

USER MANUAL

J A N U A R Y 2 0 1 9

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WHAT IS IRIS?

Overview of IRIS

IRIS is a knowledge management system developed to provide the user the ability to easily search for outputs from past research studies that have been undertaken by BAT.

IRIS is accessible through One Stop Portal (where users can access various systems).

Accessibility: IRIS can be accessed by anyone with appropriate access rights for the One Stop Portal.

It can be used to:

1. Search content
2. Read summaries
3. Download reports
4. Share reports

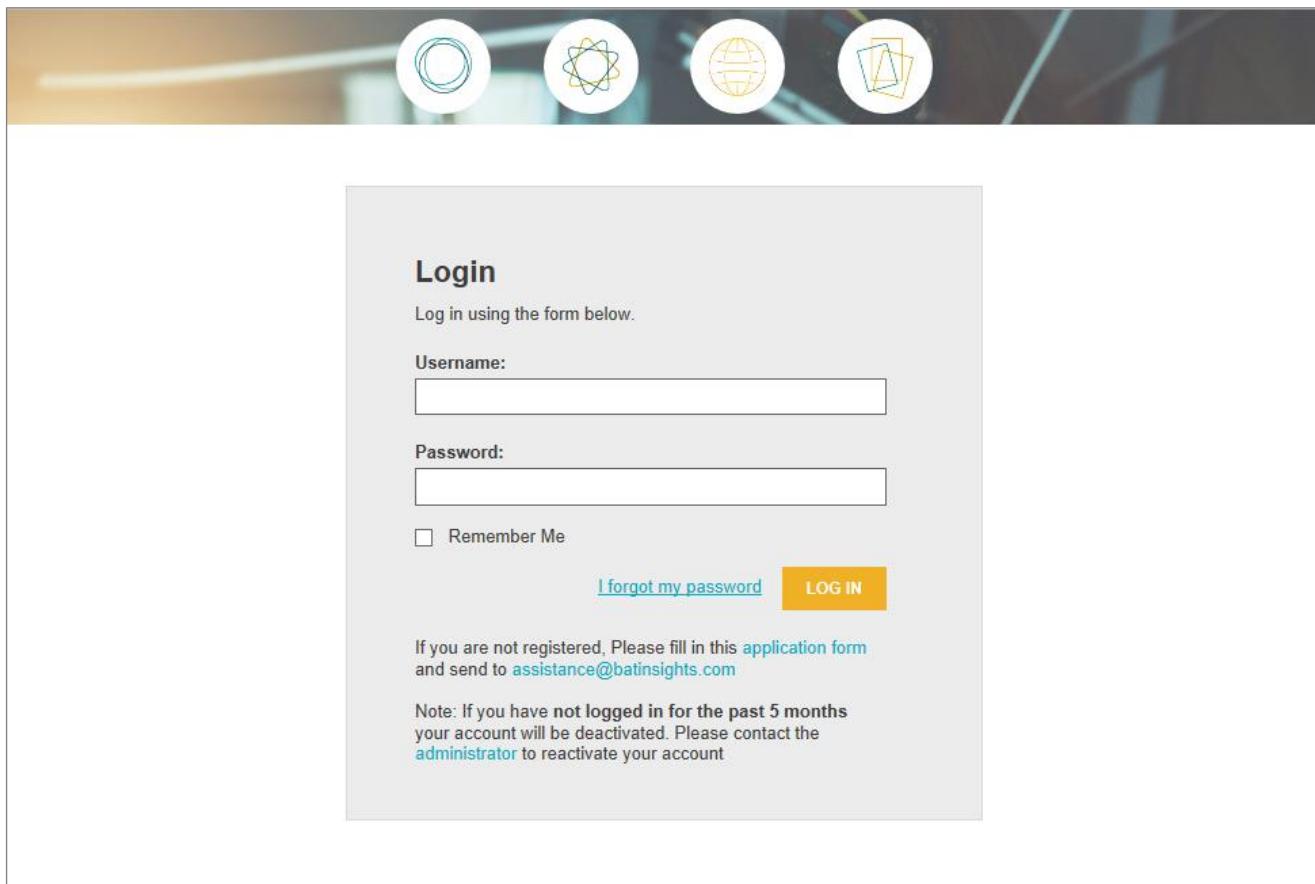
This document will help you understand how to use IRIS system. System screenshots have been added, where needed, to assist the description of functionalities provided through this system. If you face any issues while using the system or have any questions, please contact the Assistance Team at assistance@batinsights.com. Alternatively, you can also click on the **Support** link available at the bottom left-hand corner of all pages of the IRIS system. On the Support page, click on **Contact Us** button, which will open a blank email addressed to the Assistance Team.

HOW TO ACCESS THE IRIS PLATFORM?

Existing User Login

You can access IRIS through the following URL (<https://irkpinsights.batgen.com>), using BAT's default Internet web browser (Microsoft Edge).

This link will take you to the login screen, as shown below. On this screen, enter your login details (username and password) to log into the system.



If you are accessing the new IRIS platform for the first time, your previous login details (those you used to access the old IRIS platform) will still work.

Note: To ensure best user experience, we advise you to:

1. *Use Microsoft Edge, BAT's default Internet web browser, though you can use other browsers besides Microsoft Edge as well.*
2. *Keep a 100% zoom resolution. A 100% zoom resolution can be quickly achieved by pressing the two keys of Control (CTRL) and Numeric Zero (0) together i.e. CTRL + 0*

New User Registration

If you are a new user requiring access to IRIS, please download and fill in the user registration form available on the One Stop Portal Login Page (accessible through the following URL:<https://irkpinsights.batgen.com>) and share it with the Assistance Team at assistance@batinsights.com.

Upon receiving the application form, the Assistance Team will acknowledge receipt of your request via an email and reach out to the system owner for approval. Once the approval is received, they will create the account and share login details with you within 24 business hours. However, if the approval process takes longer, the team will keep you updated on its status via email.

Login
Log in using the form below.

Username:

Password:

Remember Me

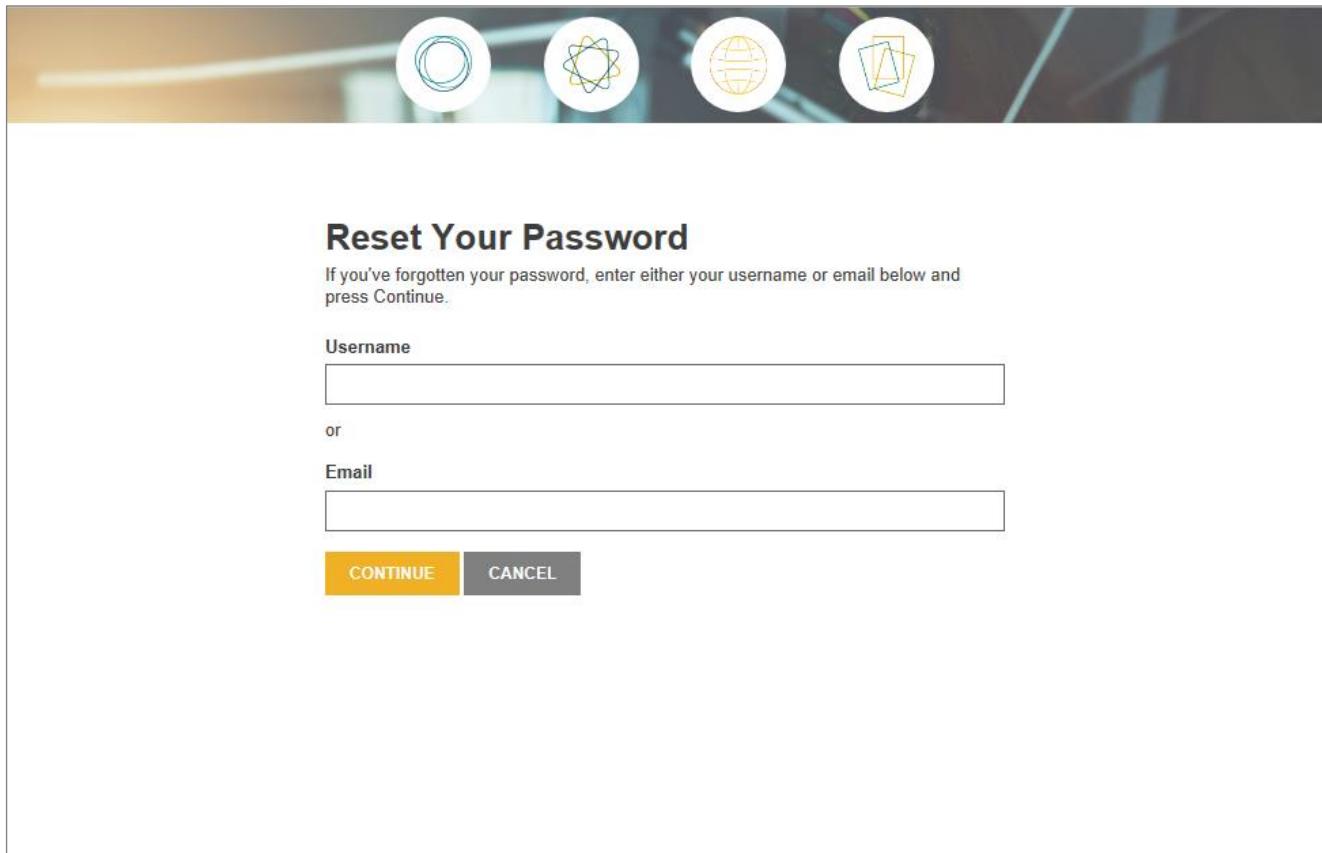
[I forgot my password](#) [LOG IN](#)

