

SECRET

COUNTRY: BROWN & WILLIAMSON

PROJECT OR CONCEPT NAME: COMPETITIVE TEST MARKET ACTIVITY
MERIT DE NIC / NEXT

COMPANY PRIORITY: Monitor

GROUP PRIORITY:

PROJECT OBJECTIVES:

CONSUMER NEED/TARGET MARKET:

Smokers show interest in trying but are looking for a cigarette they could enjoy - Most reject concept.

Adopters willing to trade off taste for delivery reduction.

400170875

BATCo document for Province of British Columbia 14 April 1999