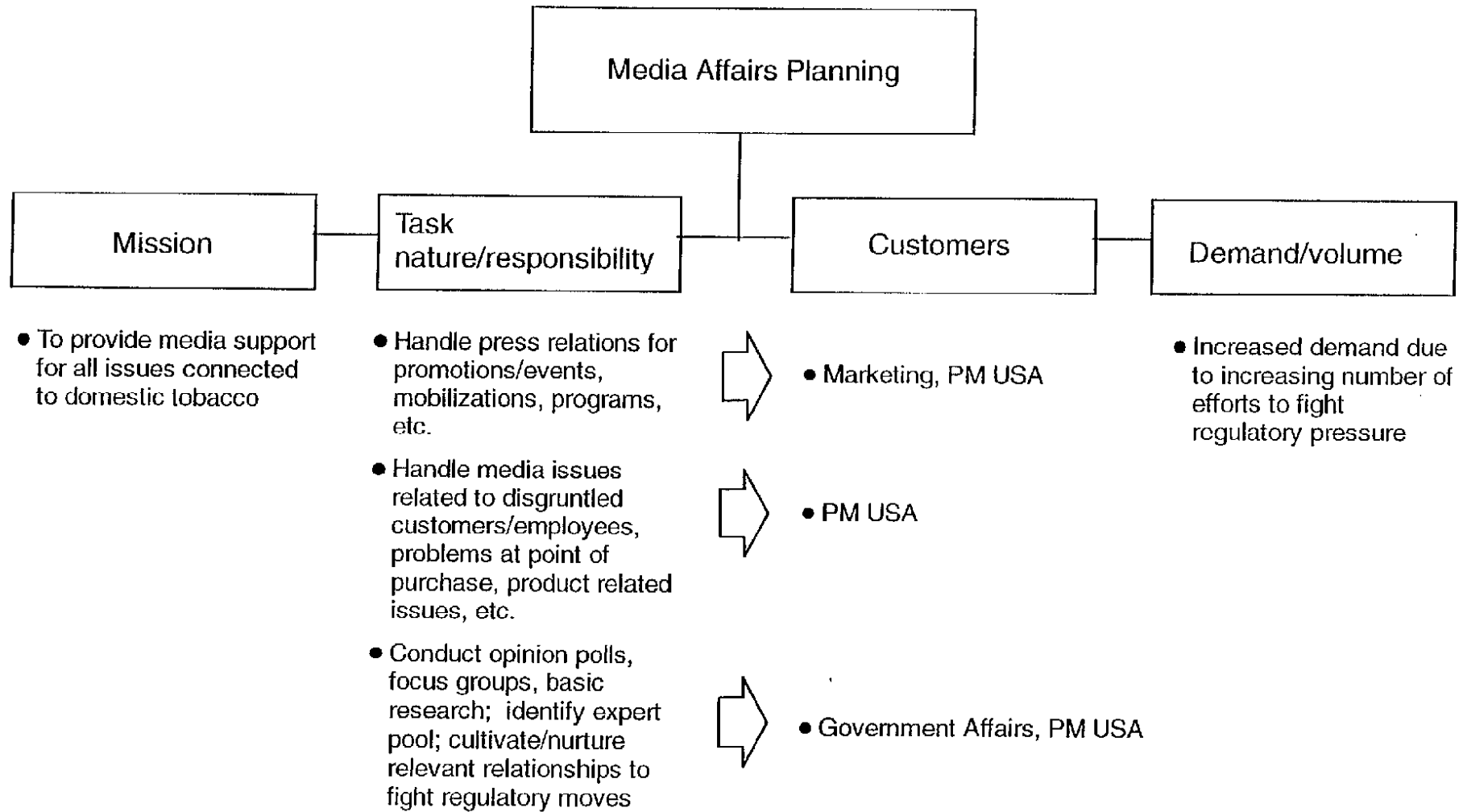


Public Affairs and Communications



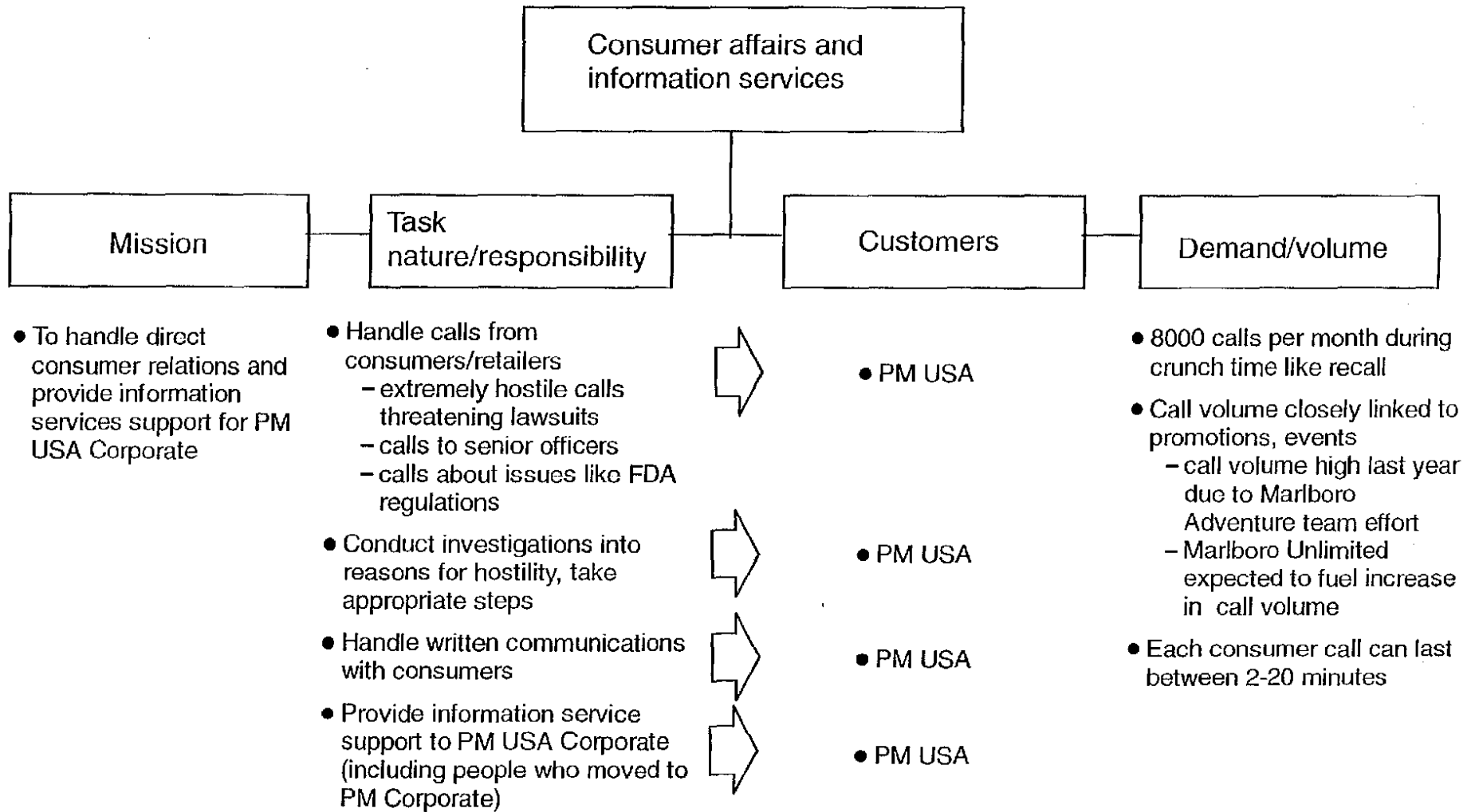
Source: Client Interviews

Bain & Company, Inc.

PMQ PMQMVN1

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Public Affairs and Communications