If you are not registered, Please fill in this [application form](#) and send to assistance@batinsights.com

Note: If you have not logged in for the past 5 months your account will be deactivated. Please contact the administrator to reactivate your account

Retrieving a Password

In case you forget your password, you may use the **I forgot my password** link (available on the Login Page – <https://irkpinsights.batgen.com>). Clicking this will take you to the screen below, where you will need to enter your username or your BAT email address, both of which are linked to your IRIS Account.



Reset Your Password

If you've forgotten your password, enter either your username or email below and press Continue.

Username

or

Email

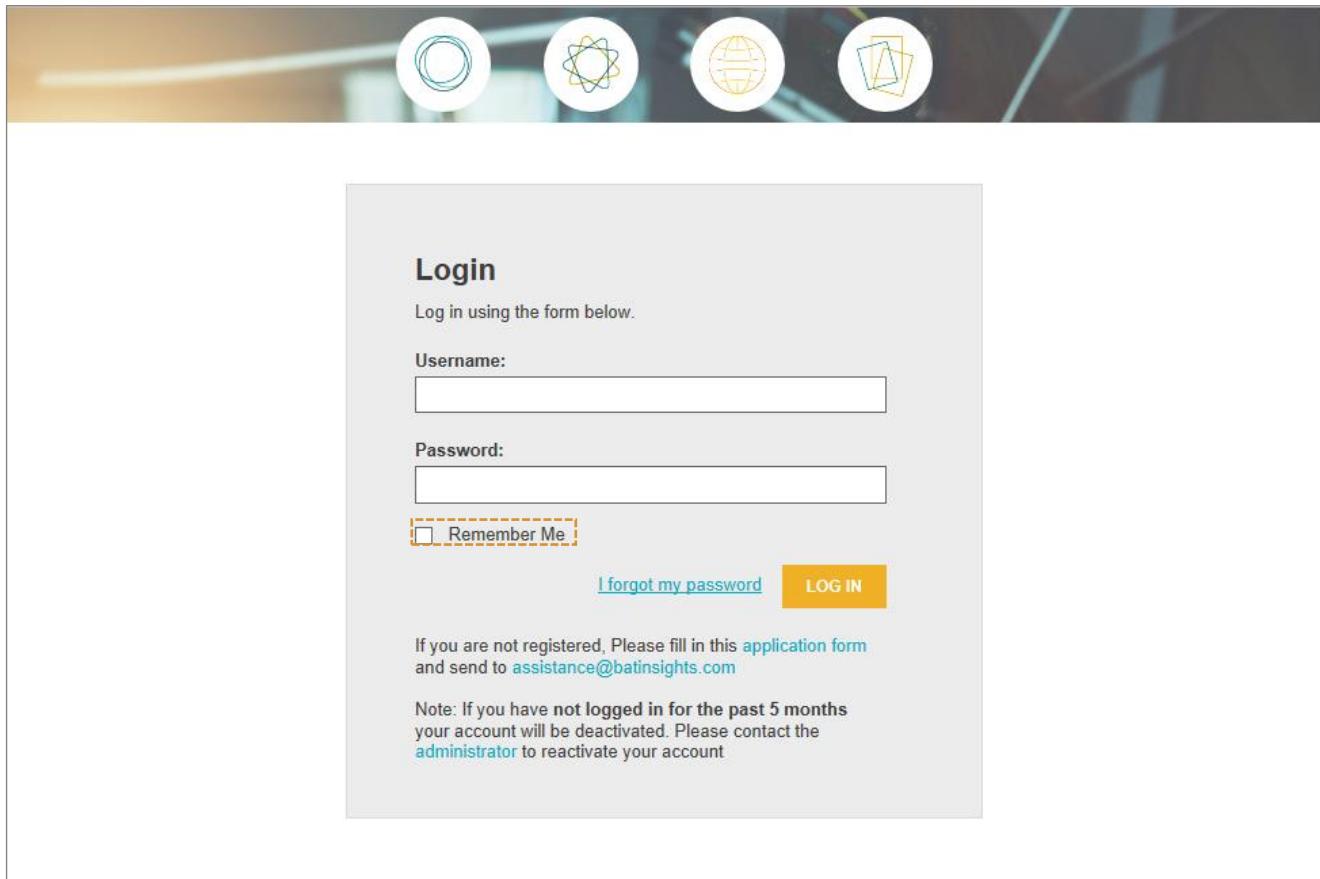
CONTINUE **CANCEL**

Once you enter your details, a new password will be sent to you via email. If you face any issue with retrieving the password, you can reach out to the Assistance Team (assistance@batinsights.com).

Note: If you update your password, you will need to re-enter your updated details when you log into the system for the first time after making the change.

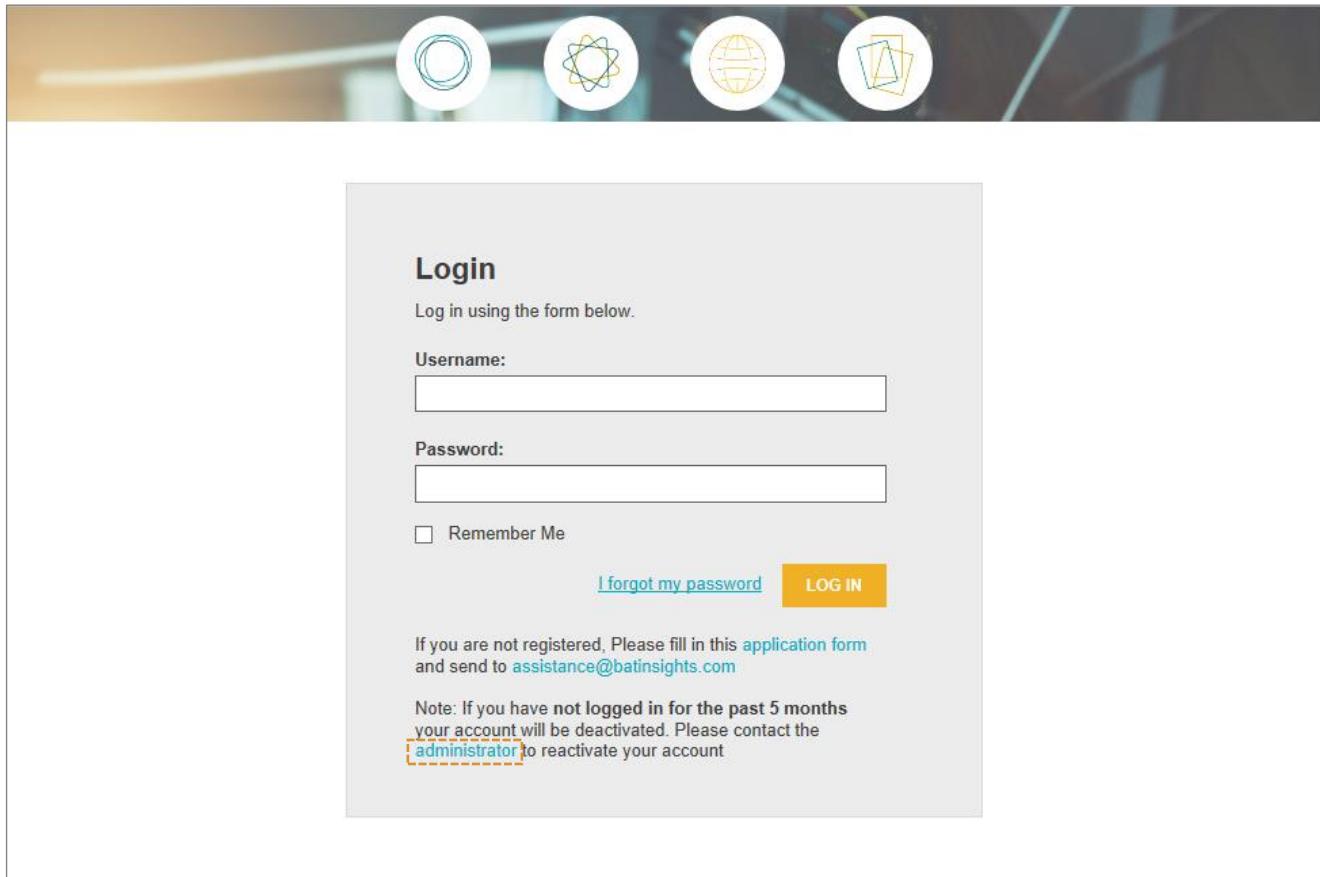
Saving Your Password

You can also have the browser save your password by checking the **Remember Me** option on the Login Page (as shown below). This will save your username and password in your browser and enable you to log into the system without entering the details. Sometimes, due to security updates in the system, passwords are deleted from the memory. In that case, you would have to enter the Login details again.



