLING	100	10	10	0	120
FIELD PROMOTION	49	15	25	0	89
POS ADVERTISING	1,300	675	400	225	2,600
RETAIL SIGNAGE	400	400	400	400	1,600
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
TOTAL	13,738	7,103	4,164	2,406	27,411
% BY QUARTER	50	26	15	9	100

66E6S8Z8

EXHIBIT
26

KENT FAMILY
TOTAL BRAND SPENDING
BUDGET 1991 SPENDING BY QUARTER
\$(000)

	<u>JFM</u>	<u>AMJ</u>	<u>JAS</u>	<u>OND</u>	<u>TOTAL</u>
ADVERTISING	15,371	8,087	1,837	1,855	27,150
PROMOTION	15,945	8,054	4,601	2,518	31,118
	_____	_____	_____	_____	_____
TOTAL	31,316	16,141	6,438	4,373	58,268
% BY QUARTER	54	27	11	8	100

82859400