

CONFIDENTIAL

PROJECT POLARIS  
PRODUCT BRIEF - REVISED

H. Roubicek

August, 1987

303542232

Definition

Polaris is an exercise to firm up Player's as a popular, full-flavoured, masculine trademark for young people.

Under this guideline, we are to develop a new Player's product to be positioned between Player's Filter and Player's Light.

For the sake of a better name, let's call this Player's Medium at this stage.

Target Smokers

Emphasis is given to under 25 males, but the basic Player's target market is smokers under 35 years of age.

303542233

Cigarette Specifications

	<u>Regular Length</u>	<u>King Size</u>
<u>Tar</u>	14mg	15mg
<u>Nicotine</u>	-	To follow tar
<u>CO</u>	-	To be within established guidelines - as low as possible
<u>Filter</u>	-	Conventional Acetate
<u>Tiping Colour</u>	-	Not decided
<u>Ventilation</u>	None	None
<u>Circumference</u>	25mm	25mm

303542234

### Required Smoking Profile

The basic requirement for this product is intermediate strength between Player's Filter and Player's Light. More specifically in terms of character what we would like is not the usual Player's type of smoke but rather an Export smoke without the negatives. Breaking it down into components, the mandate is that this new product fits the following description:

- good mechanics
- impact and irritation should be in line with tar but without the usual fairly high Player's irritation level. In other words, good impact with some, slight irritation.
- fairly high taste level
- full bodied
- good taste quality
- clean
- not heavy like Export but some heaviness is probably not a negative.
- a fairly well balanced smoke, certainly more balanced than the usual Player's.
- some sharpness is acceptable but not to the degree usually found in Player's.

303542235

Controls

- (1) Export A Medium - we would like to have more taste than this brand but to be roughly equal in strength.
- (2) Player's Light, Player's Filter - we should be intermediate in strength.
- (3) duMaurier Reg. - Player's Medium character need is generally towards a strong duMaurier type smoke.
- (4) Export A - we should be milder.

Timing

There will be a Test Market in Alberta commencing in February, 1988.

This means that final products will be needed for a full-scale Product Test starting in October, 1987. (at the latest)

Product Specs will have to be finalized by December '87.

Manufacturing to start in January '88.

303542236