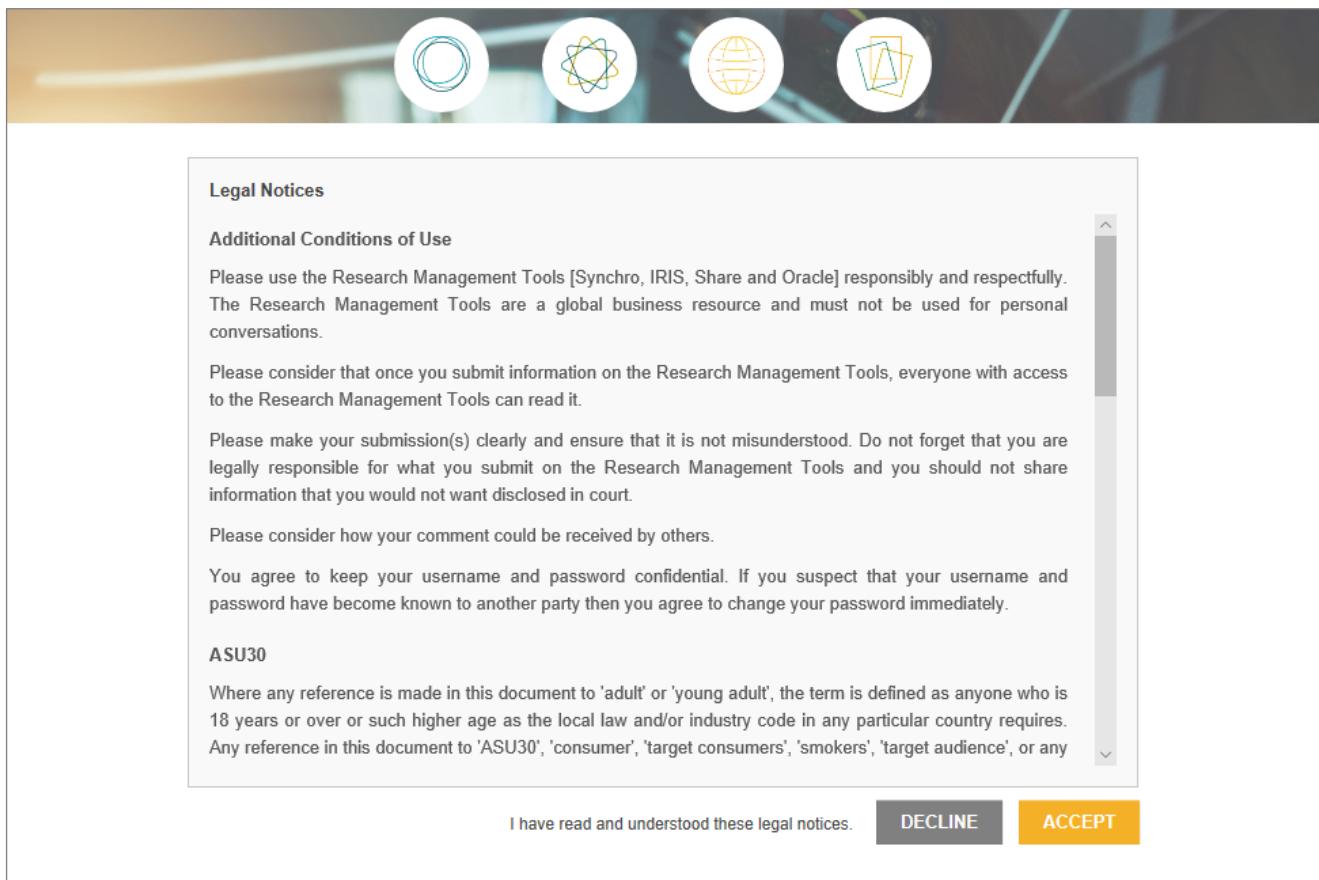
Getting Login Assistance

If you require any assistance in logging into the system or have a question that is not covered here, you can reach out to the Assistance Team by clicking on the **Contact the Administrator** link on the Login Page (as shown below).



Accepting the Disclaimer

Once you have entered your login details and clicked **Log In**, the Disclaimer Page (shown below) will appear. This includes the standard BAT terms and conditions for the use of One Stop Portal (including the IRIS System), which cover the legal usage restrictions and notices (for conditions of use, local legislation, system regulations and data protection details) governing access to and use of information available through IRIS.



Legal Notices

Additional Conditions of Use

Please use the Research Management Tools [Synchro, IRIS, Share and Oracle] responsibly and respectfully. The Research Management Tools are a global business resource and must not be used for personal conversations.

Please consider that once you submit information on the Research Management Tools, everyone with access to the Research Management Tools can read it.

Please make your submission(s) clearly and ensure that it is not misunderstood. Do not forget that you are legally responsible for what you submit on the Research Management Tools and you should not share information that you would not want disclosed in court.

Please consider how your comment could be received by others.

You agree to keep your username and password confidential. If you suspect that your username and password have become known to another party then you agree to change your password immediately.

ASU30

Where any reference is made in this document to 'adult' or 'young adult', the term is defined as anyone who is 18 years or over or such higher age as the local law and/or industry code in any particular country requires. Any reference in this document to 'ASU30', 'consumer', 'target consumers', 'smokers', 'target audience', or any

I have read and understood these legal notices.

DECLINE **ACCEPT**

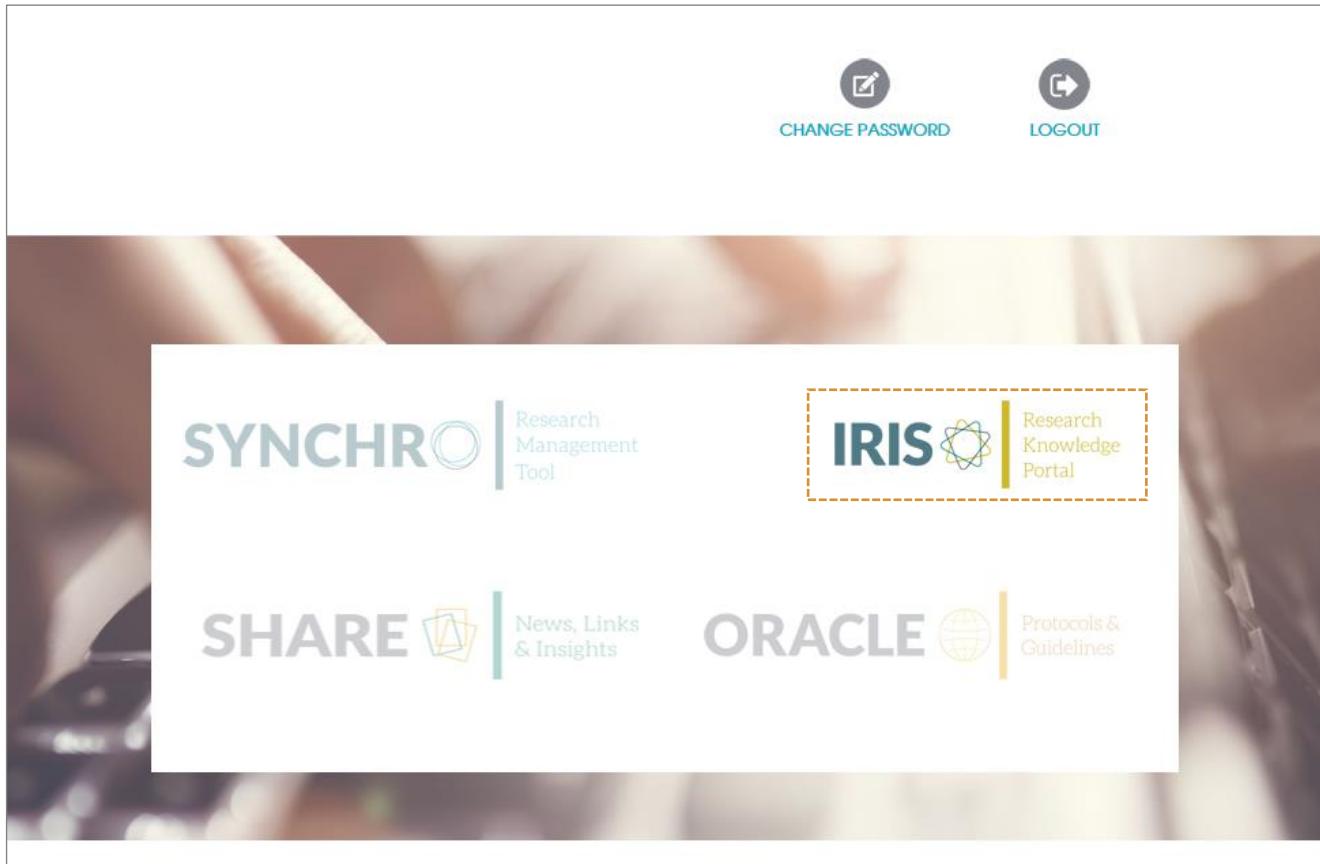
Each time you log into OSP, you will be asked to confirm that you understand these legal terms and agree to them, by clicking on the **Accept** button.

