

TO: Distribution

FROM: Marketing Services Department

SUBJECT: VIRGINIA SLIMSHOP/PM USA

DATE: June 23, 1986

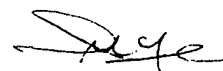
A new and exciting promotion from Virginia Slims is taking place right now. The Virginia Slimshop, a unique collection of specially designed clothing and sports gear has been offered to the consumer via national magazines in the June issues of such publications as Harper's Bazaar, Vogue, Cosmopolitan, People, etc. The ad reprint which is attached will reach over 22 million adult women.

In addition to the magazine ad, a ten page brochure (also attached) featuring the complete line of Slimswear and Slimsgear will be available on the July Slimsak carton promotion.

In keeping with the philosophy of the campaign, the clothes and accessories project fun, fashion, flattery and uniqueness.

Primarily used as a self liquidator, this promotion not only extends the brand image but serves as an interrupter inviting the consumer to spend more time with Virginia Slims than just a regular mainline ad.

Should this promotion be successful, expect to see regular Slimshops on a continuous basis.


Inge Vought

Attachments

RECEIVED
JUN 24 1986
ELIZABETH BUTSON

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J. Costa
D. Dangoor
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J. de la Torriente
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