

TO: Region 1 Field Sales Force Personnel

DATE: January 31, 1994

FROM: Doug Nelson / VPRS

SUBJECT: Marlboro 1994 Retail Visibility Program - March / April

Marlboro Visibility is key to our retail strategy -- **it works and we know we can do it!** In 1993 Marlboro gained the category leadership look at retail beginning with MAT, then MLP and PRP, and finally with the visibility drive in the fourth quarter. We did an outstanding job during our last "blitz". Some 180,000+ pieces were placed during this drive -- the equivalent of 4.4 pieces per workload account. According to A. C. Nielsen, Marlboro started to rebound in April and we have maintained our 4 - 5 share point gain into 1994. Prominent Marlboro Visibility has had a lot to do with the brand's success in the Region and in your Sections. On all fronts, truly an outstanding effort!

Retail Masters accounts provide an outstanding base for Marlboro Visibility. Flex Fund price reductions on Marlboro provide retailer "news" for smokers. Beyond that we want to ensure the resurgence of "Big Red" in the marketplace. Remember, one out of four smokers buys Marlboro; and in pack outlets it's even higher in our Region -- one out of three!

Attached are details of the Marlboro POS Program for March and April. Also enclosed is a complete permanent POS brochure, item sell sheets and illustrations of optimal store looks to use as guides when planning your visibility objectives. Included for District Managers are store lists to use as a guide when prioritizing accounts for permanent point-of-sale placement. This program will enhance your Retail Masters compliance and makes available items that enable Marlboro to rise above the clutter.

To acknowledge your continued efforts in keeping Marlboro the most visible brand, a performance program has been developed that rewards execution of placement objectives. Additional details will be communicated under separate cover.

While this program focuses on Marlboro, visibility is critical for other Premium Brands, as well as for Basic. Category strategies for all PM brands will be coming our way shortly. Retail presence is essential to each of our brands' success and therefore becomes a key element of our sales mission.

Let's keep Marlboro momentum going with this program. Let's make all of Region 1 Marlboro Country!

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DOC. #66

2045263245

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
THREE RAVINIA DRIVE, STE 15000, ATLANTA, GA 30346-2131

TO: Region 2 Field Sales Force Personnel

DATE: January 31, 1994

FROM: John Clary / VPRS

SUBJECT: Marlboro 1994 Retail Visibility Program

Marlboro Momentum is everywhere in Region 2, and this is reflected in sales. As a result of MAT, MLP, PRP, and the November/December POS Blitz, Marlboro has again begun to grow. November Nielsen Share-of-Market for Marlboro was 25.01%, an increase of 3.4 share points versus November 1992 and 5.0 share points versus early 1993. And, it continues to grow, gaining more than one-half of a share point in November alone.

Certainly, reduced Marlboro prices have helped. But, so has the tremendous visibility which you have obtained and maintained. Marlboro in 1993 looked like the big brand that it is, and we want to make it look even bigger in 1994.

During March and April, we will have Marlboro POS Blitz. Our overall broad objective is to create overwhelming visibility and consumer awareness. Under this broad objective, we have a short-term goal of making every smoker aware of Marlboro Country through temporary POS placements. We want to recreate the excitement generated by MAT. We, also, will have a longer-term objective of creating as many "Marlboro Stores" as possible through carefully planned permanent POS presentations. We will have a lot of permanent POS, including some great new items.

We are interested in both quantity and quality. We have learned that we need a lot of POS to make Marlboro stand out. We have also learned, that choosing the right pieces for each store works creates the look that we want and allows us to spend our POS dollars most wisely. Study the "Marlboro look" carefully, shown in the attached illustration, before you begin, so that you will make the right decisions.

We all feel good when Marlboro has the right look in an account. Work can be satisfying and it also can be fun. To help us have fun with this program, there will be an incentive for doing well. Additional details will be communicated under separate cover.

I look forward to working with you to make Marlboro look even bigger, and I look forward to seeing this in the Southeast.

Good Selling!

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DOC. #67

2045263246

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

14785 PRESTON ROAD, SUITE 790, DALLAS, TEXAS 75240

To: Region 3 Field Sales Force Personnel

Date: January 31, 1994

From: Charles Finch / VPRS

Subject: MARLBORO 1994 RETAIL VISIBILITY - MARCH/APRIL

Through your strategic efforts in 1993, which included MAT, MLP and PRP, Marlboro has shown significant increases in both sales and visibility in Region 3. November Nielsen share of market for Marlboro was 26.22%, an increase of 4.04 share points versus November of 1992, and 5.0 share points versus early 1993. Marlboro continues to grow and has gained more than one half of a share point in November alone.

To maintain Marlboro's big name and image at retail, and to take advantage of its new, lower prices, we will initiate a visibility drive during March and April. Our overall broad objective is to increase our visibility at store level and enhance consumer awareness. Our long term objective is to create as many "Marlboro Stores" as possible through carefully planned permanent POS placements. We also have a short term goal of making every smoker aware of Marlboro Country through temporary POS placements.

Since we will have many permanent POS items available, we must analyze each store and determine the appropriate items for placement to gain the optimal "Marlboro look". Our past experience has taught us that POS can make Marlboro stand out at retail. It will be important to choose the right pieces for each store, and to spend our POS dollars wisely. It is imperative that you study the Marlboro look carefully so that you will make the right decisions.

Our mission is to make Region 3 Marlboro Country. A performance-driven program has been developed that rewards execution of the placement objectives. Program details are outlined in the attached.

Good luck and good selling in Marlboro Country.

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DOC. #68

2045263247

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

300 N. MARTINGALE RD., STE. 720, SCHAUMBURG, IL 60173

TO: Region 4 Field Sales Force Personnel **DATE:** January 31, 1994
FROM: Rich Olson / VPRS
SUBJECT: Marlboro 1994 Retail Visibility Program - March/April

During March and April, we will once again have a program designed to improve Marlboro's visibility at retail. This is consistent with the strategies in our 1994 Business Plan. We need to make Marlboro look as big at retail as its market share deserves.

Attached are details of our new Visibility Program. District Managers will use the enclosed store lists to prioritize accounts for permanent point-of-sale placement. This program will enhance Retail Masters compliance by providing POS which stands out above the clutter. We have also enclosed a complete permanent POS brochure, item sell sheets, and illustrations of optimal store looks to use as a guide when prioritizing accounts for POS placement.

To acknowledge your efforts in making Marlboro the most visible brand, a performance program has been developed that rewards execution of placement objectives. Further details will be forthcoming under separate cover.

In 1993, we utilized MAT, MLP, and PRP to grow Marlboro's share by five points. This program provides us with an opportunity to create renewed excitement at retail for the most recognized trademark in the world.

Through proper planning and flawless execution, we can turn "share of mind" for Marlboro into a reality.

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DOC. #69

2045263248

6702905707

Overview

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Field Sales Force
FROM: Trade Marketing/Jack Mansmann
SUBJECT: **MARLBORO 1994 RETAIL VISIBILITY**

DATE: January 24, 1994

The 1993 MAT, MLP, PRP and the November/December Blitz were successful in gaining unprecedented levels of Marlboro visibility. In 1994, our primary objective is to obtain and maintain Marlboro retail presence with creative placement of items that convey the **"Biggest Brand"** image.

Marlboro will be the biggest - but not the only PM brand with solid POS support. Category strategies for all PM brands will be coming your way in early spring. Premium and Discount brands are finalizing their POS item lists now. These will be communicated to you with the category strategies.

Attached are details of the Marlboro POS Program for March and April. Also enclosed is a complete permanent POS brochure, item sell sheets and illustrations of optimal store looks to use as guides when planning your visibility objectives. Included for District Managers are store lists to use as a guide when prioritizing accounts for permanent point-of-sale placement. This program will enhance your Retail Masters compliance and makes available items that enable Marlboro to rise above the clutter.

To acknowledge your continued efforts in keeping Marlboro the most visible brand, a performance program has been developed that rewards execution of placement objectives.

