

**TO:** Sonya Rush/Minda Maggio**DATE:** April 9, 1996**FROM:** Amy Friedland Fisher *af***SUBJECT:** Virginia Slims Direct Mail Research - Schedule

The following is the schedule for the Virginia Slims Direct Mail Research. The objective of this research is to explore what makes a direct mail piece appealing to 21-29 year old female Herd Brand smokers. The learning will provide directional input for the development of upcoming VS mailings. A variety of direct mail pieces, both inside and outside of the cigarette category, will be exposed to these consumers. A discussion will follow as to which pieces are most likely to be opened and responded to, and why. Additionally, we will explore what these smokers would like to receive as part of a mailing.

A total of six (6) triads will be conducted on Thursday, April 25th in New York among 21-29 year old female Herd Brand (Camel, Marlboro and Newport) 100's smokers. Half of the groups will be among 21-24 year old smokers and half among 25-29 year old smokers.

The research will be conducted at the following location:

**Focus Suites of New York**

355 Lexington Avenue

Thirteenth Floor

New York, NY 10017

Phone: (212) 867-7373

Fax: (212) 867-9184

Thursday, April 25th

12:00 pm

1:30 pm

3:00 pm

5:00 pm

6:30 pm

8:00 pm

Ms. Maddy Wolf will be the moderator. Please let me know who will be attending.

cc: D. Altshuler (LB Co)  
J. Bonhomme  
B. Chiarucci (LB Co)  
S. Eskenazi (LB Co)  
E. Franklin (LB Co)  
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