

Mr. J. O. Watson (2)
Mr. S. C. Wooten, Jr.
Marketing Department

CONFERENCE REPORT

TO

WILLIAM ESTY COMPANY
INCORPORATED

DATE April 26, 1973
PLACE RJR Tobacco Company
Winston-Salem, N. C.
WRITTEN BY: John H. McCain

CLIENT: R. J. Reynolds Tobacco Company (WINSTON)

PRESENT FOR THE CLIENT:

Mr. J. Watson
Mr. S. Wooten

PRESENT FOR THE AGENCY:

Mr. R. Feinberg
Mr. J. McCain

WINSTON "How good it is" Print Subjects.....

The Agency presented the following revised bleed magazine subjects to the Product Group for final approval:

"Pilot's Reward" - retain original "Perfect Landing" caption

"Day's Work Done" (page and spread)

"Man vs. Fish"

("Birdie!" will be reevaluated for possible future use.)

Next Step: Product Group will obtain Marketing Management approval today.

Back-up Campaigns.....

"Whip out your Winstons" headline in white with black keyline approved.

Next Step: Marketing Management approval today.

Back-up Campaign Test Materials.....

Photographic proofs of the "Knowing the way", "Cal Hyatt", "Winston tastes good" and "Me and My Winstons" were approved for use in the upcoming pre-testing program.

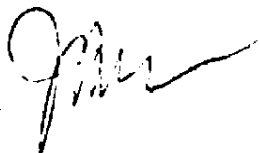
Next Step: Agency to utilize these materials for Portfolio and Attitude Shift tests.

"Home from the Sea" Portfolio Test Materials.....

"How good it is" and "Winston tastes good like a cigarette should" test materials were approved.

Next Step: Use in upcoming Portfolio test.

JHMcC/cr



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