Light up your territory with Marlboro in '94. I look forward to seeing some of you in the field soon.

cc: F. Alfieri
B. Reuter

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DOC. #51

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MARLBORO POS PROGRAM

Temporary POS

New POS has been produced to replace all PM fixture graphics and reintroduce "Marlboro Country" at retail through exciting temporary items. Kits have been developed to customize ordering for each store. See **Attachment A** for kit numbers and included items. The IVR system has been set up for free flow ordering. Since kits are not allocated, your accountability will be to order only what can be placed. Use the attached order form to select items needed per store, and as a checklist when calling the IVR System. You will need to make copies of this form.

Permanent POS

Attachment B lists all newly allocated items that will be available for the March initiative. Scheduled drives in August and November will include additional pieces for your stores. Our Phase I objective is to create a "Marlboro Store" within a store for 60,000 selected retail outlets (20,000 stores per drive).

The enclosed illustrations show how various items work together to create a strong Marlboro "look" that both reinforce exterior brand visibility (red roof/logo) and capitalizes on "Marlboro Country" imagery with interior pieces. Refer to these illustrations when planning your individual store looks. Follow local ordinances concerning signage restrictions to insure compliance.

Priority store selection for new items can be guided by the Retail Direct Marketing (RDM) Accounts lists sent to your District Manager. The "Marlboro POS Drive Suggested Store List" is a summary of your accounts. Stores are prioritized for high, medium, and low investment. Criteria for classification was based on the following:

- Retail Masters participant
- C-Store, Grocery, Liquor, Gas, Other
- Pack Outlet
- Marlboro/Camel development index

Ordering permanent POS items will continue to be done via MIDAS. Allocations will be pushed down to Sections, Districts and Units for ordering on the PF19 screen. Unit Managers will communicate each Sales Rep's available sell-in quantities. Delivery can be made to depot, home or retail account. Please note that NEON SIGNS can only be installed by authorized PM Representatives.

The following Sections/Regions will be temporarily locked out of MIDAS and IVR Systems due to redeployment. Please note these dates to ensure POS materials are ordered around this schedule.

<u>Section/Region</u>	<u>Lockout Dates</u>
Region 2	1-22-94 through 1-29-94
Region 3	1-22-94 through 1-29-94
Section 12	1-22-94 through 1-29-94
Region 1	2-19-94 through 2-27-94
Region 4	2-19-94 through 2-27-94
Region 5	2-19-94 through 2-27-94

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Reporting

All new permanent POS placements should be reported on your Store Profile Recorder. These items will be printed in call books.

Sales Force Performance Program

In March and April, each Sales Representative will be participating in a reward program for placement of temporary POS. The visibility objectives will be recorded on the Store Profile Recorder, (Block 56: Profile Survey).

SPR Reporting Instruction - (Block 56)

1	Do all PM Fixtures have NEW Marlboro Country graphics? (Mark Y for Yes or N for No)
A	How many non-fixture Marlboro temporary POS items placed this call? (Darken Ovals 1-10 only - more than 11 items will not be counted.)

Instructions for SFA:

After completing the Selected Call Sequence:

- Click and hold "Account" option on the Menu Bar,
- Drag and highlight Survey questions, and
- Select "Profile"

Once the screen is displayed, click on the survey questions and enter the appropriate information. Remember to "Finish Account" to ensure profile information is transmitted to SPACE.

Awards will be based on a point scale from 0 to 100 as noted below. Actual prizes or gift certificates will be communicated as soon as available.

	<u>Points</u>	<u>30</u>	<u>40</u>	<u>50</u>	
- Percent of stores with PM Fixtures having new Marlboro Country graphics.		75%	85%	95%	
- Average number of new Marlboro non-fixture temporary POS items per store.	<u>10</u> 1	<u>20</u> 2	<u>30</u> 3	<u>40</u> 4	<u>50</u> 5+

Random audits will be done by Sales Managers.

cc: F. Alfieri
B. Reuter

2045263252

Account Name _____

Delivery Date: _____

Marlboro Temporary POS Order Form

KIT #	QTY./KIT	ITEM	Kit Qty to ship
76582	3	10 Wide B-Strip	
	1	6 Wide B-Header	
	1	Change Mat	
	1	Multi-Purpose Card	
	1	Shelf Talker	
	1	Two-Sided Static Cling	
	1	Vertical Poster	
	1	Horizontal Poster	
76583	1	Plan R Springload Header	
	1	Plan R SL 2 Ft. Graphic Header	
	1	Plan R Spinner Header	
	4	Plan R Strip 5W	
	10	Plan R Strip 10W	
76584	1	V200 Carton Header (Lit)	
76585	1	System 2000 Single Header (1)	
76586	1	4' OPM Header	
76587	1	6' OPM Header	
76588	1	8' OPM Header	
76589	1	Version 111 OPM (Lit)	
76590	1	Rearlit Signage OPM	
76591	1	New Retrofit OPM (Lit)	
76592	1	2' OPM (Lit)	
76593	1	Interior 4' x 3' Banner	
76594	1	Two-Sided Hanging Sign (18" x 30")	
HISPANIC POS			
76595	1	6 Wide B-Header	
	4	10 Wide B-Strip	
	2	Vertical Poster	
	1	Shelf Talker	
	1	Static Cling	
76596	1	4' OPM Header	
76597	1	6' OPM Header	
76598	1	8' OPM Header	
76599	1	4' x 3' Banner	

Authorized By: _____ Date: _____ PM Signature _____ Date: _____

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ATTACHMENT A**Marlboro Temporary POS****KIT ORDER DATES - January 24 - April 15, 1994**

KIT #	QTY./KIT	ITEM
76582	3	10 Wide B-Strip
	1	6 Wide B-Header
	1	Change Mat
	1	Multi-Purpose Card
	1	Shelf Talker
	1	Two-Sided Static Cling
	1	Vertical Poster
	1	Horizontal Poster
76583	1	Plan R Springload Header
	1	Plan R SL 2 Ft. Graphic Header
	1	Plan R Spinner Header
	4	Plan R Strip 5W
	10	Plan R Strip 10W
76584	1	V200 Carton Header (Lit)
76585	1	System 2000 Single Header (1)
76586	1	4' OPM Header
76587	1	6' OPM Header
76588	1	8' OPM Header
76589	1	Version 111 OPM (Lit)
76590	1	Rearlit Signage OPM
76591	1	New Retrofit OPM (Lit)
76592	1	2' OPM (Lit)
76593	1	Interior 4' x 3' Banner
76594	1	Two-Sided Hanging Sign (18" x 30")
HISPANIC POS		
76595	1	6 Wide B-Header
	4	10 Wide B-Strip
	2	Vertical Poster
	1	Shelf Talker
	1	Static Cling
76596	1	4' OPM Header
76597	1	6' OPM Header
76598	1	8' OPM Header
76599	1	Interior 4' x 3' Banner

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ATTACHMENT B**Marlboro Permanent/Semi-Permanent POS**

POS #	Exterior Items	Quantity Allocated*
61514	Lg. Counter Balance	
68328	Lg. Counter Balance Pricing Kit	
68390	Sm. Counter Balance	
68329	Small Ext. Signage Pricing Kit	
68391	Wall/Pole Sign	
68392	Flange	
76446	Pricing Sign	
70681	Pricing Banners	
50567	Pump Topper	
61513	Large Newspaper Stand	
70682	Street Talker	
Interior Items		
61511	Double Shopping Baskets	
61512	Single Shopping Baskets	
56530	Electric Clock	
56588	Battery Clock	
56533	Small Newsstand	
70683	Light Thief	
19624	Floor Ashtray (Branding)	
19624	Floor Ashtray (Billy)	
70686	Lit Sign w/Clock	
Window/Door Items		
69680	Cigarette Neon	
68625	Racing Neon	
69684	Illuminated Race Car	
69692	Illuminated Sign	
69691	Illuminated LED Sign	
70693	See-Thru Decal Horz.	
70685	2-Sided Decal	
70687	Lg. Rearlit Sign	
70694	Sm. Rearlit Sign	
70684	Open/Closed/Store Hours	
61911	Push/Pull Decals	
61912	In/Out Decals	
Counter Items		
69287	Pocket Change Mat	

* Fill in your allocations. These should be available for sell-in. If not, check with immediate supervisor.

