

CONFIRMATION

M/A/R/C P.O. Box Assignment

To: Bob Johnson, RJR
From: Brian Robbins, TBM
Date: 12/30/97

Brand: CAMEL RJR Program #: 800104
Title: Camel Cash At-Event Biker Rally Order Forms
Description: To be handed out at biker rally events in 1998 for use in capturing name and order information from those who redeem C-notes for merchandise at the on site premium store
Fulfillment/Data Entry At: Targetbase Marketing, A M/A/R/C Group Company
Circulation Qty: 5,000 Priority 1 ☐
Est. Response %: 100.00% Priority 2 ☐
Est. Responders: 5,000 Priority 3 ☒
Distribution Drop Date: 2/11/98 Expiration Date: 10/31/98
Bar Code Slick To: N/A

Response Code:	AR3		
Batch Code Assigned:	24000-24099		
Format (see attached):	Postcard:	<input type="checkbox"/> BRC*	<input type="checkbox"/> CRC
	Envelope/Bi or Tri Fold:	<input type="checkbox"/> BRE*	<input type="checkbox"/> CRE
Postal Permit #:	N/A		
Address:	ATTN KATHLEEN NUSSBAUM/AR3 DATA SPECIALIST INC 625 DALLAS DRIVE SUITE 250 DENTON TX 76205		

* If the return mail piece is a business reply, please send the first 50 samples to Joyce Bagby at R.J. Reynolds, 401 N. Main Street, Winston-Salem, NC 27102.

Attachment

cc: Joyce Bagby, RJR
Ana Maria Christilf, RJR
Drew Huyett, RJR
Jeanne McKinney, RJR
Janet Myers, RJR
Melissa Peoples, RJR
Bonnie Tucker, RJR

Targetbase Marketing
A M/A/R/C Group Company
202 CentrePort Drive, Suite 400
Greensboro, NC 27409-9783
Tel 910.665.3800
Fax 910.665.3855
<http://www.targetbase.com>

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Response Code Request Form

Fax # (910) 741-5327
Attn: Bonnie Tucker

RJR Brand: CAMEL RJR Program #: 800104 Response Code: AR3

Project Name: CAMEL CASH AT-EVENT BIKER RALLY ORDER FORMS

Description: To be handed out at biker rally events in 1998 for use in capturing name and order information from those who redeem C-notes for merchandise at the on site premium store.

Distribution:

Quantity	<u>5,000</u>	
Pct. Response	<u>100.00</u>	<u>%</u>
# of Responders	<u>5000</u>	

Distribution Vehicle: At Event

Age Verification: ☐ YES ☒ NO

Timing:

DTS	<u>02/11/98</u>
Expiration Date	<u>10/31/98</u>
Offer Complete	<u>10/31/98</u>
Days Offer Open	<u>262</u>

Data Entry:

Supplier M/A/R/C

No. Days Turnaround 7
(From 1 - 10)

Incoming mail N/A

If M/A/R/C is supplier, do you
need a M/A/R/C P.O. Box? No

P.O. Box Title: N/A

Agency:

Agency Name	<u>IN HOUSE</u>
Contact Person	<u>BOB JOHNSON</u>
Phone #	<u>(910) 741-7572</u>

Fulfillment:

Company	<u>N/A</u>
Job Number	<u></u>
Number of Items on Order Form	<u></u>
P.O. Box	<u></u>
City	<u></u>
State	<u></u>
Zip Code	<u></u>

Comments: SME will collect response forms at event and forward them to DSI; therefore, we do not require a PO Box for this response code.

Marketing Person Responsible for Project: ANA MARIA CHRISTILF 24000-24095

Production Contact: BOB JOHNSON

Response Code Requested By: ANA MARIA CHRISTILF

Copies of Confirmation Letter To:

<u>Mary Cloutier</u>	<u>BOB JOHNSON</u>	<u></u>
<u>Joyce Bagby</u>	<u>Drew Huyett</u>	<u></u>
<u>Janet Myers</u>	<u>Melissa Peoples</u>	<u></u>
<u>Bonnie Tucker</u>	<u>Jeanne McKinney</u>	<u></u>

RJRT Form 991 - WML 9/25/97

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RESPONSE CODE REQUEST Page 2

Completed By: Melissa Peoples

Date: December 19, 1997

<p>BRC <u>AR3</u></p> <p>System <u>CAMEL</u></p> <p>Conversion Program <u>N/A</u></p> <p>Program Group <u>10 - MISC CASH</u></p> <p>Source <u>44 - (BRAND SCREEN - RETAIL CAMEL)</u></p> <p>Type <u>O - POP ORDER, 03 C-NOTES</u></p> <p>Club Affiliation <u>N/A</u></p> <p>Club Status <u>N/A</u></p> <p>MFID <u>N/A</u></p> <p>Spec. Processes _____, _____, _____, _____</p> <p>Priority Code <u>3 - 6-10 Day Turnaround</u></p> <p>Duplicate PIDS <u>No</u></p>	<p>USE THIS SIDE FOR CONVERSION OR CONSUMER MISSION</p> <p>CPBRC Special Process _____</p> <p>EVENT HISTORY</p> <p>Default Conv. SRC _____</p> <p>Default Event _____</p> <p>CPBRC DETAIL</p> <p>Bounceback Routine _____</p> <p>BB Spec. Process _____, _____, _____, _____</p> <p>Promoting Brand _____</p> <p>Call Routine _____</p> <p>Program Routine _____</p> <p>Targeting Routine _____</p> <p>Status _____</p> <p>Flow _____</p>
<p>COMMENTS</p>	

Helpful Hints: System = Brand Sub-system(s) if this code is for evaluation and/or entry into conversion pgm.
 System = Conversion Sub-system if this code is for response to mailings from conversion pgm.
 Special Processes: 800 = Personal Selling source / 830 = Flow 2 (Ret/Med/Cont) source.
 Default Event = "BRC" for Flow 2 (Ret/Med/Cont) sources.

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