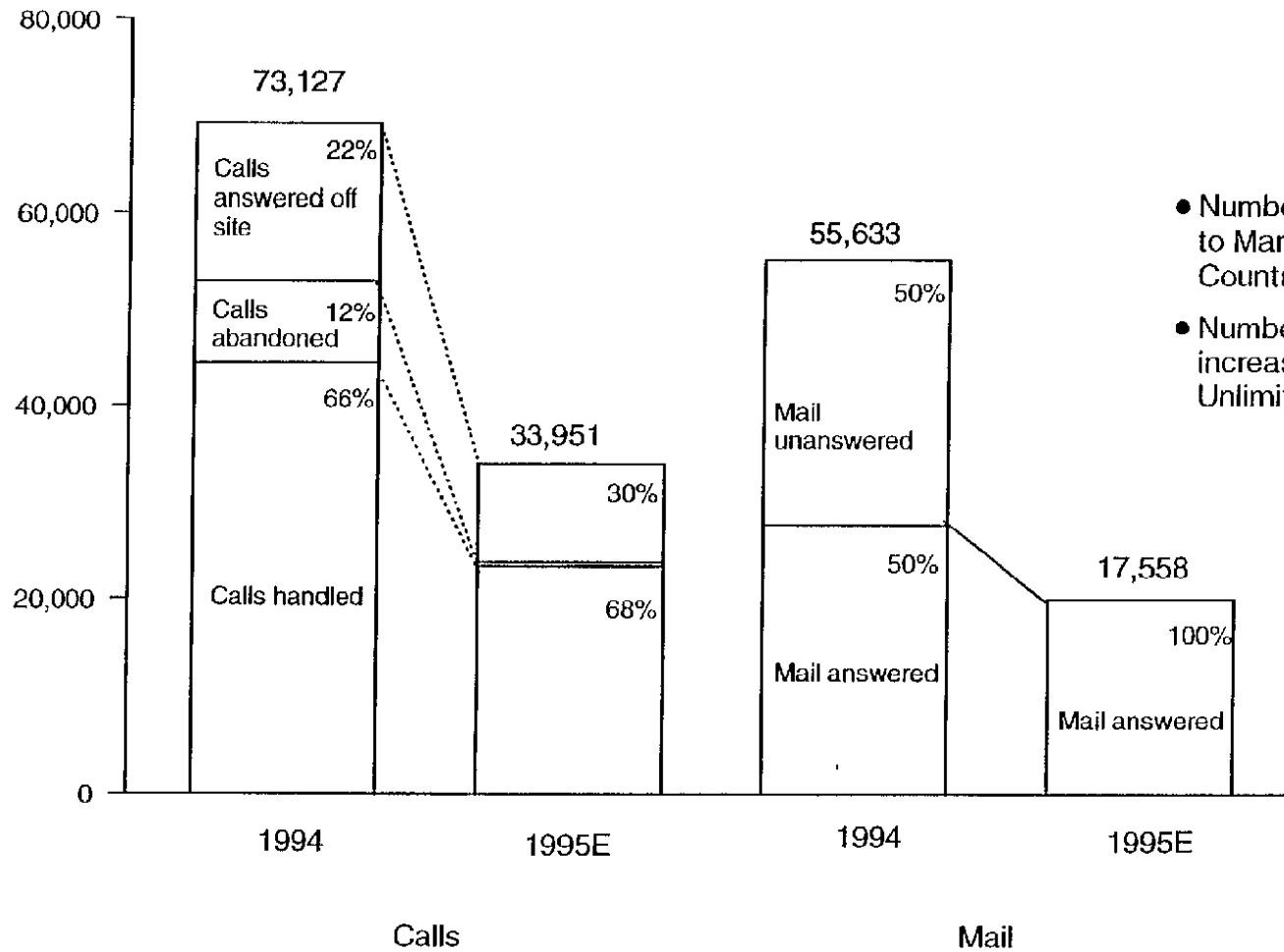
Source: Client interviews

Bain & Company, Inc.

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PMQ PMQMVN1

Consumer Affairs Call and Mail Volumes



- Number of calls high in 1994 due to Marlboro Adventure team, Country Store 2
- Number of calls expected to increase in 1996 due to Marlboro Unlimited program