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Items Sell Sheets

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POINT OF SALE
VISIBILITY INITIATIVE

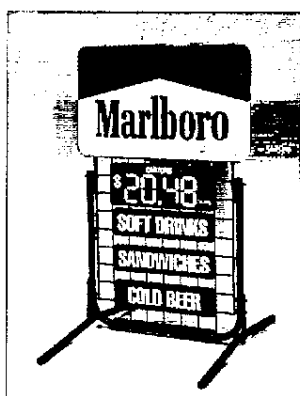


Marlboro
1994

PHILIP MORRIS

2045263257

EXTERIOR



Counter Balances

Large - 71 3/4" H x 46 1/2" W x 2" D
Pos # 61514
Small - 46" H x 30" W x 1" D
Pos # 68390



Exterior Signage Pricing Kits

Large Pos # 68328
Small Pos # 68329



Pump Topper

12 3/4" H x 20 3/4" W Pos # 50567



New Pricing Kit

Pos # 76446



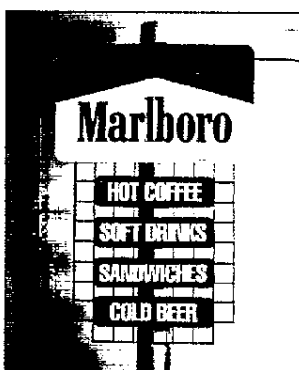
Pricing Banner

36" H x 108" W Pos # 70681



Large Newspaper Stand

42 1/4" H x 49" W x 18 5/8" D Pos # 61513



Wall/Pole and Flange

46" H x 30" W x 1" D
Wall/Pole Pos # 68391
Flange Pos # 68392



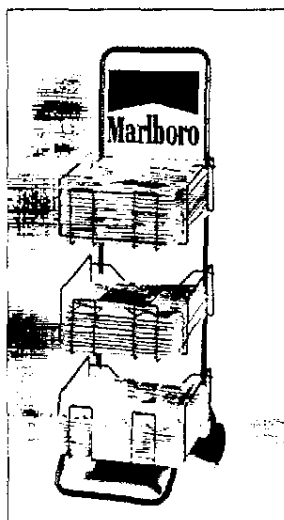
Street Talker

33" H x 24" W Pos # 70682

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POINT OF SALE ITEMS

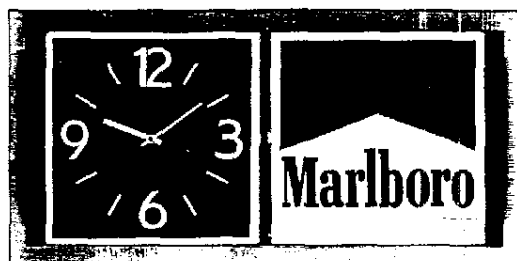
I N T E R I O R



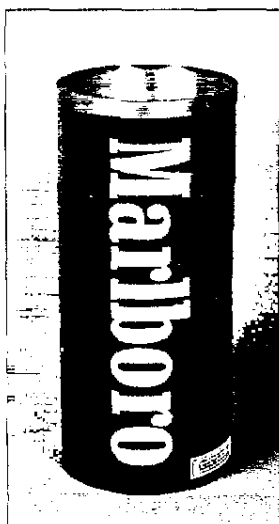
Small Newspaper Stand
52" H x 18" W x 20" D
Pos # 56533



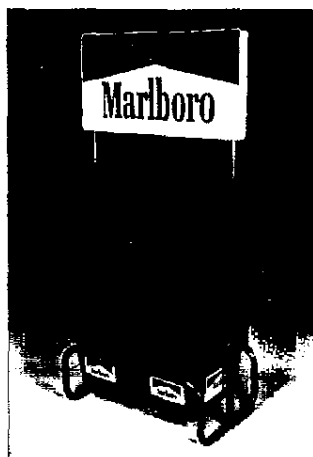
Light Thief
16 3/8" H x 35 1/2" W x 1 1/2" D Pos # 70683



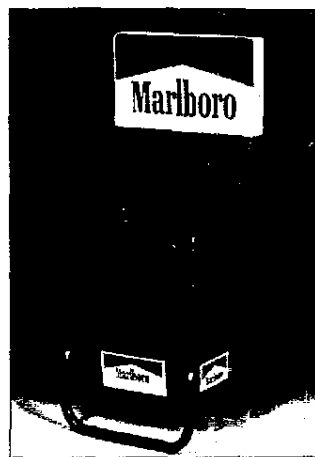
Horizontal/Vertical Marlboro Clocks
11 3/4" H x 26 1/2" W x 3 5/8" D
Battery Pos # 56588
Electric Illuminated Pos # 56530



Floor Ashtray
20 3/4" H x 10" D Pos # 19624



Double Shopping Baskets
58 3/8" H x 26 3/4" W x 16 3/4" D
Pos # 61511



Single Shopping Baskets
44" H x 19" W x 13 3/4" D
Pos # 61512

Replacement baskets in sets of 10 are available Pos # 62937

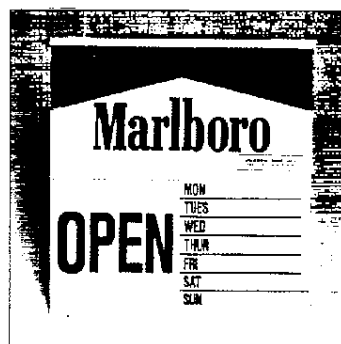
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P O I N T O F S A L E I T E M S

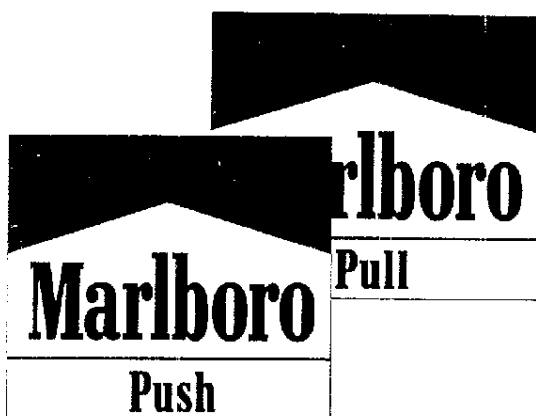
DOOR & COUNTER



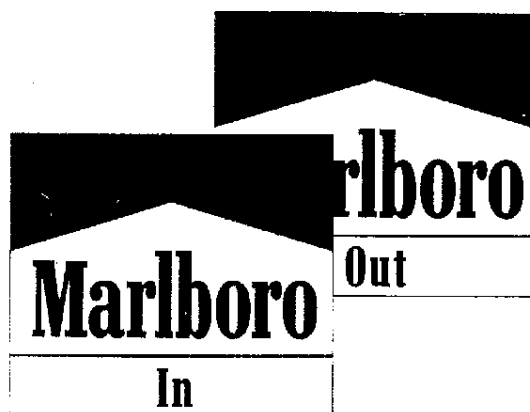
Pocket Change Mat
15 3/8" H x 17 1/4" W Pos # 69287



Open/Closed
13 1/2" H x 10 1/2" W Pos # 70684



Push/Pull Decals
6 1/8" H x 6 1/4" W Pos # 61911



In/Out Decals
6 1/8" H x 6 1/4" W Pos # 61912

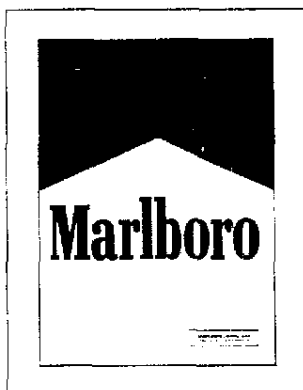
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P O I N T O F S A L E I T E M S

