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To: . Ms. Ellen Merlo
From: . Marketing Research Department
Subject: . Update of Parliament Media Spending
Reallocation Program

Date: July 24, 1978

This report summarizes the results after six months of the program reallocating Parliament's media spending to support 14 of its strongest markets.

Chart I shows the comparison of the % of media dollars and the % of Total Parliament's volume for the 14 markets combined and the balance of the U.S. This data is also shown graphically on Chart II.

The results through second quarter show that the % of Parliament's volume in the 14 markets have been steadily increasing compared to its base level:

	<u>Percent of Total Parliament Volume</u>	
	<u>14 Markets</u>	<u>Balance of U.S.</u>
Base Year 1977	63.7	36.3
<u>1978</u>		
1st Qtr.	64.1	35.9
2nd Qtr.	64.3	35.7

Parliament's average share for April for the 14 markets combined (shown on Chart III) remained the same as the previous month at 2.26 while shares for total U.S. dropped slightly from 1.37 to 1.34. The Share Development Index on Chart III indicates that Parliament is doing progressively better in the 14 markets than in total U.S. However, shares for April were affected by price increase rumors at which time heavier buying probably occurred in the larger markets (most of which are included in Parliament's 14 strong markets) than in the smaller ones. Therefore, improvement in April's S.D.I. should not be considered significant unless the trend continues in future months.

We will continue tracking Parliament's activity in the 14 markets and provide you with updated information. If you have any questions, please call.

Barbara S.G. Weinstein
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BGSW:mah
Attachments

cc: A.J. Bissmeyer	J.N. Zoler	
J. Granville	W.D. Engelbrecht)	
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PARLIAMENT MEDIA SPENDING VS. VOLUME

	<u>14 Market Total</u>		<u>Balance of U.S.</u>	
	<u>% of Media Spending</u>	<u>% of Total Parliament Vol.</u>	<u>% of Media Spending</u>	<u>% of Total Parliament Vol.</u>
<u>1977</u>				
January	100.0%	63.6%	0.0%	36.4%
February	82.8	64.2	17.2	35.8
March	64.4	63.8	35.6	36.2
1st Qtr.	79.3	63.9	20.7	36.1
April	65.1	63.4	34.9	36.6
May	71.1	63.9	28.9	36.1
June	60.2	62.8	39.8	37.2
2nd Qtr.	65.8	63.4	34.2	36.6
July	83.7	63.3	16.3	36.7
August	79.5	63.0	20.5	37.0
September	83.3	63.6	16.7	36.4
3rd Qtr.	82.3	63.3	17.7	36.7
October	83.9	64.3	16.1	35.7
November	68.4	64.7	31.6	35.3
December	56.2	64.3	43.8	35.7
4th Qtr.	74.1	64.4	25.9	35.6
Year	76.3	63.7	23.7	36.3
<u>1978</u>				
January	81.4	64.1	18.6	35.9
February	91.1	64.2	8.9	35.8
March	86.5	63.9	13.5	36.1
1st Qtr.	87.3	64.1	12.7	35.9
April	92.2	64.7	7.8	35.3
May	85.7	64.7	14.3	35.3
June*	96.6	63.5	3.4	36.5
2nd Qtr.	91.5	64.3	8.5	35.7

*June's figures may be influenced by the price increase.

CHART I

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PARLIAMENT MEDIA SPENDING VS. VOLUME

100

14 Markets

90

% of Total Media Dollars
(quarterly)

80

70

60

% of Total Parliament Volume

50

Balance of U.S.

40

% of Total Parliament Volume

30

20

% of Total Media Dollars
(quarterly)

10

0

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..... 1977 1978

CHART 11

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Source: <https://www.industrydocuments.ucsf.edu/docs/kjvg0127>

TOTAL PARLIAMENT MARKET SHARES

	<u>14 Market Average</u>	<u>Total U.S.</u>	<u>S.D.I.*</u>
<u>1977</u>			
JANUARY	2.38	1.45	
FEBRUARY	2.36	1.45	
MARCH	2.37	1.48	
1st QTR.	2.37	1.46	162
APRIL	2.36	1.46	
MAY	2.33	1.44	
JUNE	2.34	1.42	
2nd QTR.	2.34	1.44	163
JULY	2.28	1.42	
AUGUST	2.25	1.40	
SEPTEMBER	2.28	1.39	
3rd QTR.	2.27	1.40	162
OCTOBER	2.27	1.38	
NOVEMBER	2.22	1.36	
DECEMBER	2.27	1.38	
4th QTR.	2.25	1.37	164
YEAR	2.31	1.42	163
<u>1978</u>			
JANUARY	2.28	1.37	166
FEBRUARY	2.25	1.39	162
MARCH	2.26	1.37	165
1st QTR.	2.26	1.38	164
APRIL	2.26	1.34	169

*S.D.I. = Share Development Index is calculated as 14 markets share

÷ Total U.S. Share

CHART III

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