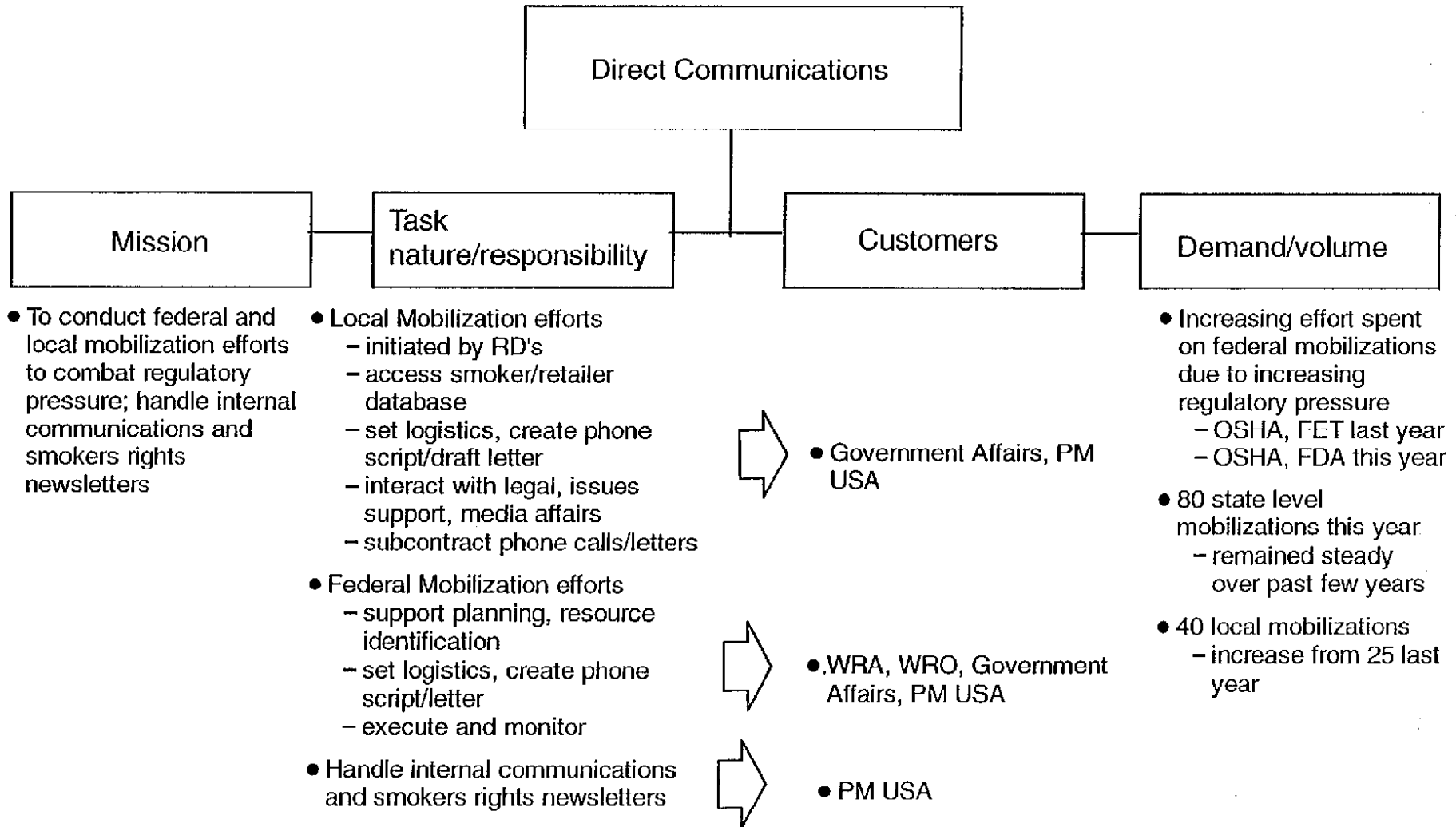
Source: Client Interviews

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PMQ PMQMVN1

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Planning and Programs



Source: Client interviews

Bain & Company, Inc.

PMQ PMQMVN1

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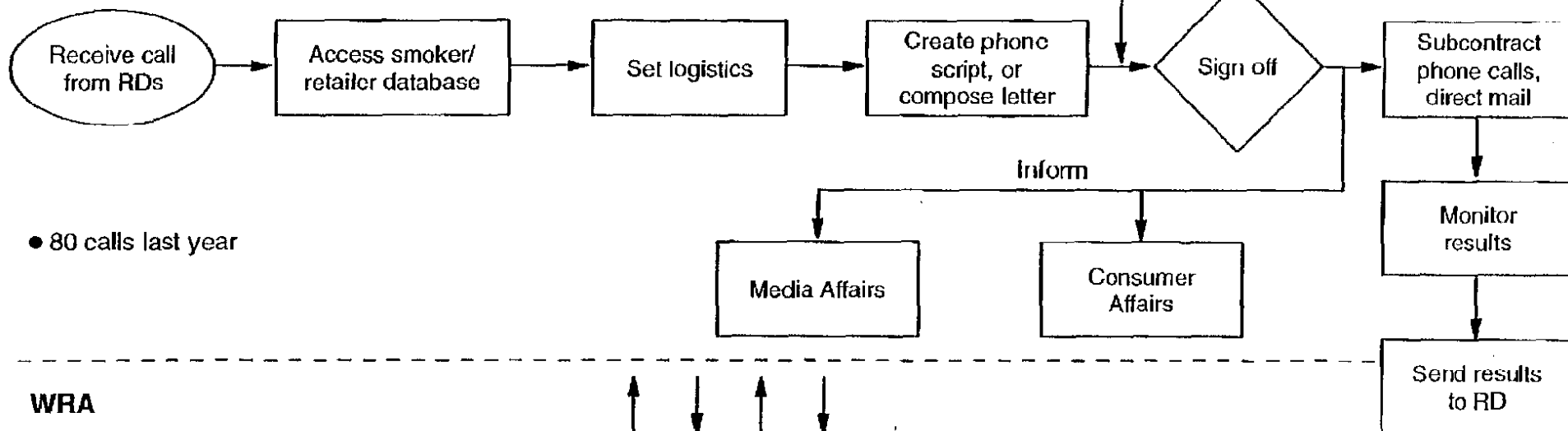
State Level Mobilization Process Map