W I N D O W



Illuminated Race Car
18" H x 30" W x 5" D Pos # 69684



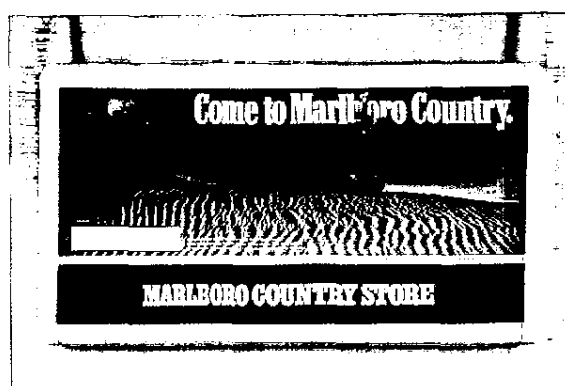
2-Sided Decal
22" H x 16" W Pos # 70685



See Through Decal
26" H x 36 1/2" W Pos # 70693

Rear Lit Sign Large
50" W x 28 5/16" H Pos # 70687

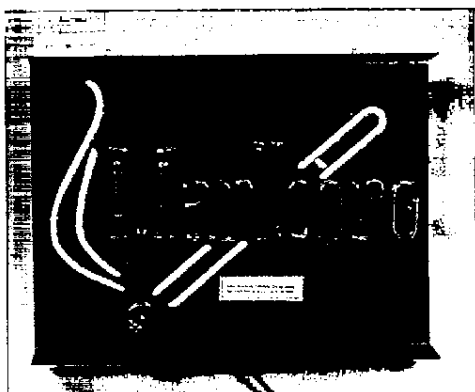
Rear Lit Sign Small
24" H x 37 7/8" W Pos # 70694



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P O I N T O F S A L E I T E M S

SPECIAL VISIBILITY



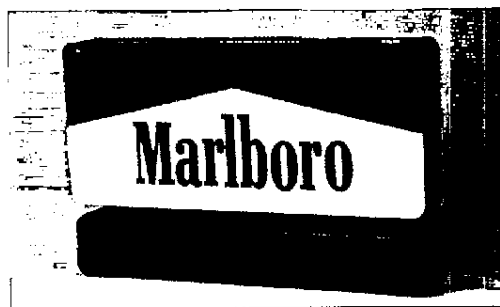
Cigarette Neon
20" H x 28" W x 5" D Pos # 69680



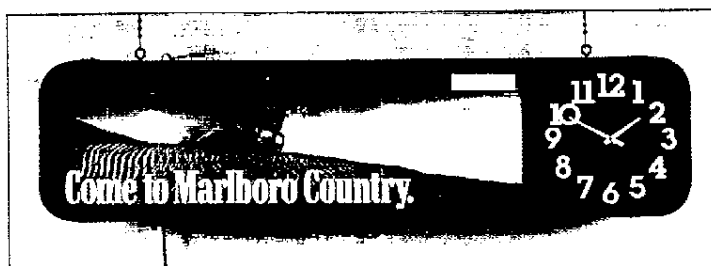
Racing Neon
28 1/4" H x 42" W x 8" D Pos # 68625



Illuminated Sign
12" H x 28 1/2" W x 4 1/2" D Pos # 69692



Illuminated LED Sign
17 1/2" H x 28 1/2" W x 4 1/2" D Pos # 69691

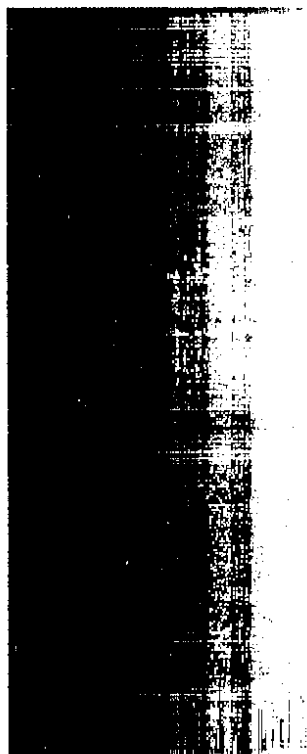


Lit Sign With Clock
13" H x 54" W x 8" D Pos # 70686

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P O I N T O F S A L E I T E M S

DISPLAYS



1994

PHILIP MORRIS

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COUNTER DISPLAYS



Counter Display System

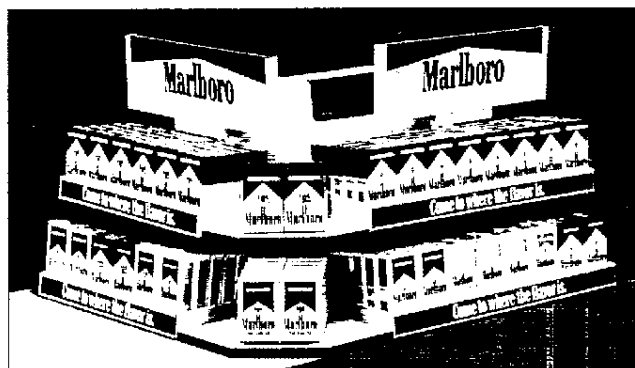
Counter Display System

This flexible modular system has the following features:

- 2-tier and 3-tier bases with optional extension legs for added height
- Two sided header and side graphics on each tray
- Flexibility to align header and trays left, right or center
- Facings: 6, 8 and 10 pack wide trays
- Capacity: trays are 3, 5 or 7 packs deep

Dimensions:

Width of Unit	Depth of Unit	Height (Variable)
6 Wide Tray 15 5/8"	3 Deep Tray 6"	2 Tier 14 1/8"-17 1/8"
8 Wide Tray 20 1/8"	5 Deep Tray 7 1/2"	3 Tier 20 7/8"-23 7/8"
10 Wide Tray 24 1/2"	7 Deep Tray 9 1/8"	



Molded Counter System

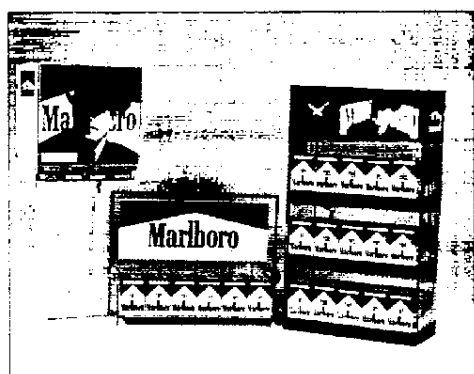
Molded Counter System

This two tier wrap-around unit has 8 and 6 wide shelves, and is designed with a unique corner piece that can merchandise cigarettes, lighters or matches.

Dimensions (Overall):

27 5/8" L x 24" W

Capacity: 168
Facings: 28



Inner City Displays

INNER CITY DISPLAYS

Inner City Displays

These units are compact, versatile and accept interchangeable graphics.

Dimensions:

Gravity Feed	Window/Counter Merchandiser	2 or 3 Tier Lock Box with Clock (Doors are Optional)
22 1/2"H (minimum)	11 1/2"H x	21 1/4"H (3 Tier) x 12"W x 6"D
x 10"W x 7"D	15 1/2"W x 4"D	15 1/2"H (2 Tier) x 12"W x 6"D
Facings: 4	Facings: 6	Facings: 6 (per tier)
Capacity: 44	Capacity: 24	Capacity: 25 (per tier)

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D I S P L A Y S



CF Promotional Display

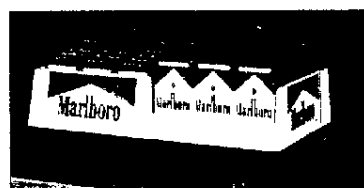
CF Promotional Display

Features:

- Flexible promotional section with optional second shelf for increased capacity
- Adjustable height header with easily interchangeable graphic capability
- Carton merchandising area

Dimensions:

Height 44 1/4"
Width 23 3/4"
Depth 13 5/8"
SL Facings 30
SL Capacity 390



Plan C

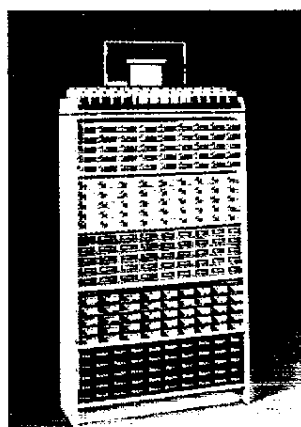
Plan C

- Available in one or two-sided versions
- Designed for checklane placements

Dimensions:

Height 4 1/2** Width 14 1/2" Depth 9"
Capacity 48 Packs
*Add 4 1/2" for header on the one sided
Plan C Display

CF PROMOTIONAL DISPLAY VALUE CENTERS



10 Wide Value Center

Value Centers

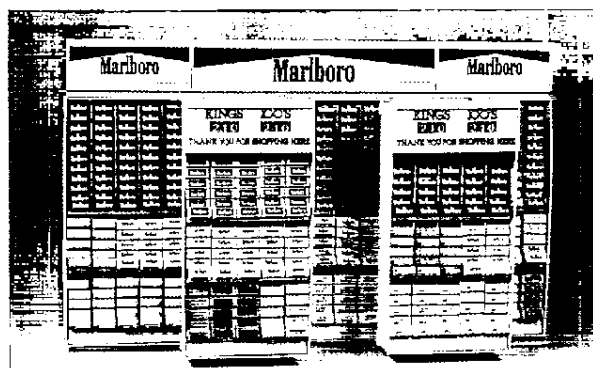
Features:

- Optional add-on shelf
- Pack Topper
- Flexible signage for category visibility
- One piece security system for easy loading with locking capability

Dimensions:

	5 Wide	10 Wide
Height	46 7/8"	46 7/8"
Unit Only	3 3/4"	3 3/4"
Pack Topper Add:	12 1/4"	12 1/4"
Header Add:	10 3/4"	10 3/4"
Width	18 7/8"	36 1/2"
Depth	12"	12"

PLAN C-SYSTEM 2000 PACK MERCHANDISER



System 2000 P.M.