This will take you to the One Stop Portal Home Page.

*Note: If you do not accept these legal terms and click the **Decline** button, you will be automatically logged out of the system.*

One Stop Portal

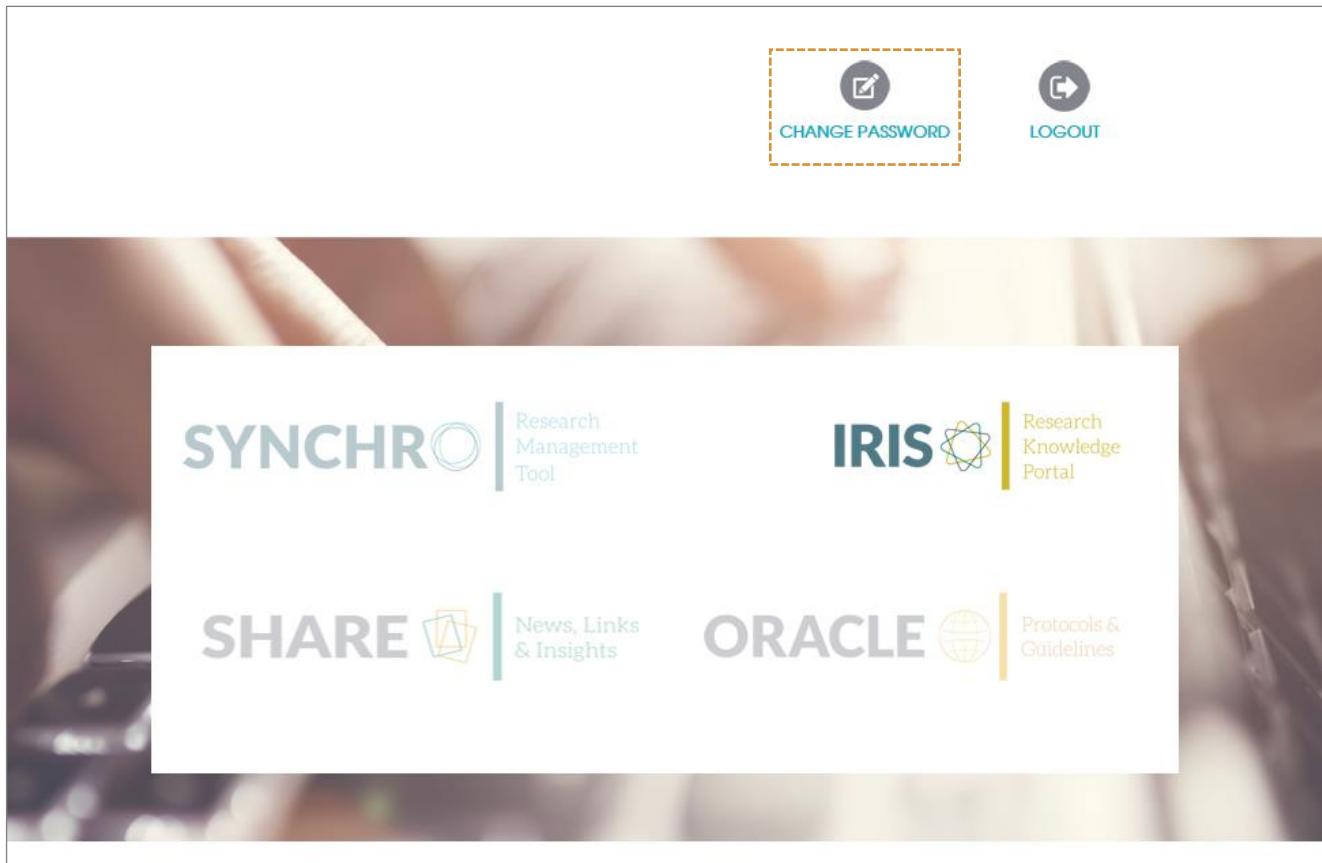
Having accepted the legal notices outlined on the Disclaimer Page, you can then select the system you wish to use (i.e. Synchro, IRIS, Share, Oracle). To reach the IRIS Home Page, click on the **IRIS** button on the right-hand side of the One Stop Portal Home Page (as shown below).



You can log out by clicking on the **Logout** link, on the top-right corner of the One Stop Portal Home Page.

Changing Your Password

Within OSP (before accessing IRIS), you can change your password by clicking the **Change Password** link available at the top-right corner of the page, as shown below:



Note: If you update your password, you will need to re-enter your updated login details when you log into the system for the first time after making the change.

Clicking on **Change Password** link will take you to the page below, where you will be prompted to create a new password for your account. To do this, you will need to enter your current password, then create a new password, confirm the new password by re-entering it, and then click on the **Save** button. Clicking on the **Cancel** button will log you out of the system.

Note: It is good practice to follow the instructions outlined on the right-hand side of the screen to create a strong password.



Change Password

Current Password

New Password

Confirm Password

PASSWORD STRENGTH

- Build a Strong Password
- Lowercase letter (a-z)
 - Uppercase letter (A-Z)
 - Numeral (0-9)
 - Punctuation or other (! @#&...)
 - Minimum 7 characters
 - Better with 8 or more characters

