

February 2, 1982

TO: M. L. Orlowsky

SUBJECT: Weekly Status Report

The following are key items for the week:

Corporate

1. The list of potential ethnic markets for Cambridge Group implementation and approach to 1982 alternatives was approved by Brand Management.
2. All ActionLine copy finalized and approved by sources 1/27; M. Gann met with Judi Russell 1/28 for final review of proposed ActionLine layout; revised timetable to be submitted week of 2/1; mailing week of 3/1.
3. San Diego Clippers basketball program implemented on January 27. Program included sampling, premiums, and pre-event advertising support by brand and the team.
4. I-95 Package Test -- meet with Winston-Salem Region Field Sales Management in Fayetteville, North Carolina. Test will start February 8 with Field evaluation scheduled for week of March 22.
5. Sampling D.M. letters with dates completed as follows:

<u>Program</u>	<u>Start Date</u>	<u>Will be Mailed</u>
WINSTON Fiestas	March 12	Feb. 4
SALEM Slim Lights Field Marketing	March 1	Feb. 4
SALEM Field Marketing	March 22	Feb. 4
VANTAGE Golf Tournament	March 5	Feb. 4
SALEM Concert Field Marketing	April 16	Feb. 4
CAMEL Spring Resort	Feb. 26	Feb. 4

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Brand

1. A CAMEL Daily Newspaper with planned distribution of 840M in Daytona and Ft. Lauderdale was presented by Taylor/Shain and approved by Brand. The Spring Resort publication will be 16 pages of editorial and photos published daily during the three weeks of Spring Break. The paper will be delivered daily to hotel rooms.
2. R. J. Gold BIGIF - Revised tactical plan to deliver BIGIF displays to 23 divisions which are new expansion markets for R. J. Gold.
3. WINSTON Auto Show/Bowling delayed one week due to gratis packaging. Will start February 5.
4. Revise MORE Lights promotion plan to provide more broad-scale trial with addition of a Free Pack Coupon, circulation 23MM. Revised plan due to Brand week of 2/1.
5. 335M cartons of NOW at retail containing mail-in cards for \$1.50/ctn. coupons.
6. CAMEL Lights Younger Adult Continuity Program began week of 1/25 and is now being executed in 29 markets. Program is designed to deliver 478M packs in 48 markets.
7. CAMEL GT Special Events program began on schedule 1/31 in Daytona Beach. New CAMEL GT tent was utilized at this event and initial reports indicated that it meets all Brand's objectives.


G. T. Baroody

GTB:emm

cc: J. J. Dean
G. L. DeHaan
T. B. Owen
D. R. Esposito
K. B. Hedrick

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