System 2000 Pack Merchandising

Gravity feed units designed for "back bar" placements with an optional slide by kit and flexible signage.

Dimensions:

24" Module	29" Module	Sm Signage	Lg Signage
Height 24"	Height 29"	Height 4 7/8"	Height 4 7/8"
Width 12"	Width 12"	Width 12"	Width 24"W
Depth 4 5/8"	Depth 4 5/8"		
Capacity/	Capacity/		
Facings 105	Facings 125		

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D I S P L A Y S

HOTEL LOBBY



Hotel Lobby

Hotel Lobby

Designed exclusively for Hotel gift shops and major transportation centers. The unique design offers outstanding visual impact and efficient utilization of counter space.

Dimensions:

30 Pack
Height 19 3/4"
Width 7"
Depth 8"
Capacity 30 Packs

60 Pack
Height 19 3/4"
Width 11 5/8"
Depth 8"
Capacity 60 Packs

90 Pack
Height 19 3/4"
Width 16 3/8"
Depth 8"
Capacity 90 Packs

VISION 2000 CARTON MERCHANDISER

Vision 2000 Carton Merchandising (Illuminated Header)

These carton merchandisers are available in various widths and heights to accommodate today's retail environment. Security shields and sensors are also available.

Dimensions:

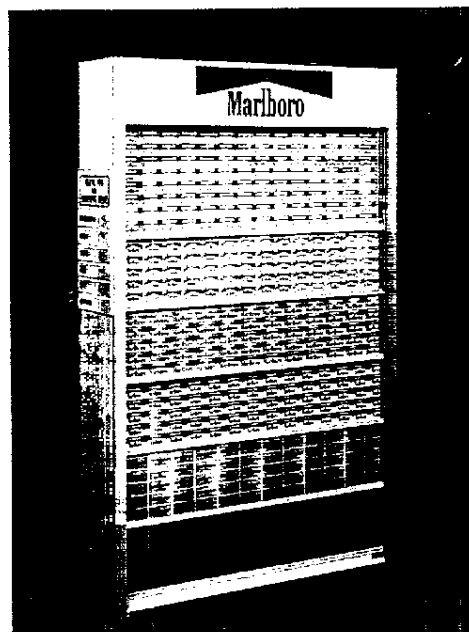
	O.D.	I.D.	Std. Ht.	7th Shelf
2' Unit	28 1/2"	25"	80 3/8"	90 7/8"
2 1/2' Unit	33 1/2"	30"	80 3/8"	90 7/8"
3' Unit	39 1/2"	36"	80 3/8"	90 7/8"
4' Unit	51 1/2"	48"	80 3/8"	90 7/8"

Add 1/2" to unit height for use of levelers.

All Standard units are now available in single depth (12 5/8") only.

Capacity:

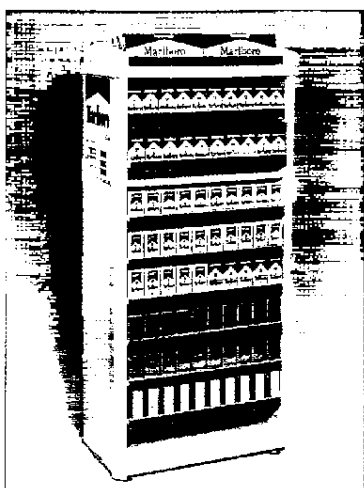
	2' Unit	2 1/2' Unit	3' Unit	4' Unit
Facings (Kings)				
Per shelf	7 Wide	8 Wide	10 Wide	13 Wide
Std. Shelf Spacing	1-8 High 5-5 High	1-8 High 5-5 High	1-8 High 5-5 High	1-8 High 5-5 High
Ctn. Capacity	231	264	330	429
7th Shelf Spacing	1-8 High 6-5 High	1-8 High 6-5 High	1-8 High 6-5 High	1-8 High 6-5 High
Ctn. Capacity	266	304	380	494



Vision 2000 Carton Merchandiser

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DISPLAYS



Modular SL Pack Merchandiser

SPRINGLOAD PACK MERCHANDISING

Modular SL Pack Merchandisers

Capacity:	40 SL	80 SL	120 SL	160 SL
Facings	40	80	120	160
Inventory	520	1040	1560	2080
Topper Capacity:				
Facings	5	10	15	21
Inventory	35	70	105	147
Dimensions:				
Height	56 15/16"	56 15/16"	56 15/16"	56 15/16"
Width	15 1/4"	27"	38 3/4"	50 1/2"
Depth	13 5/16"	13 5/16"	13 5/16"	13 5/16"

Checklane Springload Pack Merchandisers

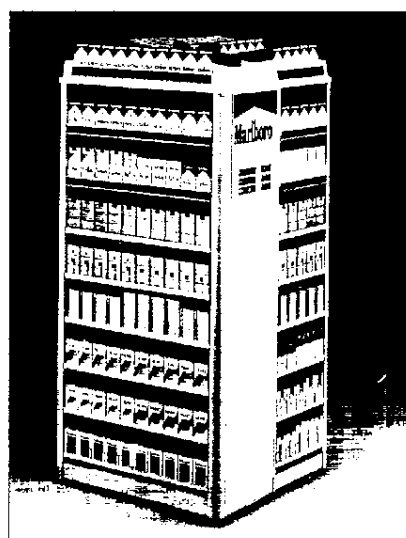
Capacity:	160 SL	200 SL
Facings	160	200
Inventory	2080	2600
Topper Capacity:		
Facings	20 (30*)	25 (35*)
Inventory	140 (170*)	175 (245*)
Dimensions:		
Height	56 15/16"	56 15/16"
Width	27"	38 3/4"
Depth	27 1/16"	27 1/16"

* Capacity with second tier option

C Store Springload (Illuminated Header)

Capacity:	171 SL	126 SL
Facings	171	126
Inventory	2223	1638
Dimensions:		
Height	72"	72"
Width	46 1/2"	34 5/8"
Depth	13 1/4"	13 1/4"

Accessories: 25's Tray, Castor Kit, 5W tray, 1 W Tray



Checklane



Spinner

EndCap Springload Pack Merchandisers (Illuminated Header)

Capacity:	1 FT.	2 FT.	3 FT.	4 FT.
Facings	55	110	165	220
Inventory	715	1430	2145	2860
Dimensions:				
Height	82"	82"	82"	82"
Width	15 1/4"	27 1/4"	39 1/4"	51 1/4"
Depth	13"	13"	13"	13"

Spinner

Dimensions (Overall):

58 21/32"H x 32 17/32"W x 31 3/32"D

Unit Facings:	Unit Capacity:	Topper Facings:	Topper Capacity:
176	2,176	32	218

Half Round

Dimensions (Overall):

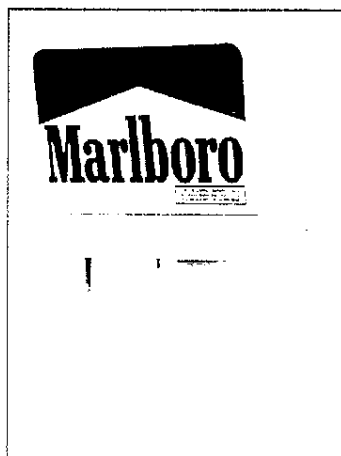
57"H x 32"W x 16 3/8"D

Unit Facings:	Unit Capacity:	Topper Facings:	Topper Capacity:
88	1,088	22	104

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D I S P L A Y S

OVERHEAD PACK MERCHANDISING



2' OPM

2' OPM (Illuminated Header)

Dimensions (Overall):

26 1/2"W x 30 1/2"D x 22"H

Capacity: Facings:

504 36

"New" Retrofit (Illuminated Header)

Designed to give old* fixtures a new, bold, modern look. (*Excluding Version III.)