SAVE

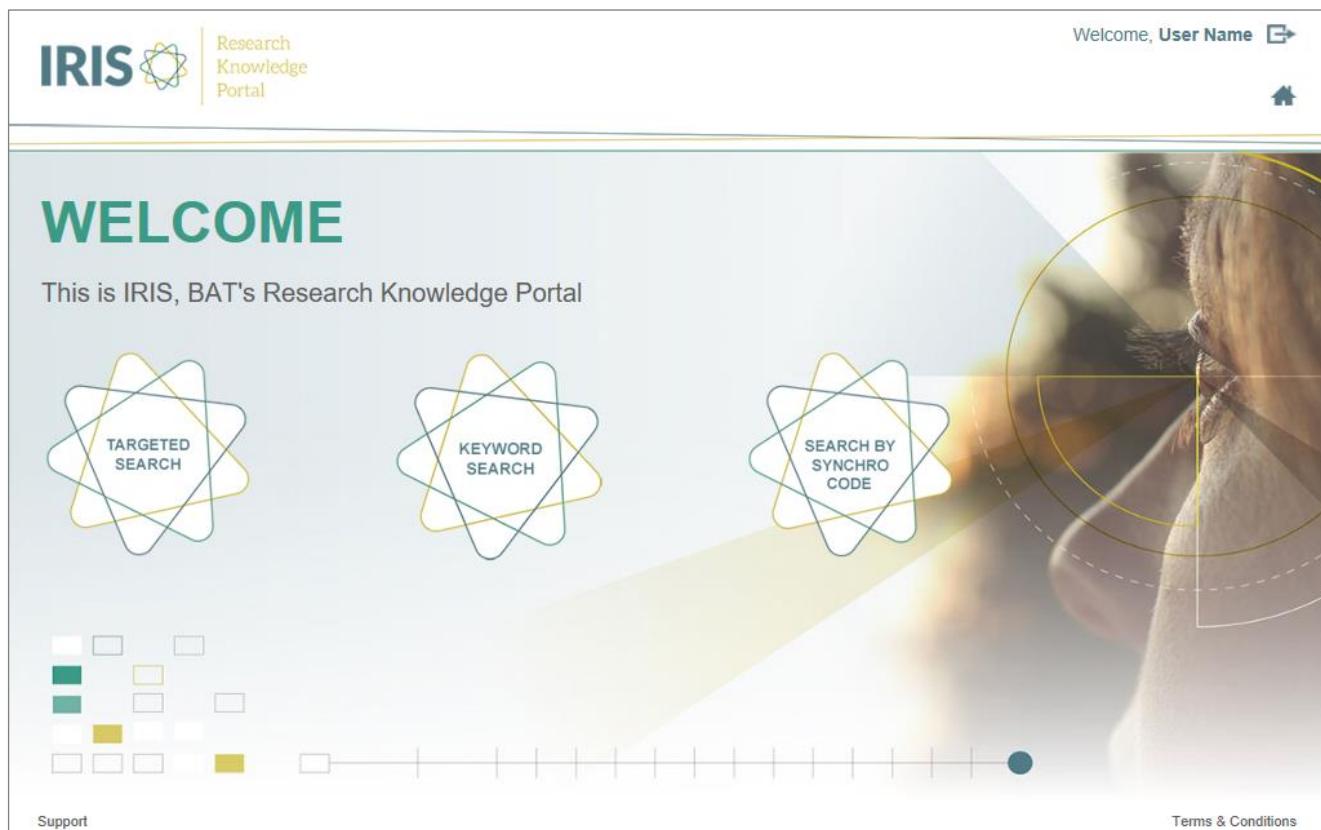
CANCEL

THE IRIS HOME PAGE

Introduction

Once you log into the IRIS System, you will be taken to the IRIS Home Page.

As shown below, the Home Page is made up of a header, a set of buttons for performing actions, a link to **IRIS Support**, and **Terms & Conditions**.



Header on the IRIS Home Page

The IRIS Home Page includes a header on the top of the screen (as shown below). This will always be visible to you while navigating through the IRIS System. It includes the following functionalities:

IRIS Icon

This icon is on the top-left corner of the page. You can directly access the IRIS Home Page at any time by clicking on this icon.

Log-out Icon

This icon is on the top-right corner of the page. You can quickly log out from the One Stop Portal by clicking on this icon.

OSP Home Page Icon

This is the small house-shaped icon on the top-right corner of the page. While navigating through the system, you can get back to the One Stop Portal Home Page by clicking on this icon

Note: These features are accessible through the header on all the pages in the IRIS System.



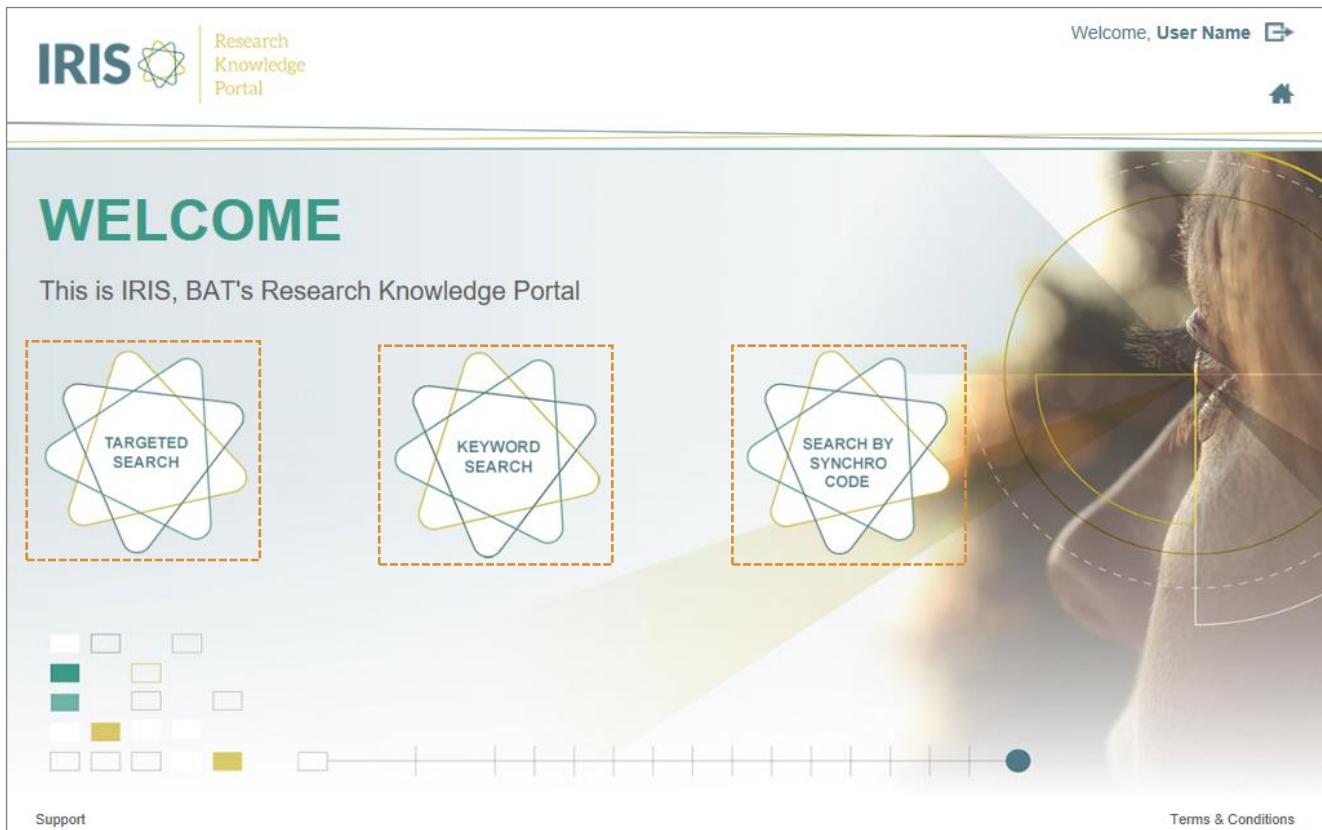
The screenshot shows the IRIS Research Knowledge Portal homepage. At the top, there is a header bar with the IRIS logo, the text "Research Knowledge Portal", and a "Welcome, User Name" field with a log-out icon. Below the header, the word "WELCOME" is prominently displayed. A text block states, "This is IRIS, BAT's Research Knowledge Portal". To the right, there is a large, semi-transparent circular graphic featuring a close-up image of a horse's eye and a magnifying glass effect. In the center of this graphic are three search icons, each enclosed in a stylized star or circle: "TARGETED SEARCH", "KEYWORD SEARCH", and "SEARCH BY SYNCHRO CODE". At the bottom left, there is a "Support" link and a "Terms & Conditions" link at the bottom right.

Buttons for Different Types of Search Functionality

The IRIS Home Page has buttons for the three different types of search that you can perform on IRIS:

1. Targeted Search
2. Keyword Search
3. Search by Synchro Code

These three search types are explained in detail later in the section – ‘HOW TO SEARCH ON IRIS?’ in this manual.

