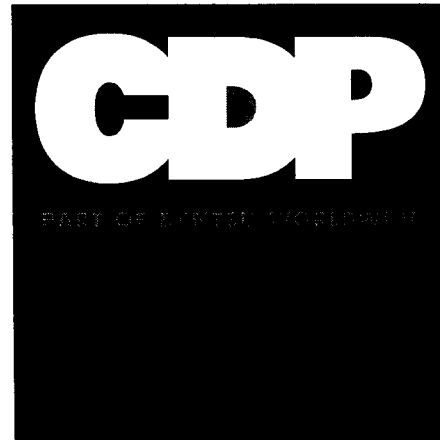


**A GREAT DAY IN WITH CDP
4 JULY 1996**





Hamlet smokers are down the pub too much to bother with the telly

And when they do watch it they tune straight into their favourite sport.

	<u>HAMLET</u>	<u>CLASSIC</u>
Enjoy films at the cinema	31.5	20.7

CDP

HENCE RADIO IS MORE IMPORTANT

	<u>HAMLET</u>	<u>CLASSIC</u>
Always listen to radio in the car	54.9	48.4
Listen intently to news on radio	58.1	47.6

CDP

**AND THIS IS BACKED UP BY THEIR GENERAL
ATTITUDES**

	<u>HAMLET</u>	<u>CLASSIC</u>
Looking forward to more cable TV next week	23.1	29.9
Looking forward to more TV Channels	45.2	57.4

**HAMLET SMOKERS ARE MORE OUT AND ABOUT
THAN CLASSIC SMOKERS**

CDP**THEY ARE LESS KEEN ON SKY**

	<u>HAMLET</u>	<u>CLASSIC</u>
Cable/Satellite	26.0	31.8
Cable	6.9	8.3
Dish	18.3	23.0

CDP

HAMLET SMOKERS ARE LESS GLUED TO THE BOX

ITV - VIEWING

	<u>HAMLET</u>	<u>CLASSIC</u>
Heavy	14.8	18.2
Heavy-Med	15.4	21.5
Medium	31.2	31.9
Light	37.1	30.0

CDP

3. MEDIA VIEWS



Hamlet smokers are down the pub too much to bother with the telly

And when they do watch it they tune straight into their favourite sport.