Dimensions:

	4' Retrofit Kit	6' Retrofit Kit	8' Retrofit Kit
Width:	69 3/4"	92 7/8"	116"
Height:	23 1/8"	23 1/8"	23 1/8"
Depth:	38 7/16"	38 7/16"	38 7/16"



Retrofit



6' Low Profile Maxi OPM

Low Profile Maxi OPMs (Illuminated Header)

Dimensions:

	4'	6'	8'
Width	44"	71"	94"
Height	23"	23"	23"
Depth (w/Soffit)	32"	32"	32"
Soffit Overhang	4"	4"	4"
Bottom of Unit to Counter Top			
Lowest Level	32"	32"	32"
Highest Level	42"	42"	42"
Width of Counter Leg Mount	46"	69"	92"

Lit signage is now standard on all OPM's.

REAR LIT SIGNS



MARLBORO COUNTRY STORE

Rear Lit Sign Large
50" W x 28 5/16" H Pos # 70687

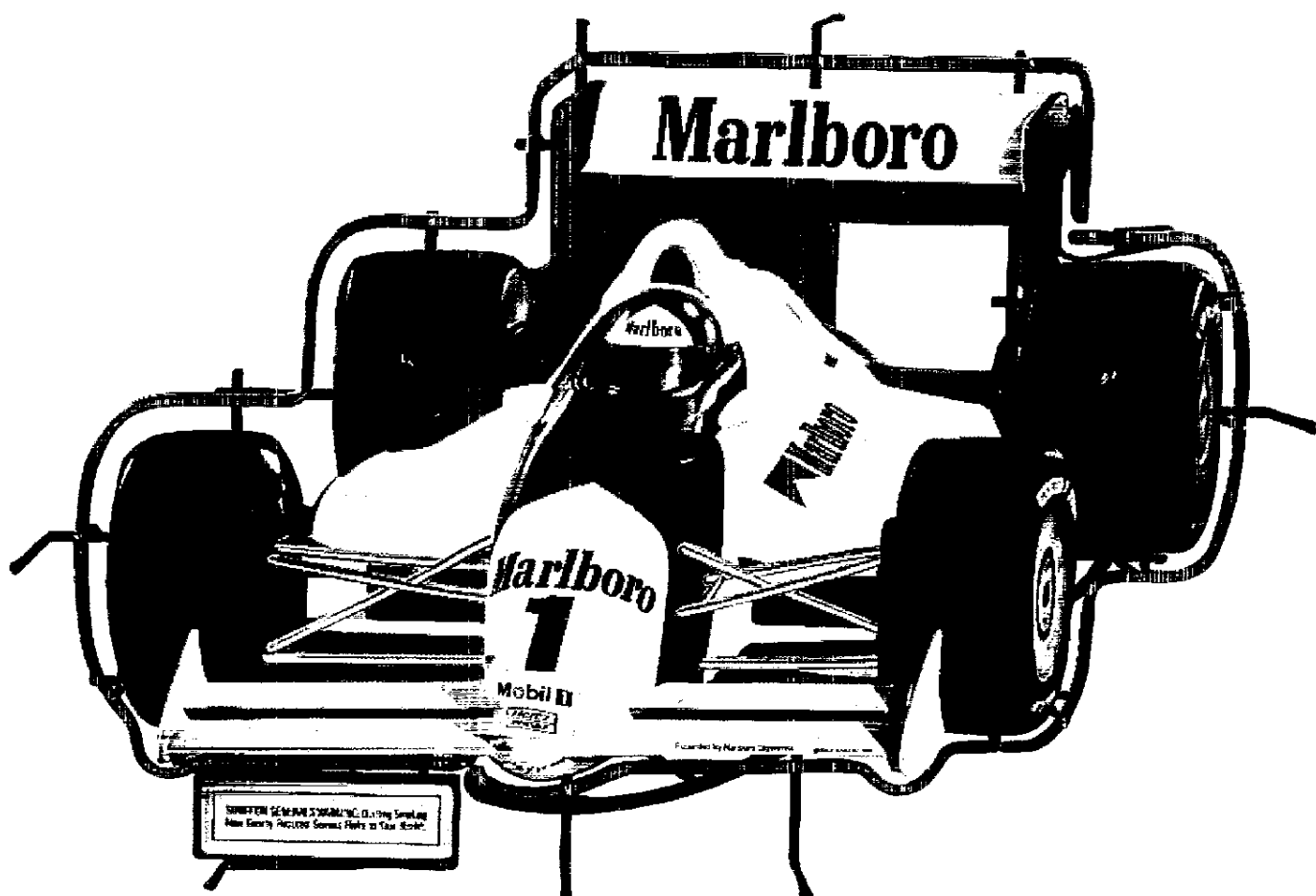
Rear Lit Sign Small
24" H x 37 7/8" W Pos # 70694

