

MARLBORO 2001 PLANNING: FOLLOW-UP MEETING
6/20/00 AGENDA

- **Review elements not discussed in 4/29 Chicago meeting:**
 - Direct
 - Racing
 - Rewards
- **Further discuss issues/topics from 4/29 Chicago meeting:**

MENTHOL:

- Creative theme and positioning (menthol vs milds)
- Double dipping product and price

OVERALL RETAIL:

- Mainline presence throughout year
- Merchandising/Promoting within "front and center" principles
- Packaging/Pack as a communication vehicle

PROMOTIONS (Racing/Ranch):

- Will they be overlays at retail?
- **Discussion of entire Marlboro plan and the integration of all its elements**
- **Wrap Up – Determine next steps**

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