

M E M O R A N D U M

The American Tobacco Company

A DIVISION OF AMERICAN BRANDS, INC.

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| DATE | March 9, 1970 |
| TO | Mr. J. W. Edghill Field Sales Manager |
| FROM | Dick McKeever Assistant to the President |
| REF | |

This is in reference to your March 3, 1970 letter and to our earlier telephone conversation relative to the proposal you made for a record album promotion directed to the Negro market.

In our phone conversation I indicated to you that we are interested in undertaking a market test of such a promotion providing it can be accomplished within our existing marketing budget and in a manner that is consistent with our basic marketing procedure. The first step in this procedure is to develop a marketing plan which is to be submitted by you for executive consideration. This plan should be specific with respect to costs for record albums in test and national quantities, costs for media and special point-of-sale material, geographic area to be tested, starting and ending dates, and any other factual data you feel pertinent to the proposed promotion. When completed the recommendation should be submitted to Mr. C. H. Mullen who will forward it to the appropriate parties.

cc: Mr. Robert K. Heimann
President

Mr. E. F. Mooney
Vice President - Sales

Mr. P. F. Paoluccio

Mr. C. H. Mullen

Mr. W. J. Moore ✓

Mr. M. A. Bishof