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HSN **PHILIP MORRIS**

JAN 94
POS 76446

RACING NEON



Racing Neon

28 1/4" H x 42" W x 8" D Pos # 68625



2045263271

JAN 94
POS 76448

ILLUMINATED LED SIGN



Illuminated LED Sign

17 1/2" H x 28 1/2" W x 4 1/2" D Pos # 69691

2045263272

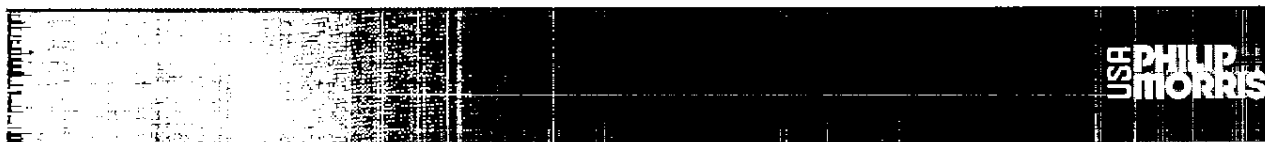
BSI
PHILIP
MORRIS

JAN 94
POS 76449

LIT SIGN WITH CLOCK



Lit Sign With Clock
13" H x 54" W x 8" D Pos # 70686



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JAN 94
POS 76450

EXTERIOR ITEMS



Exterior Signage Pricing Kits

Large Pos # 68328

Small Pos # 68329



New Pricing Kit

Pos # 76446

Counter Balances

Large - 71 3/4" H x 46 1/2" W x 2" D

Pos # 61514

Small - 46" H x 30" W x 1" D

Pos # 68390



Street Talker

33" H x 24" W Pos # 70682

Wall/Pole and Flange

46" H x 30" W x 1" D

Wall/Pole Pos # 68391

Flange Pos # 68392



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PHILIP
MORRIS

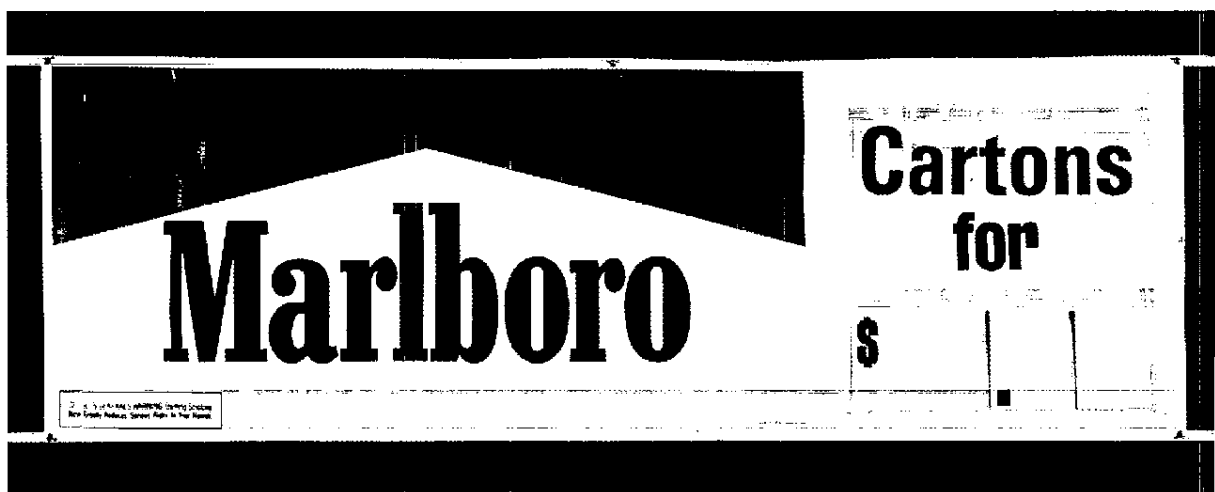
EXTERIOR ITEMS



Pump Topper
12 3/4" H x 20 3/4" W Pos # 50567



Large Newspaper Stand
42 1/4" H x 49" W x 18 5/8" D Pos # 61513



Pricing Banner
36" H x 108" W Pos # 70681

2045263275

PHILIP MORRIS

JAN 94
POS 76459

INTERIOR ITEMS



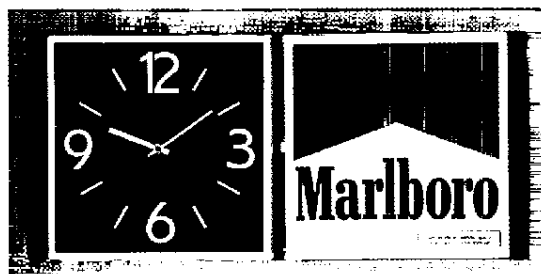
Small Newspaper Stand
52" H x 18" W x 20" D
Pos # 56533

Horizontal/Vertical Marlboro Clocks

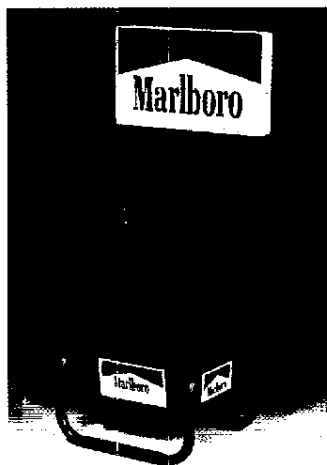
11 3/4" H x 26 1/2" W x 3 5/8" D
Battery Pos # 56588
Electric Illuminated Pos # 56530



Light Thief
16 3/8" H x 35 1/2" W x 1 1/2" D Pos # 70683

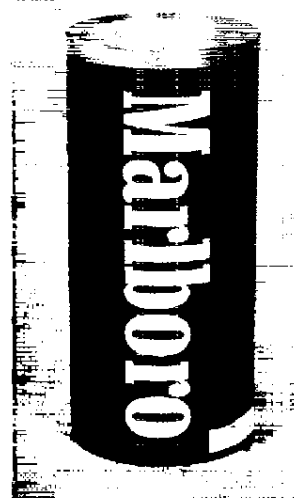


Double Shopping Baskets
58 3/8" H x 26 3/4" W x 16 3/4" D
Pos # 61511



Single Shopping Baskets
44" H x 19" W x 13 3/4" D
Pos # 61512

Replacement baskets in sets of 10 are available Pos # 62937



Floor Ashtray
20 3/4" H x 10" D Pos # 19624

PHILIP
MORRIS

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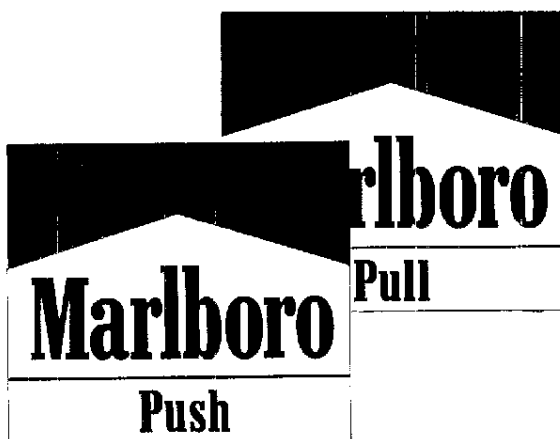
DOOR AND COUNTER ITEMS



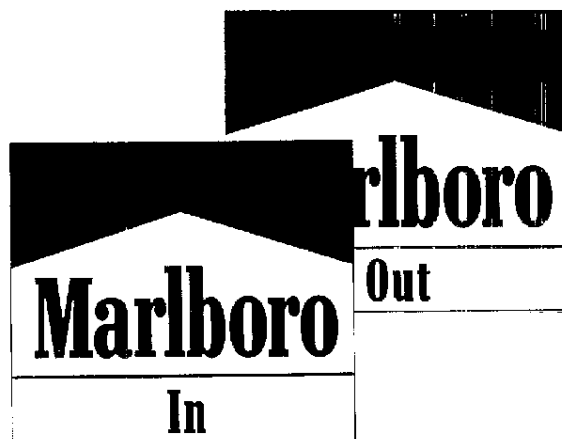
Pocket Change Mat
 15 3/8" H x 17 1/4" W Pos # 69287



Open/Closed
 13 1/2" H x 10 1/2" W Pos # 70684



Push/Pull Decals
 6 1/8" H x 6 1/4" W Pos # 61911



In/Out Decals
 6 1/8" H x 6 1/4" W Pos # 61912

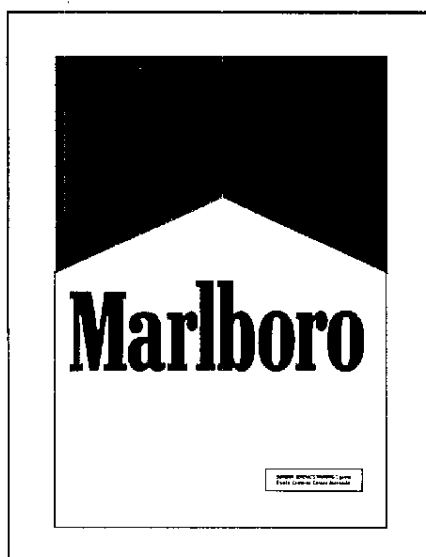


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WINDOW ITEMS



Illuminated Race Car
18" H x 30" W x 5" D Pos # 69684



See Through Decals
26" H x 36 1/2" W Pos # 70693



2-Sided Decal
22" H x 16" W Pos # 70685

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PHILIP
MORRIS

Recommended Store "Looks"