PM Corporate



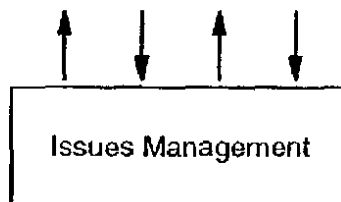
- RDs
- Legal
- Ellen Merlo (if letter)

PM USA Corporation



- 80 calls last year

WRA



- Provide augmentation for phone scripts
- Information on economic impact (job losses from tax increases, etc.)
- Medical, science related issues

Bain & Company, Inc.

PMQ 11748AKG 1

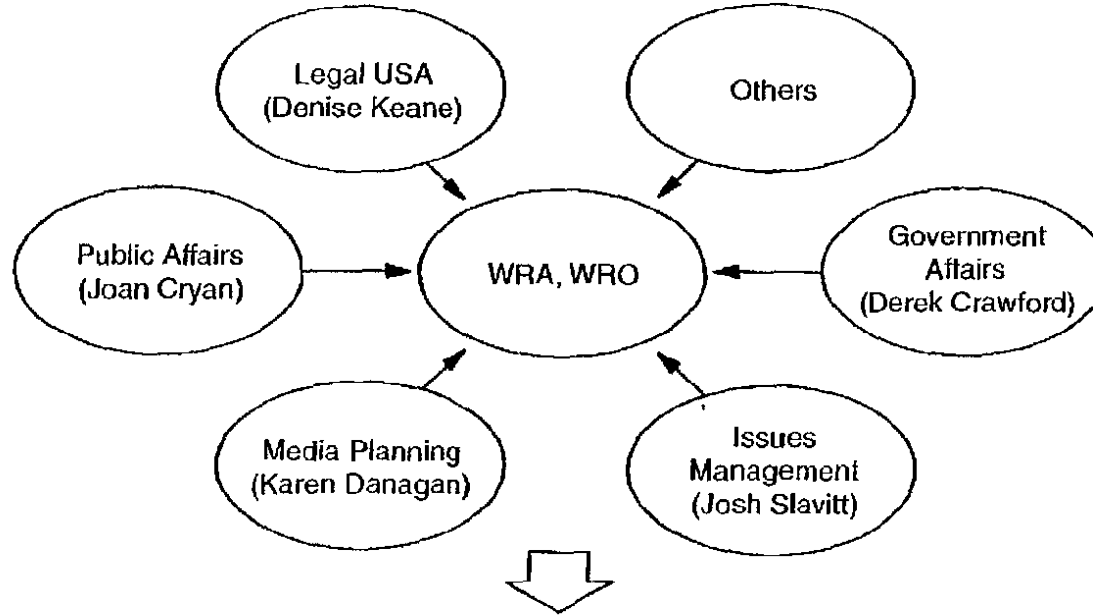
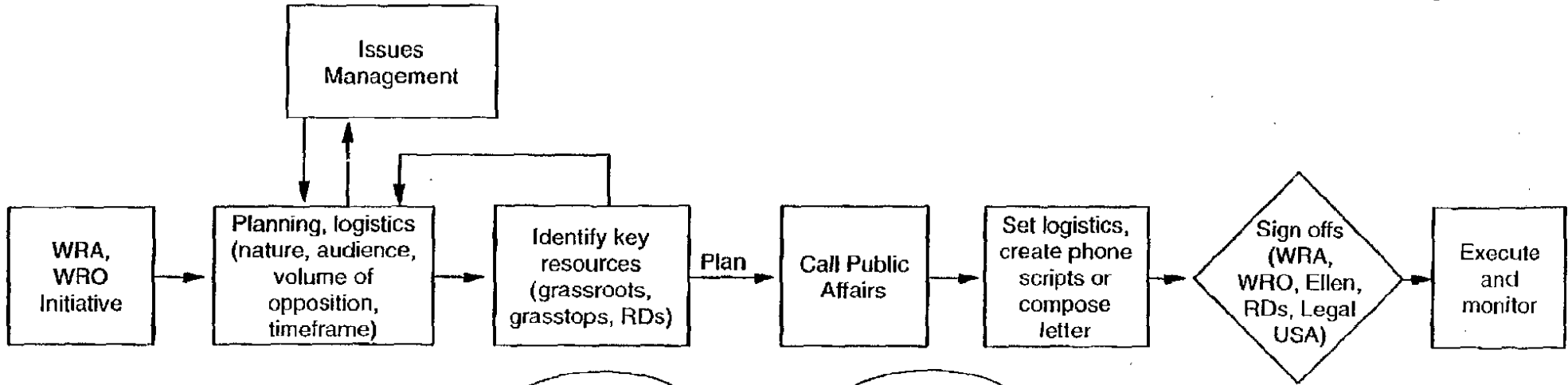
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Federal Level Mobilization Process Map