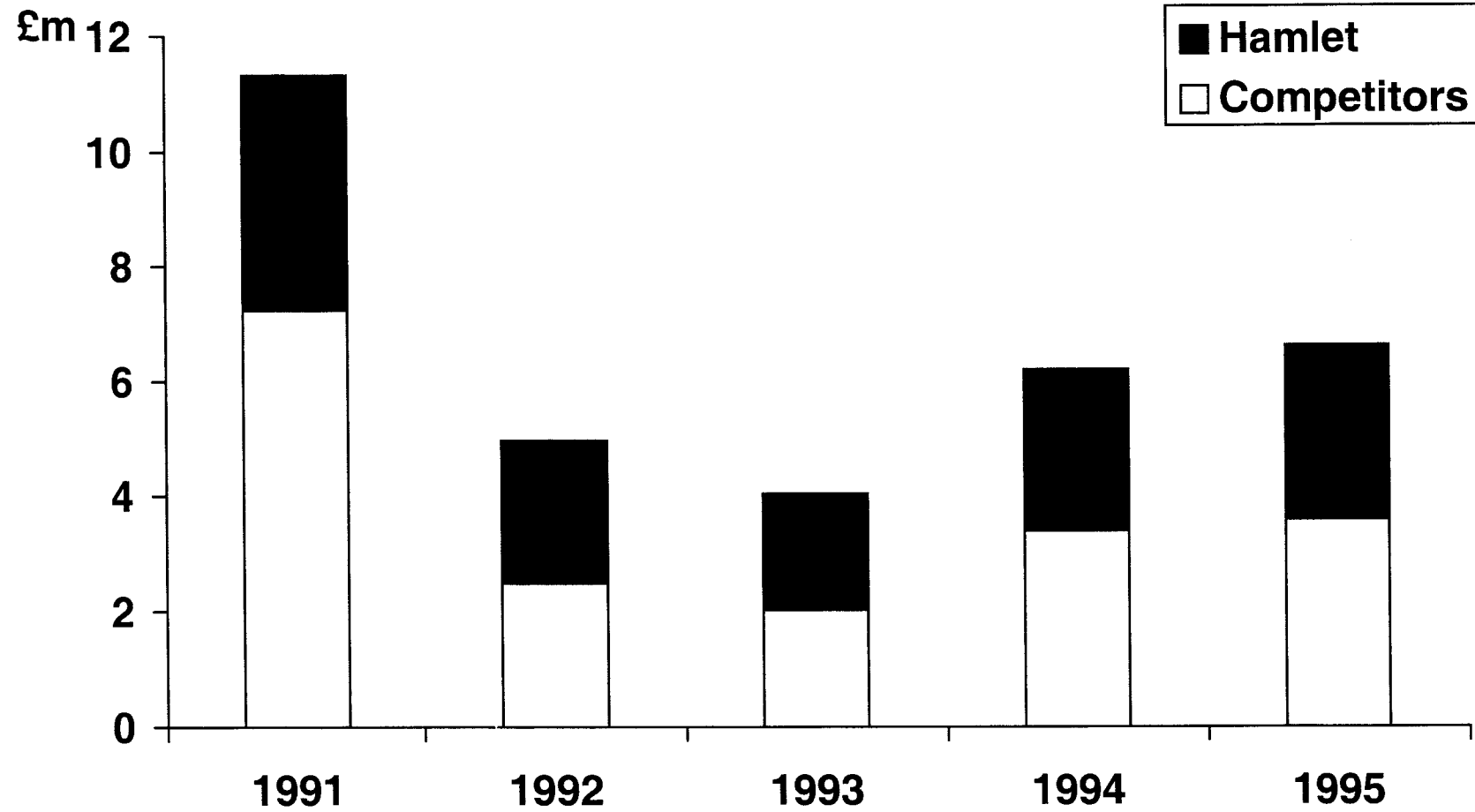


CIGARS

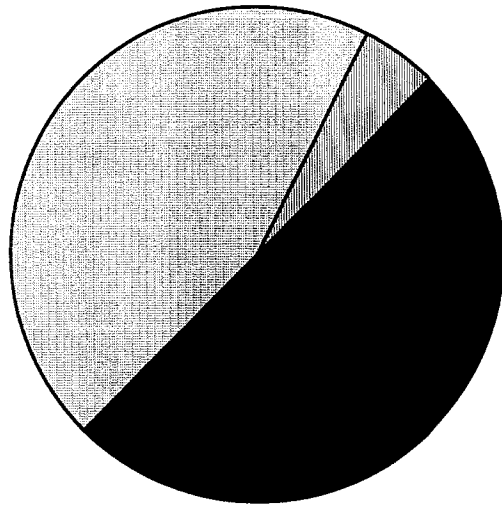
COMPETITIVE MEDIA REVIEW

1. Total Expenditure
2. Share of Voice
3. Competitors' Use of Media
4. Brand-by-Brand Summary

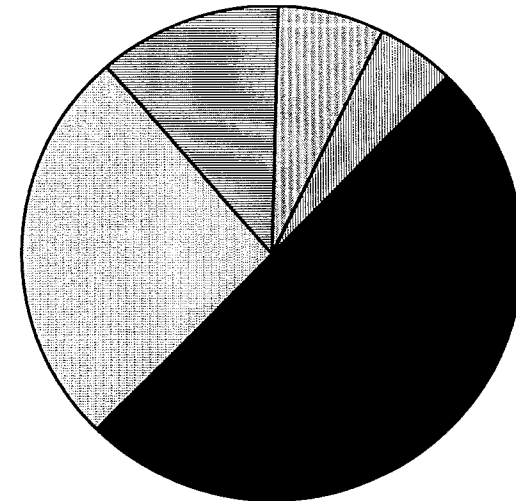
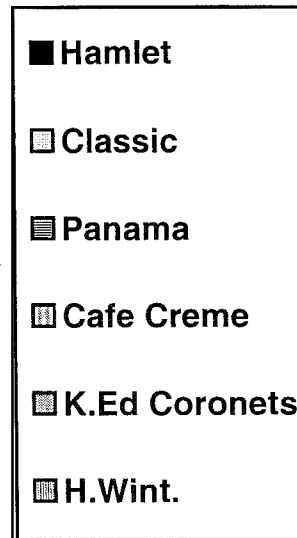
TOTAL EXPENDITURE All Media



