

SECRET

COUNTRY: BROWN & WILLIAMSON

PROJECT OR CONCEPT NAME: PRODUCT SUPERIORITY - MARLBORO PLUS/
PROJECT SUPERIORITY

COMPANY PRIORITY: High ✓

GROUP PRIORITY:

PROJECT OBJECTIVES:

A better product than Marlboro at any tar level

- Better subjective taste quality
- Avers the product (adverse) on an empirical basis

CONSUMER NEED/TARGET MARKET:

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