

DATE April 27, 1981

**MARKETING RESEARCH PROJECT APPROVAL**  
(To be filled out by Marketing Research Department)

PRODUCT New Products PROJECT No Side Stream  
 TITLE Smoke Focus Groups JOB# 5546/1481  
 Research Design (N, Cells, Eligibility, Design, Key Banner Breaks, Methodology, Cities)

Three Groups (1 male/2 female) will be conducted in Ridgewood, N.J. on May 7th to explore the NSS concept/product.

The groups will be comprised of random Reduced Tar smokers. No group will be over represented by brand, type or size of cigarettes.

All smokers will be 18 years and over and smoke 10+ cigarettes per day.

Key Criteria For Analysis

To determine if the NSS concept/product is viable based upon smokers reactions.

Research Limitations

Information from this exploratory research is directional only.

Cost Estimate \$6,816

+ - 10% Contingency yes X no  
 Final Report Inc. yes X no

Prepared by: R.D. Linares

Approved by: [Signature]

Marketing Research Director [Signature]

Product Manager [Signature]

Group Product Manager [Signature]

Research Firm Ruth Manko Assoc.

Facility: Suburban Associates

Agency: D'Arcy/deCarma

Incidence

Length Int.

# Open Ends

# Banners

Topline Oral presentation w/o 5/18

Final Written presentation w/o 5/25

Moderators fee: \$4,500.00

Facility: 1,500.00

Agency: 816.00

89867723