

April 5, 1984

TO: C. Roger Hill✓

SUBJECT: SALEM Monthly Brief (March Activities)

- ✓ Recent competitive testing conducted on two SALEM styles continues to indicate that both the Full Flavor 100 and Ultra Lights 85 styles are superior to competition.
- ✗ Commencing with SALEM's March drive period, media especially out-of-home as well as promotional activity has been heightened across all market segments to further leverage both competitive and franchise volume. In addition to impactful retail presence on the MCD, SALEM conducted a buy-one-get-one-free pack promotion placing over 115,000 displays in four of five Sales Areas targeted outlets frequented heavily by prime prospects. To further build franchise and competitive volume in key markets, SALEM utilized free standing inserts to deliver 3.2 million \$1.00 off carton coupons. In Daytona and Ft. Lauderdale, key resort areas attended by prime prospects, SALEM conducted multi-pack purchase incentives at retail to gain competitive trial leading to conversion and was the exclusive advertiser in the Daily Sun, a highly targeted and widely distributed newspaper allowing impactful communication of SALEM Spirit to younger adult smokers through a unique and highly popular medium.
- ✗ In magazines, newspapers extensive out-of-home and at retail new spring poolouts across all market segments appeared for the SALEM Spirit campaign. The effectiveness and impact of these campaign poolouts was improved through the use of lighter, brighter coloration and situations which were highly spontaneous and sociable thus increasing SALEM's appeal to prime prospects.


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