

xc: BML
/vsh JPW
MRS
HCT
JPD
WLC

100 10m
R.J.Reynolds Tobacco Company
Winston-Salem, N.C. 27102

Winston-Salem, North Carolina, Winston-Salem

INTER-OFFICE MEMORANDUM



October 24, 1984

Dr. G. R. DiMarco

Brand R&D Weekly Status Report

ESTABLISHED BRANDS

WINSTON LIGHTS 100

A new prototype (CT-118B) achieves the competitive and franchise action standards of parity to Marlboro LT 100 and parity to current among franchise smokers. This prototype utilizes a new filter tow item - 3.0/35,000. In order to give Manufacturing some running experience with the new filter tow, the prototype will be produced at Whitaker Park for one week starting on November 5, 1984. Extensive quality checks and analysis will be performed during this production period. A decision will be made no later than November 19, 1984 on the processability of the new filter tow. Phase III national production of the product is tentatively scheduled to begin the week of December 3, 1984.

SALEM Slim Lights

The competitive smoker cell for SALEM Slim is comprised of approximately 46% Virginia Slims Lights Menthol smokers. Retabulated competitive wave results which excluded VSLM smokers indicated that current SALEM Slim was rated parity among competitive FFLTM 100 females aged 18-34 (ex. SALEM and Va. Slim Lts. Smokers).

Dr. G. R. DIMARCO
WEEKLY HIGHLIGHT
PAGE TWO

CENTURY

The MARC results for a CENTURY 85 FF cost reduced prototypes were as follows:

Marlboro	56.3
Current CENTURY	56.3
CT 00124	58.3

This parity prototype translates to a savings of 0.597 cents per thousand cigarettes. Attributes show an advantage of good tobacco taste among total smokers. Awaiting decision from Marketing.

Menthol Matrix

Consumer Language Probes were conducted recently among FFM and FFLTM smokers. The findings indicated that consumers often use the same terminology to describe different perceptions. Additionally, consumers confirmed that some attributes have sensory as well as taste related perceptions. Example: Menthol taste and coolness measure the same dimension of the cigarette for consumers. Coolness as a descriptor was used only with positive perceptions of menthol taste/intensity/delivery/sensations.

NEW BRANDS

Project CC

All NOW CC prototypes were made week of 10/22. Prototypes will be submitted to SED for diagnostics week of 11/12/84. At this time, all development timetables are on target for a 11/26 mailout to NFO.

BVH:cac

cc: Distribution

R. L. Willard
for B. V. HARDIN

50220 3247