

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.



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#### Key Criteria For Analysis

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

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#### Research Limitations

Information from this exploratory research is directional only.

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Cost Estimate \$6,816

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

Prepared by: R.D. Phillips

Approved by: JH

Marketing Research Director JH

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Product Manager JH

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Group Product Manager JH

Research Firm Ruth Manko Assoc.

Facility: Suburban Associates  
Agency: D'Arcy/deGarmo  
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

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