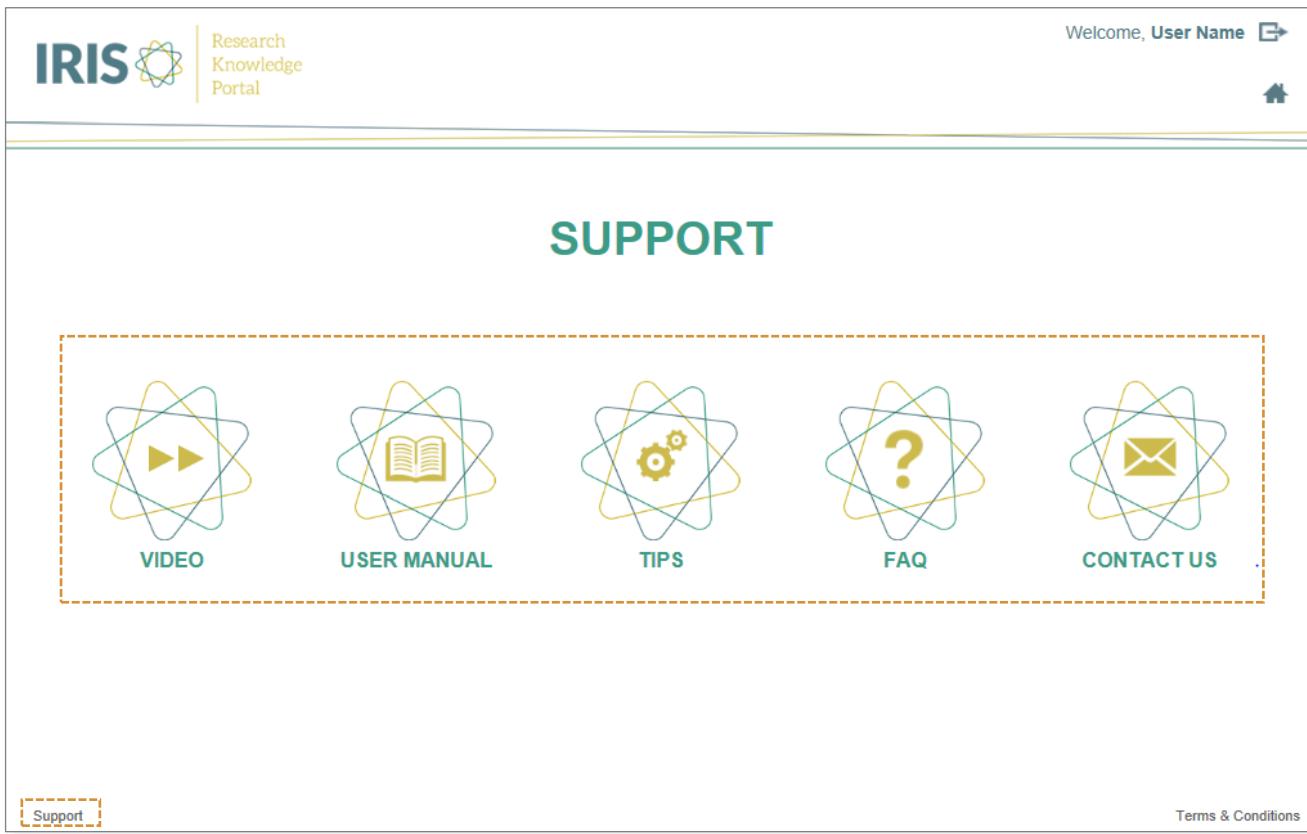


IRIS Support

Upon clicking on the **Support** link on the bottom left-hand corner of the home page, you will be taken to a new page that will display the following options (as shown below):

- 1. Video:** Clicking on this button will download an induction video to introduce you to the IRIS system. The video would have some snippets of the IRIS system and highlight its key features and benefits.
- 2. User Manual:** Clicking on this button will download a step-by-step reference document that will help you understand the features of the IRIS System and how to use them.
- 3. Tips:** Clicking on this button will download a document with a repository of useful tips or recommendations that will enable you to search IRIS resources with greater speed and accuracy.
- 4. FAQs:** Clicking on this button will download a list of Frequently Asked Questions (FAQs) based on the most commonly raised queries by system users – and provide you with helpful answers.
- 5. Contact Us:** Clicking on this button will open an email addressed to the Assistance Team. If you face any technical problems – or require assistance when using the IRIS system – you can approach the Assistance Team and a member of the team will respond to you.

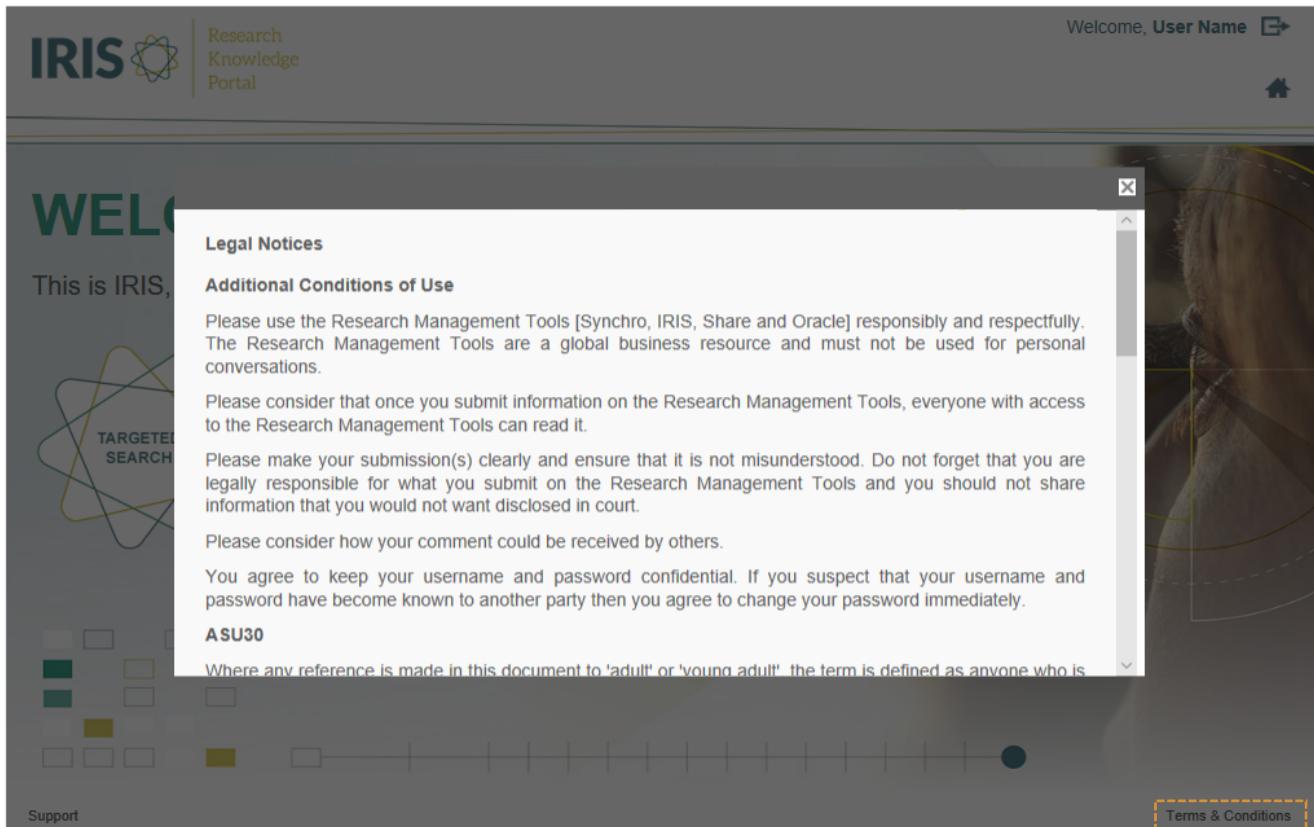
Note: This feature is accessible through all the pages in the IRIS System. More details on Support can be found in a later section – “WHAT DOCUMENTS/SUPPORT ARE AVAILABLE FOR IRIS?”



The screenshot shows the IRIS Support page. At the top, there is the IRIS logo and navigation links for 'Welcome, User Name' and a house icon. Below this is a large green header with the word 'SUPPORT'. Underneath, there is a row of five icons, each enclosed in a dashed orange box. The icons represent: 'VIDEO' (play button), 'USER MANUAL' (book), 'TIPS' (cogwheel), 'FAQ' (question mark), and 'CONTACT US' (envelope). At the bottom left is a 'Support' link, and at the bottom right are 'Terms & Conditions' and a small house icon.

Terms & Conditions

On the bottom right-hand corner of every page, you will find a link to the system's terms & conditions. Upon clicking this link, a pop-up window will appear (as shown below) that contains details of the system's terms & conditions in a read-only format. After accessing this content, you can close the window using the **x** button on the top right-hand side of the window. These are the same rules that you accepted on the Disclaimer Page when logging into the system.



The screenshot shows a dark-themed web interface for the IRIS Research Knowledge Portal. At the top, there is a header bar with the IRIS logo, the text "Research Knowledge Portal", and a "Welcome, User Name" message with a sign-out icon. Below the header, the main content area has a dark background with some graphical elements like overlapping circles and text like "WELCOME" and "TARGETED SEARCH". A central white pop-up window is displayed, containing the following text:

Legal Notices

Additional Conditions of Use

Please use the Research Management Tools [Synchro, IRIS, Share and Oracle] responsibly and respectfully. The Research Management Tools are a global business resource and must not be used for personal conversations.

Please consider that once you submit information on the Research Management Tools, everyone with access to the Research Management Tools can read it.