2045263279

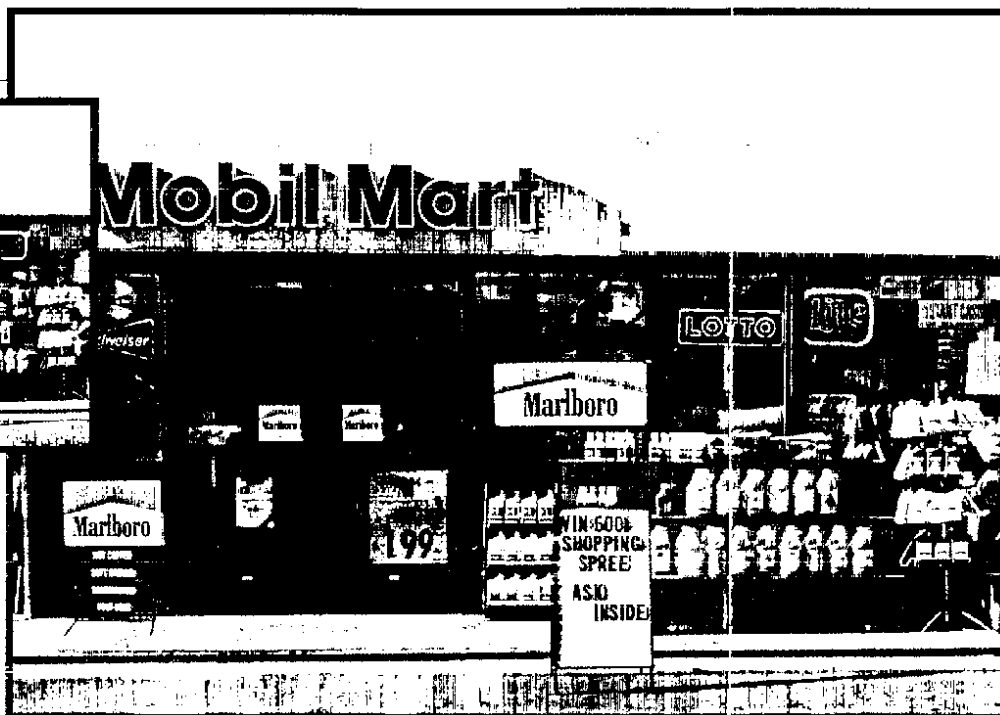
**GAS STATION/DRIVE-BY
LOCATION**



2045263280



BEFORE



AFTER

Marlboro Needs to be Seen from a Moving Car 30 ft. Away

The red roof is your best visibility tool for catching consumers' eyes from a distance. Use large red roof banners on outside windows or a large illuminated red roof sign in the window for night time drive-by impact. Also, add a counter balance to improve visibility from another angle.



BEFORE



AFTER

Use Marlboro Country Image Pieces Inside the Station

Once a customer is inside, where the actual cigarette purchase is made, they have more time to benefit from Marlboro's point-of-purchase merchandising materials. For example, use the neon racing car near the check-out stand or a back-lit overhead pack merchandiser with the new "Bad Moon Rising" visual to communicate important Marlboro imagery/ equities to our consumers. Also, never underestimate the value of B-Rack headers and change mats for instant imagery.

REMINDER: All materials must be used in compliance with the terms and conditions of the Advertising Agreement.

2015263281

SUPERMARKET INTERIOR



2045263282



BEFORE



AFTER

Use Limited Opportunities Wisely

In tightly controlled environments like supermarkets, use our limited visibility opportunities wisely. Where permitted, negotiated, and contracted, place a few but highly visible pieces. Hang an illuminated "Bad Moon Rising" sign in front of the top edge of the carton racks. Also, end-of-counter displays are very effective and shopping baskets add walking visibility throughout the store. Try installing these baskets in all supermarkets.

REMINDEH All signs must be placed
in compliance with the
and Advertis... and Advertising...
and Advertising... and Advertising...

2045263283

DOORS AND WINDOWS



2045263284



BEFORE

AFTER

Pick Fights You Can Win

In situations in which everyone is using neon, using a Marlboro neon will not let you win. You'll just be part of the crowd. Pick another fight. In this case, try to dramatically "win" the door using decals.

New Larger Decals

To win the door, remove the smaller, faded and somewhat dated decals; the ones with photographs of cowboys and broncs. For example. Instead, try to use new "Red Roof" pieces like the see-through decal or two-sided decal as well as an open/close sign prominently positioned to truly own the door.



BEFORE

AFTER

REMINDER: All signage must be placed in compliance with State and Local Zoning and Advertising restrictions.

Fight for Your Fair Share of Space and Win

Rather than try to fit your Marlboro decals around the competition, stake out your fair ground and brand it MARLBORO. Create your own empty space to showcase Marlboro by removing competitive clutter. In this case, (a Retail Masters account where we can insist on our share of space), give the competition its side; but really win your side of the door.

2045263285

**CONVENIENCE STORE-
INTERIOR**



2045263286



BEFORE

AFTER



BEFORE

AFTER

REMINDER: All signage must be placed in compliance with State and Local Zoning and Advertising restrictions.

Unclutter Our Backlit Overheads

Backlit overheads are expensive merchandising units critical in our efforts to communicate Marlboro imagery to our consumers. If we are paying for them, and they are covered up with small notices, we are being taken advantage of. Insist that these notices be placed elsewhere to let the overhead visuals do what they are supposed to—make Marlboro Country come to life. Don't overdo it. When utilizing a lit overhead there is no need to install another illuminated sign. The impact may actually be lessened.

Use New Creative

In-Store at check out is the perfect place to use the new "Bad Moon Rising" visual in the overhead. Consumers have the time to see it and get captivated by its imagery ... and come to Marlboro Country.

Add a Clock and B Racks

To further strengthen Marlboro ownership of this high-end retail masters store, consider adding a clock in a visible—just above eye level—place. Never place clocks on top of refrigerated cases or other hard-to-see locations. Use the "Bad Moon Rising" header over the B-Racks (when not being used promotionally) on the counter to capture impulse purchases.

Clean Out-Dated Materials

Replace dated/faded cowboy photographs with more contemporary imagery pieces like the "Bad Moon Rising" light thefts. Remove home-made cut-and-paste broncos from items that should just have a clean red roof, like the shopping basket holder.

Get Our Share of Visibility

Sometimes the the best thing you can do to get Marlboro to break through the clutter is to create empty space around our promotional pieces. This will frame and showcase them. So, Make sure our Retail Masters Contract is being enforced — "own" our share of the store. Remove "unauthorized" competitive clutter to allow our Marlboro pieces to break through and work harder in reaching our consumers.

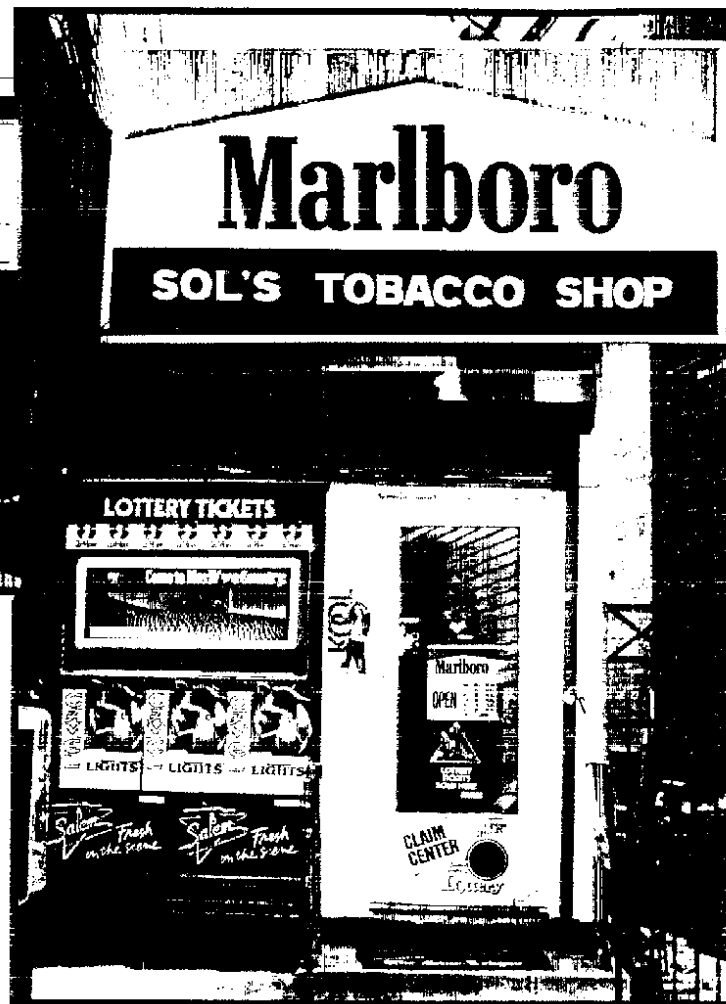
STORE FRONTS



2045263288



BEFORE



AFTER

Illumination Can Break Through Clutter

Use a large illuminated Red Roof sign to brand a high spend Retail Masters store Marlboro. The bold, bright red sign above the door will brand the entire store and provide long-range visibility to catch drivers' eyes.

Although the basic principle is to use imagery inside and Red Roof on the exterior of a store, this is a case where high pedestrian and motor traffic allows us to utilize both signs successfully. In this case, an illuminated sign with the new "Bad Moor Rising" visual can really break through clutter in crowded, shaded areas while communicating Marlboro Country imagery to customers walking by.

REMINDER: All signs must be placed in compliance with local zoning and advertising regulations.

2045263280

RDM List

2045263290