

**RJR**  
**SECRET**

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No. 381 By djm

Declassification \_\_\_\_\_

TO: Mr. A. T. Sterling  
FROM: Ms. M. H. Parham  
SUBJECT: PROJECT XG PRELIMINARY RESEARCH PLAN

The Project XG Preliminary Research Plan recommendation is attached. Research steps are shown in chronological order, although specific field dates have not been established due to the contingencies/issues cited.

Please note that the order shown reflects certain philosophies. Either packaging or advertising must be resolved first--one "anchors" the other. It is recommended that packaging provide this first "anchor", as the target is more likely to encounter the physical package/product (passalong, in-store) before the associated imagery. Imagery must then complement/enhance/support the packaging and mindset needs of the target.

Given the nature of Project XG to be a long-term effort to enhance RJR's performance among younger adult smokers, this plan is designed to provide minimally acceptable diagnostic information; more diagnostics may, in fact, become needed. To this end, it is felt that the diagnostics to be gained from Total Proposition Testing are necessary prior to DTS. Project XG must be given the opportunity to maximize its potential among the target at initial introduction--younger adults are not likely to give us a "second chance".

Please review this recommendation; then let's meet to establish the associated timetable and DTS as well as the compromise timetable for November, 1985 introduction.

*Margaret /SHE*

Margaret H. Parham  
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Attachments

cc: Mr. G. J. Totterdale  
Ms. S. Y. Evans

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