



# Marlboro Promotions: 1999 Retail Leaders CPL-3 Carton Packaging Program

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- **Promotion Objective/Strategy**

- Provide Retail Leader CPL 3 accounts with the Jumbo Cube carton packaging
- Provide additional visibility at retail for Marlboro during two promotional periods

- **Program Details**

- Timing:
  - Packaging will be available June & December
- Packings:
  - Reds Kings Box (50%), Lights Kings Box (50%)
- Accounts:
  - Approximately 30,000 qualifying stores
  - Estimate 50% participation = 15,000 accounts

> Possible Floor Displays

January -  
Feb -  
March -

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Source: <https://www.industrydocuments.ucsf.edu/docs/jqnb0170>



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- **Program Details (cont.)**
  - Creative/Back Panel Graphic:
    - June: Sky Looper graphics
    - December: TBD
  - Distribution:
    - FSF will order sleeves
    - Sleeves will be shipped flat directly to retail
    - Retailers will assemble and load each Jumbo Pack
  - Kits:
    - (50) Red KB Sleeves, (50) Lights KB Sleeves, (1) Jumbo Pack Assembly Sheet
    - Optional: Floor display unit



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- **Key Dates** — *Roll ups unknown @ this time.*
  - June 1999:
    - Packaging A&K due to PM Brand => 2/22
    - Packaging A&K due to Packaging => 3/8 (8 weeks production time)
    - Printed sleeves due to PMX => 5/3
      - 4 weeks kitting time from first in-field date of 5/31
  - December 1999:
    - Packaging A&K due to PM Brand => 8/23
    - Packaging A&K due to Packaging => 9/6 (8 weeks production time)
    - Printed sleeves due to PMX => 11/1
      - 4 weeks kitting time from first in-field date of 11/29

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