

RJR CONFIDENTIAL

March 6, 1981

TO: Mr. L. W. Hall, Jr. Dr. L. Light (BBDO)
Ms. S. A. MacKinnon Dr. T. Neman (BBDO)
Mr. J. D. Weber
Mr. R. C. Nordine
Ms. J. Whaley

FROM: G. Novak

SUBJECT: 1981 SEGMENTATION STUDY

This will confirm that there will be a review session of the planned 1981 Segmentation Study at R. J. Reynolds on March 17 from 8:30-12:30. The meeting will be held in the Second Floor Large Conference Room of the Reynolds Building.

At this point in time, we have agreed to a set of objectives for the study and an outlined action plan. The objectives were based on in-depth interviews with key Marketing and Marketing Research personnel which determined the Company's needs in this area. By the time the meeting is held, we will also have completed our second round of qualitative research in preparation for the study.

The purpose of this meeting will be to review the status of the project and also to get BBDO's upfront involvement. In the meeting, we will review our thinking and current strategies and then have an open discussion where we will trade ideas on the subject matter.

If there are any questions, please don't hesitate to call me before the meeting.



Gregory Novak
Marketing Development

GN:dc

cc: Mr. N. W. Glover

50134 1628