

ATTACKING RETAIL DIFFERENTLY

CRITERIA / REQUIREMENTS FOR NON MERCHANDISING PROMOTION PLAN:

1. NOT AVAILABLE IN SINGLE MANUFACTURER EXCLUSIVE CALLS
2. OUTLETS CAN RECEIVE FLIGHTED RJR PROMOTIONAL ACTIVITY IF THEY MEET ALL REQUIREMENTS.
3. FLIGHTED PROMOTION WILL BE DEFINED AS WORKPLAN ACTIVITY AND NO MORE THAN BASE "PRP" VALUES / TIMEFRAMES.
4. LIMITED TO SPECIFIC GEOGRAPHIES AS IDENTIFIED BY R. J. REYNOLDS TOBACCO COMPANY.

PACK OUTLETS

- ACCOUNT CANNOT BE ON A SINGLE MANUFACTURER EXCLUSIVE MERCHANDISING AGREEMENT
- RJR PRIORITY BRAND DISTRIBUTION PLUS REGIONAL OR AE REQUIRED BRANDS PLUS SUFFICIENT MERCHANDISING SPACE ALLOCATED SO THAT OUT-OF-STOCKS DO NOT OCCUR
- ONE PIECE OF INTERNAL & ONE PIECE OF EXTERNAL BRAND PROMOTION ADVERTISING FOR EACH BRAND FAMILY ON PROMOTION BRAND PROMOTION ADVERTISING PER BRAND TO REMAIN IN PLACE FOR 28 CONSECUTIVE DAYS
- ONE PERMANENT PIECE OF ADVERTISING AT LEAST 2 SQUARE FEET IN SIZE
- PRIME LOCATION OF PROMOTIONAL DISPLAY AS DETERMINED BY RJR FOR DURATION OF PROMOTION INVENTORY AVAILABILITY – ONE DISPLAY FOR EACH BRAND BEING PROMOTED
- ACCOUNT DOES NOT SELL ANY RJR PRODUCT INTENDED FOR EXPORT OR COMPETITIVE MANUFACTURERS PRODUCTS INTENDED FOR EXPORT AS A PRICE POINT THAT DISADVANTAGES RJR NON PROMOTED PRODUCT
- SPACE ON PERMANENT MERCHANDISING FIXTURES EQUAL TO THE GREATEST OF OUR S.O.M. IN THE ACCOUNT OR IN THE MARKETPLACE

CARTON OUTLETS

- ACCOUNT CANNOT BE ON A SINGLE MANUFACTURER EXCLUSIVE MERCHANDISING AGREEMENT
- RJR PRIORITY BRAND DISTRIBUTION PLUS REGIONAL OR AE REQUIRED BRANDS PLUS SUFFICIENT MERCHANDISING SPACE ALLOCATED SO THAT OUT-OF-STOCKS DO NOT OCCUR
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- ONE PERMANENT PIECE OF ADVERTISING AT LEAST 2 SQUARE FEET IN SIZE
- FREE STANDING PROMOTIONAL DISPLAYS FOR EACH BRAND PROMOTED WITH SIZES, TYPES AND LOCATIONS OF DISPLAYS DETERMINED BY RJR. NO PROMOTIONAL ACTIVITY TO TAKE PLACE ON STANDARD PERMANENT MERCHANDISING UNITS.
- ACCOUNT DOES NOT SELL ANY RJR PRODUCT INTENDED FOR EXPORT OR COMPETITIVE MANUFACTURERS PRODUCTS INTENDED FOR EXPORT AS A PRICE POINT THAT DISADVANTAGES RJR NON PROMOTED PRODUCT
- SPACE ON PERMANENT MERCHANDISING FIXTURES EQUAL TO THE GREATEST OF OUR S.O.M. IN THE ACCOUNT OR IN THE MARKETPLACE

CIG. TOBACCO STORES

- ACCOUNT CANNOT BE ON A SINGLE MANUFACTURER EXCLUSIVE MERCHANDISING AGREEMENT
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- SPACE ON PERMANENT MERCHANDISING FIXTURES EQUAL TO THE GREATEST OF OUR S.O.M. IN THE ACCOUNT OR IN THE MARKETPLACE WITHIN THIS TRADE SEGMENT