

PROJECT INITIATION FORM

PROJECT CODE BD-FF DATE 1/4/90

PROJECT NAME BULL DURHAM Full Flavor King Size Cigarettes

PROJECT LEADER J. F. Anders/J. E. Mann

WORK REQUESTED BY Marketing

PROJECT OBJECTIVE Develop 14-mg "tar" delivery king size cigarette
for generic pricing directed toward young male
smokers. Cigarette dimensions - 85 mm x 24.9 mm
circumference - 20 mm filter - 24 mm tipping.
Offshore tobacco blend with unique flavor formulation.
Cork tipping.

OTHER PERSONNEL
ASSIGNED _____

Approved by



cc: RSS
RDC
PHL
PRC
DRB
Records
Project Leader
Other Personnel Assigned

ROPER STARCH

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Fax Fax Fax Fax Fax Fax Fax Fax Fax

Date: September 22, 1997

To: Ron Milstein

From: "JJ" Klein

Company: Lorillard

Fax Number: (910) 335-7707

Pages (including cover page): 3

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Roper Marketing and Public Opinion Research
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Friedman Marketing Services
INRA World Headquarters

CIGARETTE REPORT FORM

YEAR: _____ NO. PER PACK: _____
BRAND NAME: _____
VAR. DESC: _____ (SEE EXPLANATION)
VARIETY UNIT SALES: _____ VARIETY DOLLAR SALES: _____
CIG. LENGTH: _____ FILTER LENGTH: _____
FILTER TYPE: _____ FLAVORING: _____ OVERWRAP: _____ PACK TYPE: _____
1ST MANUFACT. DATE: _____ 1ST SALES DATE: _____ LAST SOLD DATE: _____
YEARLY SUMMARY:
TAR: _____ NICOTINE: _____ CARBON MONO: _____

ADVERTISING EXPENDITURES (SEE EXPLANATION)

CAT-A-EXPENSES: _____ CAT-B-EXPENSES: _____ CAT-C-EXPENSES: _____
CAT-D-EXPENSES: _____ CAT-E-EXPENSES: _____ CAT-F-EXPENSES: _____
CAT-G-EXPENSES: _____ CAT-H-EXPENSES: _____ CAT-I-EXPENSES: _____
CAT-J-EXPENSES: _____ CAT-K-EXPENSES: _____ CAT-L-EXPENSES: _____
CAT-M-EXPENSES: _____ CAT-N-EXPENSES: _____
TOTAL ADVERTISING EXPENDITURES: _____

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TOP-LINES
NON-MENTHOL PRODUCT TEST

PROJECT # 19,4-26A

SUBJECT: 25% Replacement of Propylene Glycol With SORBITOL

SAMPLE: 250 VICEROY/125 Marlboro/125 Winston

CIGARETTES:

#627/#647 - Current VICEROY 84

#647/#627 - Current VICEROY 84 except with
25% of the propylene glycol
replaced with SORBITOL.

REFERENCE:	VICEROY		Competitive	
	Current VICEROY 84	47%	Current	54 %
	25% PG with SORBITOL	53%		46 %
ATTRIBUTES:	VICEROY		Competitive	
	Current	25% PG	Current	25% PG
	VICEROY 84	w/SORBITOL	VICEROY 84	w/SORBITOL
	(#627/647)	(# 647/627)	(# 627/647)	(#647/627)
STRENGTH	+ 1	-15*	-13	- 4
MARSHNESS	+ 5	- 5	- 7	+ 7*
AFTERTASTE	+22	+21	+14	+26*

*Statistically Significant