

SATIN SALES SOARING

Everyone who attended the January 5th area sales meetings announcing our SATIN introduction was genuinely enthusiastic over the product and the program as the accompanying pictures show. The combination of the fantastic results of Milwaukee and Denver tests, the tremendous reception of early pre-sell calls, and the most expansive marketing effort ever provided for a Lorillard product produced the highest level of excitement.

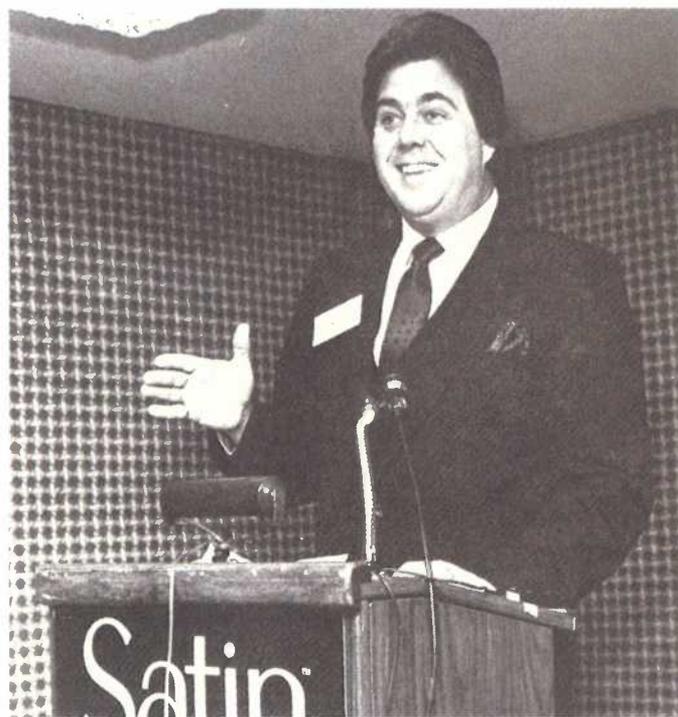


Jim Martin and his successful Denver "SATIN" managers proudly posed for this photo with others at the Los Angeles area meeting. Standing (l. to r.) Al Smith, DM-Albuquerque; Mel Rosner, DM-Cheyenne; Milt Jones, DM-Salt Lake City; Joe DeBerry, DM-Denver; Curtis H. Judge; Michelle K. Capra; Jim Martin, Regional Sales Manager-Denver; Paul Lowry, DM-Omaha; Harriet Wigmore, ADM-Omaha. Kneeling (l. to r.) Art Delgado, DM-Tucson, Paul Humbrecht, ADM-Denver; Dan Steech, DM-Phoenix; Bob Lasher, ADM-Phoenix.

After two and a half years of a lot of hard work and planning, we have every reason to be excited! Manufacturing, Research and Marketing have given us a product that we can all be proud of and which has every opportunity for success.

Our test markets showed us that there are a lot of women smokers who are ready to "Enjoy The SATIN Moment." They like the product, they like the package, and they like the advertising.

The first challenge we face is to get SATIN into 100% distribution. Our second challenge is to avoid any out-of-stock situations. We want to be sure that every consumer who learns of SATIN can rush right



Steve Enloe, Director of Sales Northeast, shares his SATIN enthusiasm with the New York area attendees.

into their favorite retail outlet and buy it...again and again and again!

Initial response from our wholesalers and distributors has been phenomenal. We've received many superlative accolades from the trade, and wanted to share a few with you from each of our sales areas:

Area I

"The pre-book sales of SATIN are the largest that I have seen. The product was sold before it arrived." Donahue Tobacco, Saratoga Springs, NY

"Initial sales are beyond our expectations." Modern Tobacco, Portchester, NY

"SATIN is one of the most contemporary ideas to enter the cigarette industry in a long time." Costello Brothers, Inc., Providence, RI

"SATIN (is) a sure winner for Lorillard." Polep Candy & Tobacco, Chicopee, MA



"Tobacco Nut" Sticks With Beechnut

Ken Cummins (above Center) of Buchanan, Mich., has been chewing BEECHNUT for 28 years at the rate of six to seven packs a day, earning him the nickname, "Tobacco Nut," by his friends and fellow employees.