Please make your submission(s) clearly and ensure that it is not misunderstood. Do not forget that you are legally responsible for what you submit on the Research Management Tools and you should not share information that you would not want disclosed in court.

Please consider how your comment could be received by others.

You agree to keep your username and password confidential. If you suspect that your username and password have become known to another party then you agree to change your password immediately.

ASU30

Where any reference is made in this document to 'adult' or 'young adult' the term is defined as anyone who is

In the bottom right corner of the pop-up window, there is a small orange dashed box containing the text "Terms & Conditions" with a small "x" icon next to it, indicating where the window can be closed.

HOW TO SEARCH ON IRIS?

Brief Description of Search Functionalities

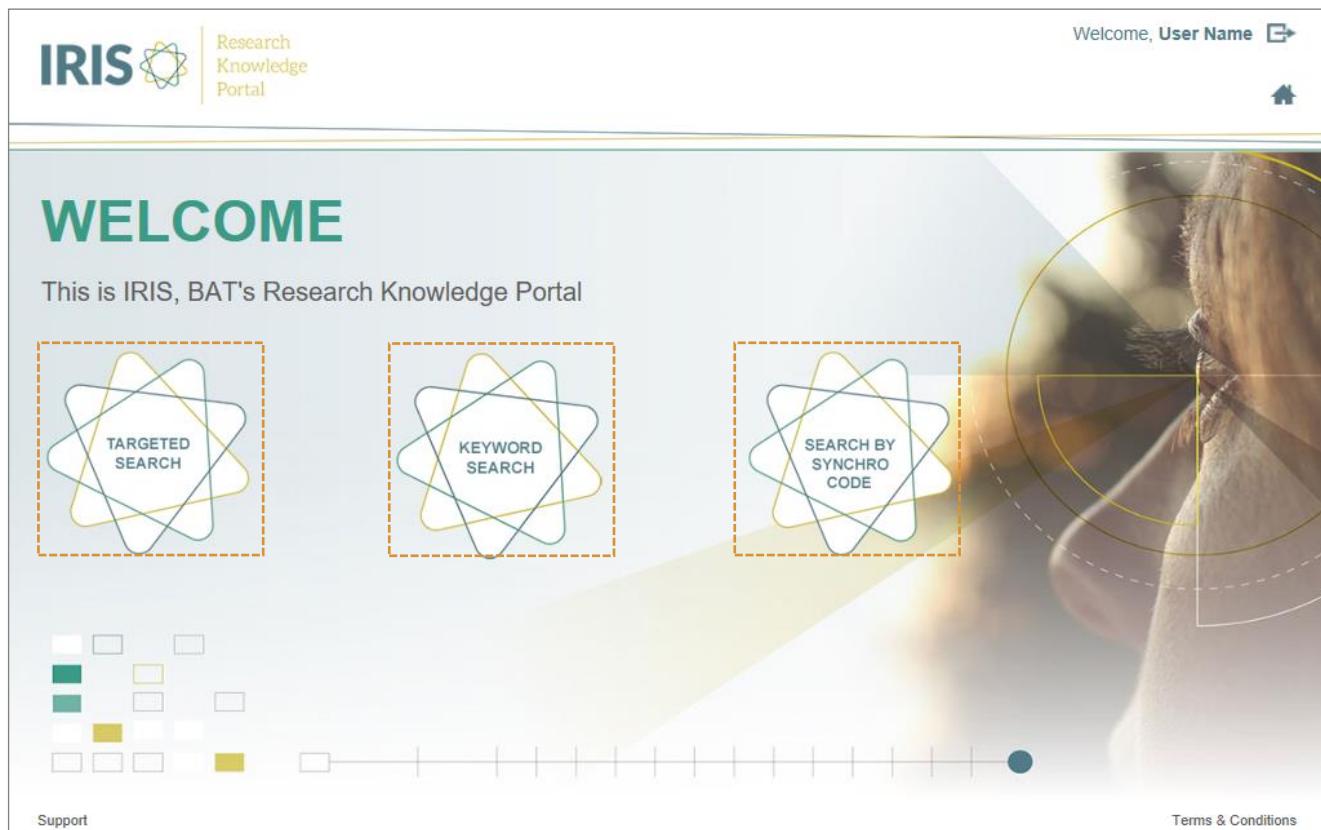
All projects that have been closed in Synchro, and where the IRIS summary has passed the quality control, are available to search on IRIS.

IRIS offers the following three types of functionalities to allow users to search intended topic/report from a database of all published reports/summaries globally*:

- 1. Targeted Search:** An option to search using advanced search features such as Boolean Search, Filtered Search & Search Within.
- 2. Keyword Search:** An option to search using simple keywords.
- 3. Search by Synchro Code:** An option to search using Synchro Codes (specific and/or multiple codes).

You can click on the buttons on the IRIS Home Page (as shown below) to navigate to the search functionality of your choice.

*Note: EU End Market users will only see reports from their budget location, due to the TPD ring-fencing. Apart from EU End Market users, all other users will see results from all the published reports in the IRIS system.



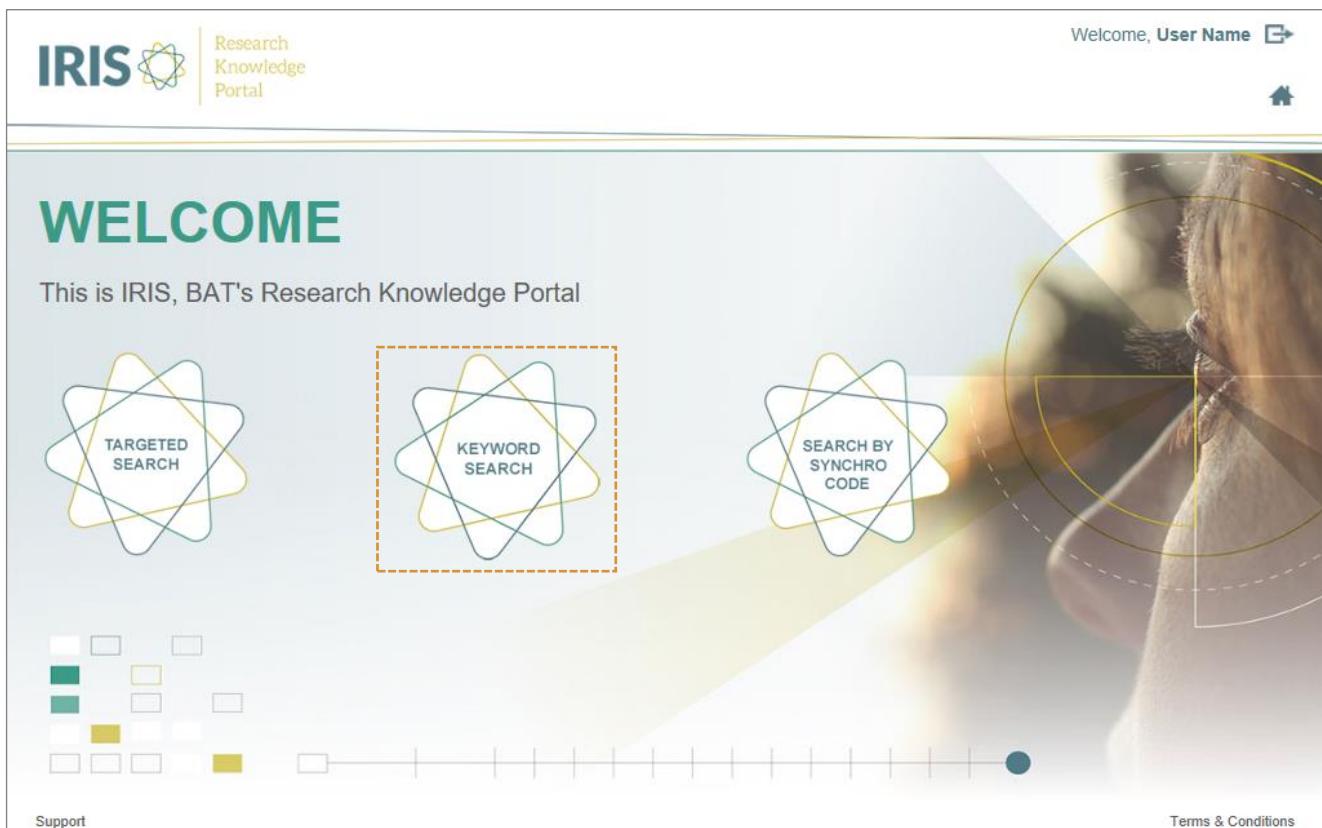
The screenshot shows the IRIS homepage with the following elements:

- Top Navigation:** IRIS Research Knowledge Portal logo, Welcome, User Name, and a house icon.
- Welcome Message:** "WELCOME" and "This is IRIS, BAT's Research Knowledge Portal".
- Search Options:** Three buttons labeled "TARGETED SEARCH", "KEYWORD SEARCH", and "SEARCH BY SYNCHRO CODE", each enclosed in a dashed orange box.
- Support and Terms & Conditions:** Buttons for "Support" and "Terms & Conditions".
- Decorative Background:** A blurred background image of a person's face with a circular graphic overlay.
- Bottom Navigation:** A decorative footer bar with various colored squares and a horizontal line.

