

CAMEL HISPANIC PROGRAM EVENT SUMMARY

EVENT TITLE: New Years Eve

SUPPLIER: PROMOTIONAL MARKETING, INC.

Market Dallas, Texas

Attendance 5000

Execution Date 12/31/90

Executional Hours 5pm-1am

TOTAL SAMPLES DISTRIBUTED 2100

TOTAL PREMIUMS DISTRIBUTED 60

CIGARETTES / PREMIUMS †

QUANTITY		QUANTITY	
Regular Hard	1100	Lighters	1500
Regular Soft		Matches	600
Light Hard		T-Shirts	60
Light Soft	1000		

SUPPORT MATERIALS ††

QUANTITY		QUANTITY	
Inflatable - 15'		Stage Banner	
Inflatable - 30'		Imprint Banner	X
Camel Video Van	X	Camel Head Inflatable	X
Pack Booth		Un Tipo	X
20' Tent		R.J. Reynolds Banner	X

ACTIVITIES: The Camel Head Inflatable was placed right by the entrance of the event along with the Camel Video Van. The location of these two items were at very high visibilty spots. Samplers were stationed by the ticket booth inside the event.

Samples were given to qualified smokers.

PROBLEMS/ACCOMPLISHMENTS: We were able to get the bartenders to wear Camel T-shirts all night long. Comments were made that our inflatable could be seen from a good distance away and we got their attention very quickly.

OTHER SPONSORS/COMPETITIVE ACTIVITY: Coors, 89.3 Radio Station

ADDITIONAL COMMENTS:

† PLEASE INDICATE THE PREMIUMS AND QUANTITES DISTRIBUTED.

†† PLEASE INDICATE ANY ADDITIONAL SUPPORT MATERIALS AND QUANTITIES USED.

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