



LEO BURNETT U.S.A.

January 18, 1990

Mr. Bob Ferrin  
PHILIP MORRIS, INC.  
120 Park Avenue  
New York, NY 10017

RE: Next Premiums

Dear Bob:

This forwards premium ideas for the Next premium brochure. This brochure will be used as a continuity offer in the national direct marketing program, as well as on carton.

Premium Status to Date

As you'll recall, we've already agreed to the following items:

<u>Premium</u>	<u>Item</u>
Trade Gift	Chrome desk clock
2 with-incentive	Lighter
Continuity Offer Premium	
Brochure	
Hi-end items:	Krups/Braun Coffee Maker
	35 mm Auto Focus Camera

The items we still need to decide upon are low-end premiums for the continuity offer.


Recommendation

Attached is a list of prices for the items we've chosen. Of these items, we recommend the picture frame and the cooler/tote. Both of these items would appeal to our slightly older, more educated target. Additionally, they provide a relatively high perceived value.

Bob, let's discuss your reaction at your earliest convenience.

Best regards,

LEO BURNETT U.S.A.

  
Deena Elkholy

cc: Jim Scully - PM  
Paul Kallman - LB  
Carol Hill - LB

Marty Gahbauer - LB  
Kathy Ring - LB

35 WEST WACKER DRIVE, CHICAGO, ILLINOIS 60601 (312) 220-5959 TELEX-254098

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NEXT PREMIUM BROCHURE  
WW-END PREMIUMS

<u>ITEM</u>	<u>COST</u>
Picture Frame	\$3.53 *
Soft-Side Cooler	TBD +
Desk Clock	5.28
Fanny Pack	TBD +
Digital Timer	\$3.99
Desk Organizer	Available 1/19

NOTE: Four-color printing will increase cost approximately  
.25 cent per unit.

- \* This is a sale price; normal price is \$5.00.
- + These items are custom-made, so price will depend upon exact specifications. They should, however, fall into our price range.

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