

SECRET

COUNTRY: BROWN & WILLIAMSON

PROJECT OR CONCEPT NAME: PRODUCT SUPERIORITY - PROJECT ADVERB

COMPANY PRIORITY: High UK
 vs |
 CAN | M
 GER |
 GATE

GROUP PRIORITY:

MULTI-NAT TASK FORCE HEADED BY ALM

PROJECT OBJECTIVES:

Analytical match to Marlboro (reverse engineering)

Provide benchmark to be modified to achieve superiority.

Understand what separates Marlboro from the balance of the market.

CONSUMER NEED/TARGET MARKET:

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