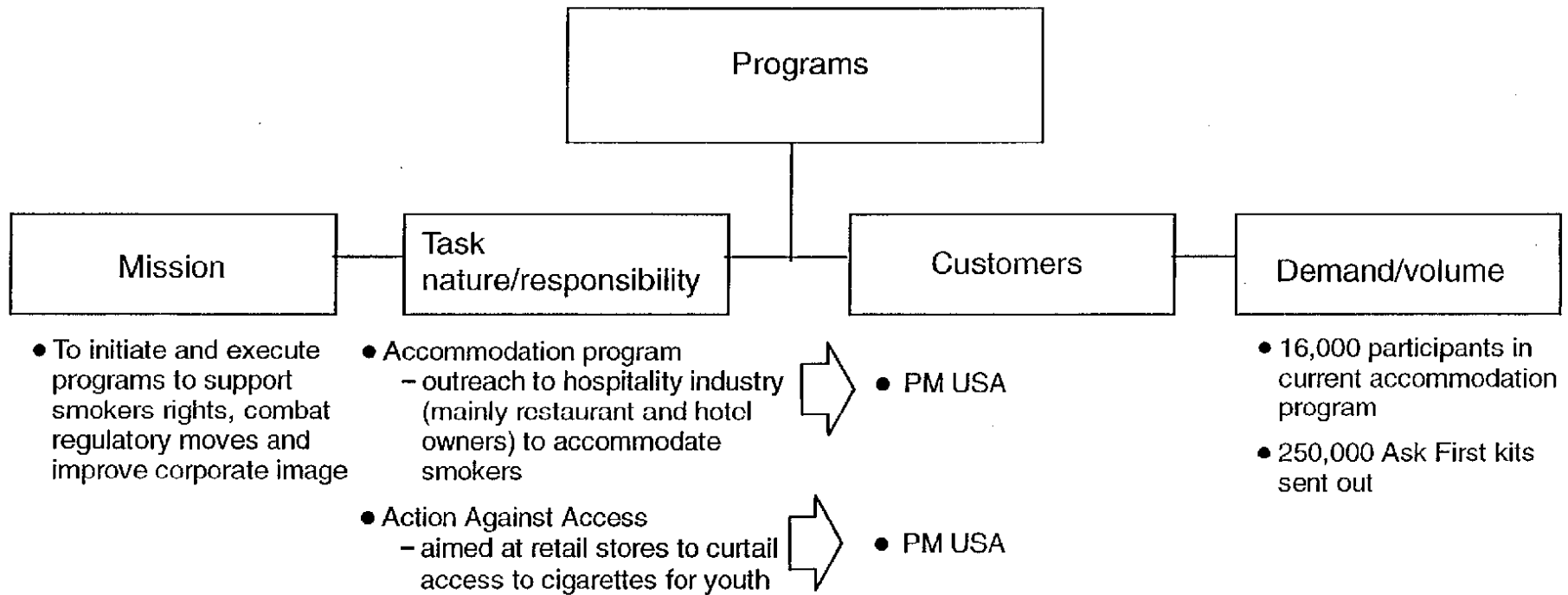
Federal mobilizations are project based, issues specific efforts involving extensive cross-functional interaction across organizations

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PMQ 11748AKG8

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Planning and Programs



Issues Management

