



Market Research - Initiating Project Brief

Brief Number: #

Date: 02/12/98

Client Group:	R.B.U.	COLOMBIA
	Brand Group	KOOL
	Other	

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Project Name/Description: KOOL vs. Marlboro Menthol Lights

Market(s): Bogotá, Medellín and Barranquilla

Referent Brand(s):

- 1) Current Kool Filter King Colombia, 11 mg tar, @ 0.51% menthol, white tipping.
- 2) Kool Milds KS Japan, 9mg tar, @ 0.66% menthol, white tipping.
- 3) Kool KS, 9 mg tar, @ 0.51% menthol, white tipping.
- 4) Current Marlboro Lights Menthol King US, 9mg tar, @ 0.66% menthol, white tipping.

Consumer Segment(s):

Male: 60%
Female: 40%
By age: 18-29 (100%)
By SFL: ABI (100%)
By City: Bogotá: KOOL Parent regular smokers 50% -alternate smokers 50%
B/quilla: KOOL Parent regular smokers 50% -alternate smokers 50%
Medellin: KOOL Parent regular smokers 50% -alternate smokers 50%

Note: In order to establish a quantitative basis for determining the winning product, results will be weighted as follows: Alternate 60%, Regular 40%.

Background/Problem Definition:

On September 1st 97, PMI simultaneously launched Marlboro Menthol KS Box (16mg tar) and Menthol Lights KS Box (9mg tar) in Colombia. These two products became KOOL's direct competitors (Premium Menthol Brands).

At the same time, KOOL replaced its product with a milder 11mg cigarette (the same KOOL Milds but with a 27mm cork tipping).