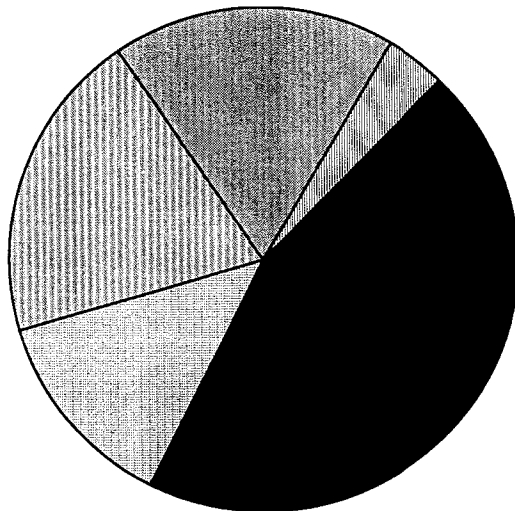
SHARE OF VOICE



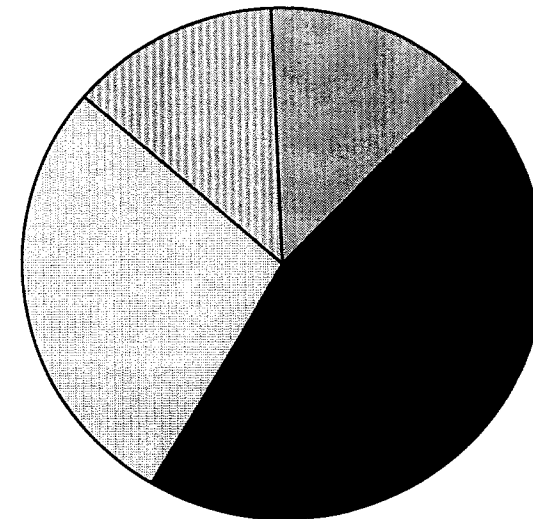
1992



1993

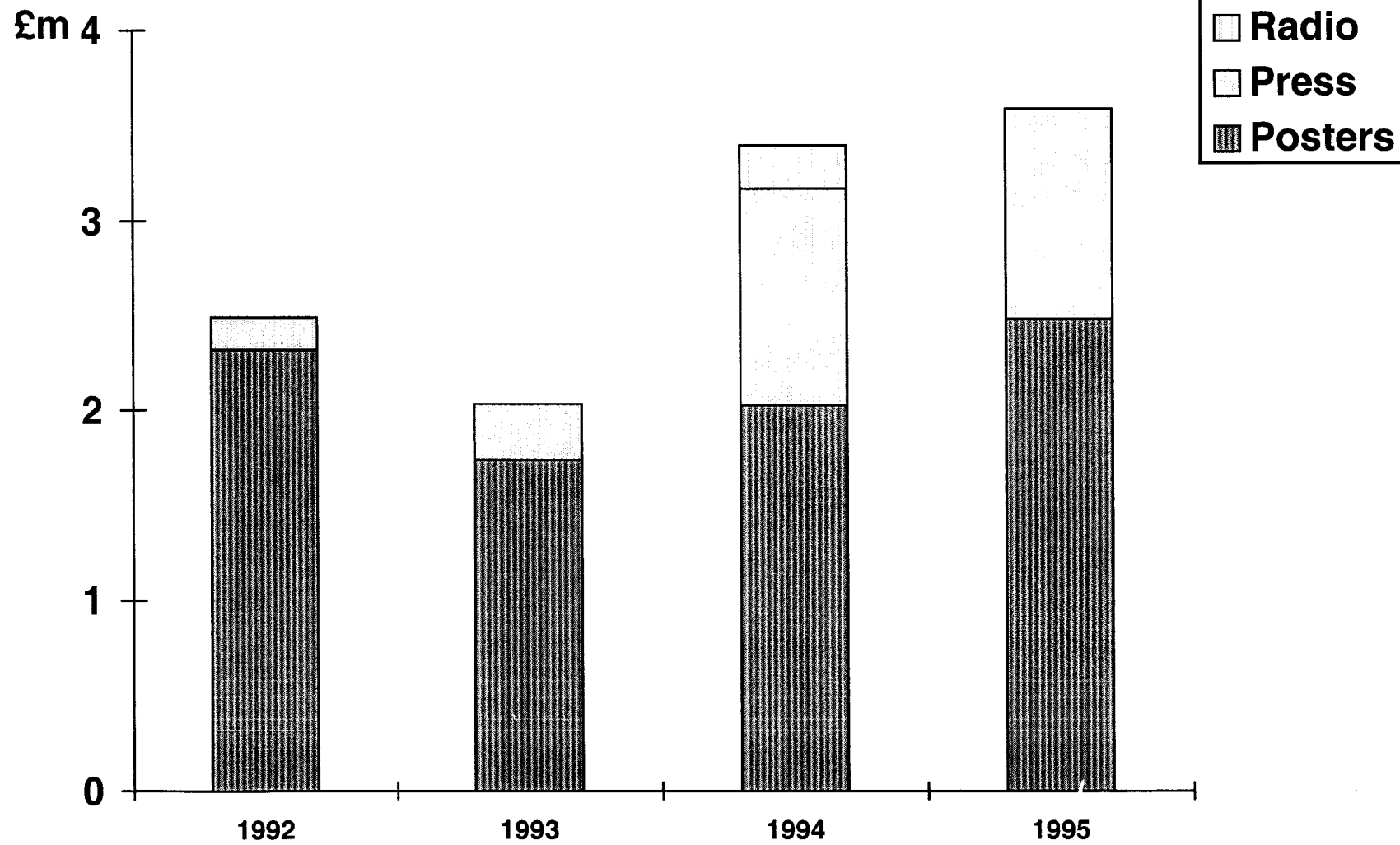


1994



1995

COMPETITORS' USE OF MEDIA



HENRY WINTERMAN / CAFE CREME

- | | |
|---------------|--------|
| ■ 1992 | £0.25m |
| 1993 | £0.48m |
| 1994 | £1.47m |
| 1995 | £0.89m |
| 1996 (to May) | £0.43m |
- 1995/1996 activity all press
 - Feb 1995 - promotion. One colour 25x4 in all popular/mid-market titles.
 - Oct-Dec 1995 - major colour campaign. 4 colour ads (mainly pages) in every review section/supplement except Guardian, Observer, Telegraphs and People.
 - April 1996 - start of another 'Cafe Society' campaign. Colour pages in quality/mid- market colour supplements and Sunday Magazine (N.O.W.), reviews and programme journals. Targeting ABC1 men under 50?
 - Last Cafe Creme poster activity was August 1994 (£727,000).
 - London upweight (30% spend)
 - Only cigar, other than Hamlet, to use radio (December 1994 only)

- | | |
|---------------|--------|
| ■ 1992 | £2.25m |
| 1993 | £1.07m |
| 1994 | £0.83m |
| 1995 | £1.84m |
| 1996 (to May) | £0.07m |
- Spend heavily biased to posters - 90% of total spend since TV ban.
 - Advertising national, but Scotland upweighted (15% spend). Granada also above average.
 - 1995 activity = 3 national poster bursts and DPS in magazines - mostly programme journals
 - 1996 activity = coupon response only ('Imperial Cigar Range'). 15 x 2 and 20 x3 in broad range of national newspapers on March 31, April 1 and ½ pages in Sun and Mirror only in May.

KING EDWARD CORONETS

- 1994 £1.10m
- 1995 £0.87m
- 1996 (to May) £0.18m

- Launch October 1994.
 - National posters with Granada/Yorkshire/Anglia upweight (41% spend).
 - 3 x colour pages in all popular newspapers plus Daily Express and Mail on Sunday

- 1995 - one big national poster burst in February
 - Scotland upweight
 - No press

- 1996 - colour 15 x 2 (sports pages) every Sunday (Jan-mid May) in
Mail on Sunday, N.O.W., Sunday Mirror and Sunday Mail.

- No activity since 1993 when £489,000 was spent on posters