

SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: ENVIRONMENTAL TOBACCO SMOKE (ETS)

COMPANY PRIORITY: (2) U.K. }
CAN. } NO MKT
US } RELEVANCE
GER }
BRIT }

GROUP PRIORITY:

PROJECT OBJECTIVES:

To investigate, primarily under controlled conditions, fundamental aspects of Environmental Tobacco Smoke (ETS), in order to provide an information base useful to public affairs initiatives.

CONSUMER NEED/TARGET MARKET:

Defensive strategy for public affairs.

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