

From: PMAGLION--VCH0021A
To: MHORST --VCH0021A Michael Horst

Date and time 01/08/88 16:38:11

From: Paul Maglione
Subject: Nicorette

Mike, here is my suggestion for a memo to Geoff Bible or even better Bill Murray, to be signed by either yourself or Mr. Buzzi.

As you may have seen in the press, the makers of Nicorette have started a 4.7 million dollar ad campaign for the product in the U.S. The ads do not directly mention the Nicorette brand name -- instead, they describe smoking addiction and ask smokers to see their doctor for help in quitting. Television advertisements will run during prime time on the Big 3 TV networks in the U.S. and during morning and evening news shows.

This latest attack, combined with Nicorette's involvement in anti-smoking campaigns in many of the markets in the EEC Region, should be enough to support a Philip Morris corporate stance against Ciba-Geigy and the various chemical or pharmaceutical companies around the world making and marketing Nicorette under license. PM's reaction could be a company-wide boycott against other products made by these companies, or even a PM-funded negative publicity campaign against Nicorette and other products made by these companies. Such a move would have to be decided and announced in New York by top management and then implemented around the world at all PM operating units including General Foods. Of course, such a reaction would be all the more effective if it extended to other cigarette companies and tobacco-related businesses. This would send a strong message to a few other multinational corporations who could be investigating possible opportunities in the growing "anti-tobacco" industry.

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