The devoted chewer was spotted recently by Grand Rapids Sales Representative Bob Millhouse (left) and Division Manager Steve Carey (right) who noticed his truck and stopped to inquire about the painted emblem. Cummins told the two how BEECHNUT helps him get through his day as a truck mechanic, working from 14 to 18 hours a day doing strenuous labor. Though he has tried them all, Cummins said, he keeps coming back to the taste he likes—BEECHNUT.

To thank him for his continued loyalty as a BEECHNUT chewer, Cummins was presented with a spittoon and was nominated to be "BEECHNUT Consumer of the Year."

Ed. Note: Information for this story was supplied by R.L. Lavoie, Regional Manager—Detroit. For those of you who are too lazy to do the math, this man has chewed some 66,430 packs of BEECHNUT!



Louisiana Sales Representatives Don Lassere (left) and Scott Schilling helped host a BEECHNUT spitting contest at the First Annual Fireman's Picnic in Pearl River. Both Scott and Don met with the committee, set up and conducted the contest and sampled BEECHNUT and BEECHNUT WINTERGREEN. The event, attended by some 600, was reported on local television that evening.

Ed. Note: Information for this story was supplied by Cres Royer, Regional Manager—Birmingham.

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Area II

"Lorillard has a winner for women." Sol Loeb Wholesale & Tobacco Co., Columbus, GA

"Satin is fantastic," Capital Sales, Cheverly, MD

"This one will not roll down the runway; it will go straight up." Cliff Weil, Inc., Mechanicsville, VA

"Requests for SATIN have been pouring in." Carter Colton Cigar Co., Charlotte, NC

Area III

"From what I have seen, SATIN will have a tremendous future." Abraham & Sons, Grand Rapids, MI

"SATIN'S classy looks and its initial movement (are) the best I have seen on a new product." Fox Grocery, Velle Vernon, PA

"It's the hottest item I've had in the last 20 new brands." D. Kurman Co., Milwaukee, WI

"Retail acceptance has been exceptional." Komon Tobacco Co., Glendale, IL

Area IV

"Our sales people found SATIN to be the most unique new cigarette we have ever introduced." Ponca Wholesale, Amariello, TX

"SATIN will be a smooth success." E.G. Stevens Tobacco & Candy Co., Wichita, KS

"Elegance and fantasy with SATIN'S new unique taste—WOW, what a success!" Marcus Candy & Tobacco Co., St. Louis, MO

"We found that SATIN has spoiled the Twin Cities." St. Paul Candy & Tobacco Co., St. Paul, MN

Area V

"The pre-sell of SATIN is one of the most encouraging in recent years." Sosnick Co., Santa Clara, CA

"SATIN is getting excellent movement at the retail level and it definitely looks like a winner." Mid-Continent Wholesale Co., Denver, CO

"Terrific pre-sell program. (We) look forward to being a part of the inevitable success of SATIN." Island Tobacco, Honolulu, HI

"SATIN is the most promising introduction of a new brand in many years. The outlook for this brand's success is excellent." Royal Wholesale, Vernon, CA

We are off to a great start. Now it's up to each and every one of us to keep that momentum going. We've got the best team in the industry, and together we can make 1983 the year of the "SATIN Moment" and the best sales year ever for Lorillard!



The audience at the Atlanta area meeting listens in rapt attention to the SATIN plans.



Mary Anne Kayiatos, SATIN Brand Manager and Barry Cohen, DM-Dallas, celebrate a successful Dallas area meeting.



New York area SATIN meeting produced happy faces on Gary Shriver, ADM-Westchester; Bob Gillings, ADM-Brooklyn; Tom Miceli, ADM-Manhattan; Bob Guli, DM-Brooklyn; Matt Caso II, ADM-Long Island.



John Daghlian, Director of Marketing Development, shares secrets of the SATIN magic at Chicago area meeting.



Teresa Cribb, DM-Special Accounts—Milwaukee, exudes over her division's success as a SATIN test market for the Chicago area meeting.



Dallas area meeting attendees (l. to r.): Danny Millilo, ADM-Austin; Chuck Reynolds, DM-Austin, Ray Alonzo, Government Supervisor-San Antonio, look ready to race out and sell the "SATIN" moment.



