

Appendix 2

Proven International Brands

	Type	Price	M/F	Age	Description
Kent	US	Premium/mid		30+	Mild/Light, American, superior taste
SE555	UK	Premium	M	25-35	"planet", smoothness, urban, white collar, well educated, affluent
Viceroy	US	Low	M		Contemporary US
Lucky Strike	US	Premium/mid	M	Young	Full flavour, American original, urban
B&H	UK	Premium	M/F	25-35	One of 3 leading Virginia IBs, "Turn to Gold", urban, ABCI

Potential International Brands

	Type	Price	M/F	Age	Description
Hollywood	"US"	Low	M	Young	"US" type
Kool	US	Premium			Full flavour menthol, Newport is No.1 US selling menthol, Kool is most refreshing and satisfying
Barclay	US	Premium		25+	Low tar, taste leader, upmarket
Capri	US	Premium	F	30+	Ultra slim, upscale, stylish, contemporary American femininity
Pall Mall	US	Mid/low	M		Confused image, priced to compete with L&M and Chesterfield
Kim	German	Premium/mid	F	30+	Slim

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