

First with the finest cigarettes...through Lorillard research



Bob Davis:

August 30, 1978

Please draft a reply for me by 9/11 -

TO: Mr. Curtis Judge

Thanks -

FROM: T. L. Achey - Field 3

BHF
9/6

SUBJECT: Product Information

Mr. Judge, if you will look at my Sales figures (attached), you will note that NEWPORT KING SIZE is the #1 selling Lorillard brand, and NEWPORT BOX the #6 selling Lorillard brand in Field 3 for the year-to-date.

I know your immediate concern must be the "Lights" market; however, I also know the efforts placed into several "taste" brands over the past few years.

The success of NEWPORT has been fantastic during the past few years. Our profile taken locally shows this brand being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student.

NEWPORT in the 1970's is turning into the Marlboro of the 60's and 70's. It is the "In" brand to smoke if you want to be one of the group.

Our problem is the younger consumer that does not desire a menthol cigarette. If that person desires a non-menthol, but wants to be part of the "In group", he goes to Marlboro.

✓ Could we be furnishing a back-lash to Marlboro from our NEWPORT brands?

✓ Is Marlboro as strong with the early beginning consumers as the NEWPORT brands?

Could we end the success story for Marlboro by furnishing the young adult consumers with a total category of "In" brands?

I think the time is right to develop a NEWPORT NATURAL (non-menthol) cigarette to attract the young adult consumer desiring a non-menthol product. We have a solid base with NEWPORT and I foresee much success with the name of NEWPORT on new packaging.

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-2-



We would need packaging in the Soft pack and Box.

A good test area might be the Camden, New Jersey Division.
NEWPORT KING SIZE is the #6 brand (all companies) in this
Division.

T.L.A.
T. L. A.

TLA:es

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