Bruce Faircloth, ADM-Washington, D.C., North; Dan Carr, DM-Washington, D.C., North; Nelson Montes, DM-Washington, D.C., South; Leslie Francis, ADM-Washington, D.C., South, applaud the presentations at the Atlanta area meeting.



Leo Haglund, Portland, shows his SATIN magic to fellow Regional Managers Ed Greene, San Francisco; Leo; Herman Rindenow, Los Angeles; Director of Sales Bill Cunningham; and Jim Martin, Denver.

Satin Hospitality Suite



SATIN Brand Manager Mary Anne Kayiatos demonstrates the proper way to serve high tea to VP-PR Sara Ridgway in the SATIN Suite.

As part of a promotional test program, SATIN sponsored a SATIN Hospitality Suite in June for the General Federation of Women's Clubs' annual convention held at the Las Vegas Hilton.

Convention attendees were invited to visit the SATIN Hospitality Suite which featured a traditional English High Tea Service and complimentary hair styling and manicures from Seligman & Latz beauty experts of the local Neiman-Marcus beauty salon.

SATIN Brand Manager Mary Anne Kayiatos said, "The SATIN Suite offered the business and professional women delegates an opportunity to relax and socialize while attending the convention." More importantly, she continued, "It enhanced our positioning of SATIN as the cigarette for women smokers who appreciate great taste."

In addition to the refreshments and the mini-salon, guests who visited the SATIN Suite were each given a SATIN tote bag containing SATIN samples and printed brochures on topics of interest to women such as business entertaining, five-minute make-over tips, and a story on the history of tea.

Classical music provided by a harpist was played throughout the event, and over 50% of the women attending the convention visited the SATIN Suite. The women seemed thoroughly impressed by the promotion and some even volunteered that it was "the highlight of the convention", and, even better, that "I love SATIN and plan to switch."

Our Public Relations agency, Carl Byoir & Associates, did an excellent job of planning and implementing the entire event, and Las Vegas Division Manager Al Weiss was terrific in assisting with the promotion.



Delegates from the General Federation of Women's Clubs annual convention enjoyed the tea and scones provided in the SATIN Suite.

Symphony Scores With Satin



Ron Geiger of the Fairfax Symphony Orchestra recently wrote to Lorillard to express thanks and appreciation for our participation in a benefit dance. We provided SATIN for sampling during the event. Said Mr. Geiger, "Thank you for helping the Fairfax Symphony Orchestra have a successful benefit dance. I'm enclosing a picture of our two cigarette girls. They helped bring back memories of the good old dances."

sent in the information for this report.



This masterfully decorated SATIN window is located on the concourse outside Gus' Tobacco Stand in the Buhl Building in downtown Detroit. Sales Representative Linda Harding is responsible for SATINizing this Detroit concourse.

Ed. Note: This information was supplied by R. E. Klein, Detroit South D.M.



Sales Representative Jeff Payne SATINized a liquor store in San Bernardino, California. The store credited Jeff with having created one of the best and most unique displays the store had ever presented.

Ed. Note: This information was supplied by G. F. Thompson, San Bernardino D.M.



This holiday spirited special promotion display was set up at a Liquor Barn Store in Pacoima, California, by Sales Representative Kathy House. Store personnel reported excellent movement of product throughout the display's duration.

Ed. Note: This information was supplied by W. E. Chalfant, Glendale D.M.



The SATIN Cities Campaign is a great success in Detroit! Part of the credit goes to Sales Representative Patty Ellerholz; Special Accounts, who placed these outstanding displays in her I.G.A. store. The store has done a super job on SATIN with the help of Patty's merchandising efforts.

Ed. Note: This information was provided by Peggy Longerbeam, Detroit West D.M.

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In conjunction with a carton display promotion for KENT and SATIN, a contest was held in the Detroit North Division to set up one special Valentine display per sales representative. Division Manager K. D. Williams reported that all sales representatives did an excellent job on their display, and that the most difficult task was picking a winner! The big winner was the KENT/SATIN families; however, the judging committee selected as first place winner Joe Cusmano, Sales Representative from Mt. Clemens, Michigan, for his display in Garfield Drugs.

Ed. Note: This information supplied by K. D. Williams, Detroit North, Division Manager.



Michelle Capra, Director of Marketing Development (in her "SATIN MOMENT" pose).