

**RJ Reynolds Tobacco Company**  
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**Summary Information**

Alert-#	991863	Revision Date		Comments
Program Design #		Status	XPGM	Extract Programmer Assigned
Title	Corporate- Telephone AV	DTS Date		
Author	Diana Halstead	End Date		
Brand	Multibrand	Total Offers		
Files to be sent out?	Yes      Ok	Total Cost		
Type of File (Research, Mailfile, FFH)	Mailfile	Program #		

**Key Dates**

Issue Date	Jun 22, 01	Friday		MPS Date	Jul 3, 01	Tuesday	OK
Count Date	Jun 29, 01	Friday	OK	Printer Date	Jul 5, 01	Thursday	OK
Scan Date	Jun 29, 01	Friday	OK	Mail Date	Jul 9, 01	Monday	OK
Extract Date	Jul 2, 01	Monday	OK	In Home Date		Saturday	Ok
QA Scan Date	Jul 3, 01	Tuesday	OK				

**IR Use Only**

Control #		Complexity	(1=Easy, 2=SortaEasy, 3=Normal, 4=KindaHard, 5=PhDRequired)
Brand Number:		Pgm Hours	
Programmer Initials:	BC	QA Hours	
Programmers:	Burtis Conley		
QA Contact Initials:			
QA Contact:			

**Email Distribution**

Baker, Susan	(336)741-0285 Database Marketing
Halstead, Diana	(336)741-2865 Database Marketing
Oakley, Vanessa	(336)741-1811 Info Resources
Ownbey, Gene	(336)741-1813 Info Resources

**Non-Email Distribution**

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**Key Information**

New Mailfile?	No	DB Maint?	No	BRC's:	
Counts?	No	PIT Info?	No	MFID's:	5029
Research?	No	Dup PIDs OK?	No		
Analysis?	No	PID to MF to FF?	No		
Scan?	No	Seeds?	See SDB1 405 Screen Mailfile Maintenance		
Reserve PIDs?	No	Suppression?	See SDB1 405 Screen Mailfile Maintenance		

**Ask/Retail Radius Information**

Ask/RR Alert?	No	mate	IR Intervention to automate
Ask Request #		ASKDSN:	
		RRDSN:	

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## Project Objectives

In an attempt to age verify as many consumers as possible, we will be passing a file to MARC in order for them to double blind telephone age verify a portion of our database. NOTE: we removed a step in this process on 6/00. We removed status 8 and 9 since we no longer do that and don't need to pull on that criteria. Removed status 10 (bad name) on 7/00. Discontinued pulling CR AML file 12/00, the special process to identify these PIDS was stopped in June when the Age Verification Database was brought in house. Beginning 2001 keep update date between 1-1 month updates, included Competitive Core and Eclipse.

## Project Description

Automate the monthly files to MARC with new function based on standard criteria listed below. File is to be pulled after Aristotle file has been posted to the database.

Until process is built MPS will notify Burt Conley when extract is needed via alert.

## Executorial Details

File to be pulled after Aristotle file has been posted to the database

1. Create 6 new cells in DMG for MFID

2. Criteria applied through ASK for CORP.TAV pull

- ☒ Sig = Y
- ☒ Age = 21+
- ☒ Profile Status = "0"
- ☒ Excluded= " Field is left Blank (previously known as "Unknown UB")
- ☒ AV Status = "Sent/Not Matched"
- ☒ Zip + 4 = All - *cont see on scan Aug. Zip 4 = Y*
- ☒ Telephone = "Y"
- ☒ Include competitive core = "Y" - *Aug = N*
- Exclude PID's included in previous "Double Blind" TAV (MFIDS 4767, 4809, 4884, 4953, 5029) - *cont see on scan*
- ☒ Excluding Suppression Type "5" & "9"
- ☒ Gender = Males, Females
- Target = Total RJR

Criteria applied through Ranking for CORP.TAV pull

☒ Exclude Non-Filter Style 0, 2, 3, 4, 5, 6, 7, 8, 9

☒ Exclude Non-Filter & 120 mm Length 0, 1, 2, 3, 4, 6, 9

Apply MFID and Cell, Update 1-1 month keeping:

Age 21-100 for Camel, Doral, Other Targets

Age 21-49 for Winston & Salem

*Ranking keeps these codes*

3. Criteria applied through ASK for CRPI.TAV pull

- ☒ Sig = Y
- ☒ Age = 21+
- ☒ Profile Status = "0"
- ☒ Excluded="Unknown UB"
- ☒ AV Status = "Sent/Not Matched and Not Sent"
- ☒ Zip + 4 = N in nsk - ALL for Burt
- ☒ Telephone = "Y"
- ☒ Include competitive core = "Y"
- ☒ Include if responded to BRC L91
- Exclude PID's included in previous "Double Blind" TAV (MFIDS 4767, 4809, 4884, 4953, 5029)
- Excluding Suppression Type "5" & "9" (Geo Sup flag is blank) 10
- Gender = Total
- Target = Total RJR & Total Comp

3. Merge CORPTAV & CRPITAV

\\WSDATA3\Market\Alerts\991863.xls 7/9/2001

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*Handwritten note:*  
Merge and pull at  
same time to  
get rid of unneeded  
on list in July before  
2001.

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**4. Run file through Telephone Scrub**

Scrub does the following:

- 1) Remove PIDs in a household of more than 10
- 2) Remove PIDs in household with a PID marked as status 1, 6 or 4
- 3) Only keep PIDs status 0 or 8
- 4) Remove PIDs with only 1 character in First Name
- 5) Remove Insult Names
- 6) De-duplicates PIDs with same phone number

**5. Pass the 350 byte file to MPS**

**Quality Control Checklist**

**MPS**

E-mail Reformatted DSN & count to Targetbase (Leslie Collins, Betsy Sutherland and dena.goldman@marcresearch.com) to let them know data is ready.

Send Betsy Sutherland a copy of scrubby scans

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