

MRGR 74-70

July 26, 1974

REPORT OF CONFERENCE

Date: July 25, 1974
Place: Louisville, Kentucky
Present: R.A. Pittman and C.S. Muir
Copies: Messrs. Edens, McCarty, Bateman, Broughton, Bryant,
Pittman, Gardner, Groome, Broach, Broecker, Schermerhorn
and Willson

TRAMPS TEST MARKET STUDY
PROJECT #1974-197

Two mini-test markets were authorized for TRAMPS: Wichita, testing TRAMPS with white paper and Fort Wayne, testing TRAMPS with brown paper. In both markets the brand will be introduced with two styles: menthol and filter.

The test markets will be handled by Market Facts, Inc., who will secure distribution, maintain in-store stock and handle in-store promotional activities normally associated with a new brand introduction. Local DSW sales personnel are not involved in the TRAMPS test market operation.

Advertising will start on September 22, 1974 and product will be placed in participating stores beginning September 24, 1974. Market Facts will audit sales of the two styles of TRAMPS in all participating stores on a two-week cycle for a period of 22 weeks.

Results will be reported for two-week periods. A final, written report for the entire audit period will be available four weeks from the end of the last audit period.

The Market Facts proposal, dated July 22, 1974, was approved and the expenditure of \$67,000 was authorized.

T.D. Bakker

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