

April 13, 1978

REPORT OF CONFERENCE

DATE: March 12, 1978
PLACE: Louisville, Kentucky
PRESENT: R.A. Pittman and R.D. Lewis

COPIES: Messrs. Pittman, Nagle, Johnston, Riehl, Coleman, Domeck, Esterle, Heger, Heyward, Kohnhorst, Lamb, Reynolds, Sanford, Sexstone, Spriggs, White, Ball, Woertz, McKeown, Parrack, Barnes, Broecker, Reid, Schermerhorn, Tighe, L.R. Lewis, McCue, Willets, Ms. Ball and Ms. McCafferty

VICEROY 84 FILTER HEAD-ON TESTSPROJECT #'s 1978-35 and 36(B275-78-1)

Marketing Research has been authorized to conduct two 84mm filter head-on tests. The objective of the tests is to determine relative consumer acceptance of two experimental VICEROY 84mm cigarettes relative to Current VICEROY 84. Project #78-35 will use experimental low nitrate burley VICEROY 84 with no mass makeup for extraction losses. Project #78-36 will use experimental low nitrate burley VICEROY 84 with total mass makeup for extraction losses.

Each test will be conducted among 500 respondents (250 VICEROY, 125 Winston, 125 Marlboro). The samples will be divided evenly by sex.

Product is scheduled for shipment to the field the week of May 8th, making Top-Lines due June 16th.

The Market Facts, Inc. proposals were approved at \$11,650 ± 10% each for a total authorized expenditure of \$23,300 ± 10%.

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