How to Perform Simple Keyword Search without Pre-Filtering Content? (Keyword Search)

This is the simplest search option available, where you can perform an IRIS search on the entire IRIS database (all projects) using keywords of your choice.

This search functionality is called Keyword Search (i.e. search without pre-filtering content). To do this, use the **Keyword Search** button available on the IRIS Home Page (as shown below).



Clicking on this button will direct you to the Keyword Search Home Page where you can perform the search.

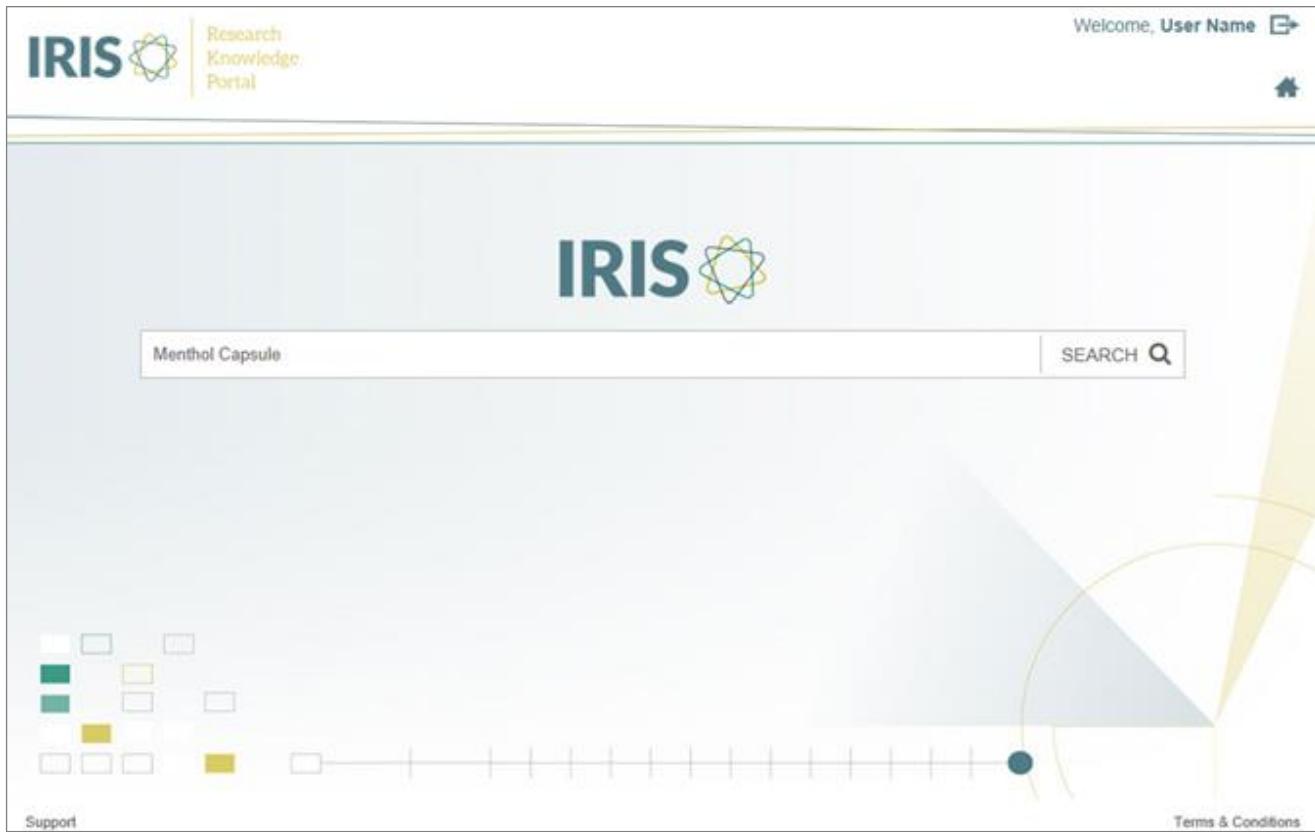
Entering Search String

You can enter a search string by clicking and typing inside the search bar where 'Enter Keywords for Search' is written (as shown below).



Note: You can enter anything inside the search bar; such as alphabets, alpha-numeric characters, Boolean operators and wildcard characters '' and '?'.*

Here you can directly type the search string or keywords to be searched in the system (as shown below). After entering the keywords or phrase, click on the **Search** button on the right-hand side of the search box or press Enter key on your keyboard. Since you are searching without pre-filtering any content, the entire database will be searched, and you will be shown all relevant search results published on IRIS. So, in the example shown below, all summaries where 'Menthol' or 'Capsule' words appear will be displayed in the search results. Please note that the documents displayed in results may have only 'Menthol' or only 'Capsule' in this case.



If you want to refine your results further for the search string ‘Menthol Capsule’, you can use the following system features: Logical operators (AND, NOT), Quotes (“”) and Wildcards (? *); to build custom search strings, as explained below. If you are planning to use logical operators with more than two keywords, we advise that you use the system feature, **Boolean Search**, to create a custom string. Boolean Search feature is explained later in the section – ‘Boolean Search’.

Note: AND and NOT operators need to be all in capital letters, otherwise the system will consider them as regular search text.

Logical ‘AND’ Operator

If you insert ‘AND’ operator (all letters in upper case) between ‘Menthol Capsule’: ‘Menthol AND Capsule’, then both the keywords will definitely appear in your search results.

Logical ‘NOT’ Operator

If you insert ‘NOT’ operator (all letters in upper case) between ‘Menthol Capsule’: ‘Menthol NOT Capsule’, then the search will exclude any search result that contains ‘Capsule’ as a keyword and display those results which contain only ‘Menthol’ as a keyword. Place NOT before a keyword which needs to be excluded.

Quoted Text Search (“”)

The Double Quotes (“”) operator identifies keywords within it as a single phrase. If you want to search for specific set of keywords that need to appear exactly as included in the search string, then you can use this Boolean operator. For example, if you want to find search results that have the exact phrase ‘Menthol Capsule’, you can enter the search string as “Menthol Capsule”. If you write ‘Menthol Capsule’ without the double quotes, the system will consider both as separate words and display studies containing either ‘Menthol’ or ‘Capsule’ or both (disregarding the order in which these

keywords appear in the search string). Results may have documents where Capsule appears before Menthol. With double quotes, those documents appear in the search results where ‘Menthol Capsule’ occur together (and in that order).

This operator can also be used to search for words that ideally occur together, such as ‘Pall Mall’ (brand name) and ‘South Africa’ (country name). You can include these words in double quotes so that the search system treats them as a single item (i.e. “Pall Mall”; “South Africa”). If you write ‘South Africa’ without the double quotes, the system would consider both as separate words and display studies containing either ‘South’ or ‘Africa’ or both.

Wildcard Characters (? *)

In addition to the above features (which are also accessible through **Boolean Search** system feature), you can also use wildcard characters, question mark (?) and asterisk (*).

You can use a question mark (?) to represent any letter or number. This can be useful when searching for words that have different spellings used interchangeably. For example, typing ‘Advis?r’ as a search term, will produce search results that include both ‘Advisor’ and ‘Adviser’.

You can use an asterisk (*) to represent a flexible number of characters to end a word with. For example, ‘Cigar*’ will prompt the system to search for documents with words starting with ‘Cigar’ such as ‘Cigar’, ‘Cigarette’, ‘Cigarettes’, ‘Cigarillos’, etc.

Note: The wildcard characters (?) and () will only work if they are placed after a letter or a number in the search string. If placed at the beginning, it will give no search results. For example, ‘*igar’ or ‘?dvisor’ will not give any search results. Also, if you use only ‘?’ or ‘*’ as a search string, you will not get any search results.*

Search Results Page

After entering the search string and clicking on the **Search** button or pressing Enter on your keyboard, you will arrive at the Search Results Page, as shown below:

Welcome, User Name 



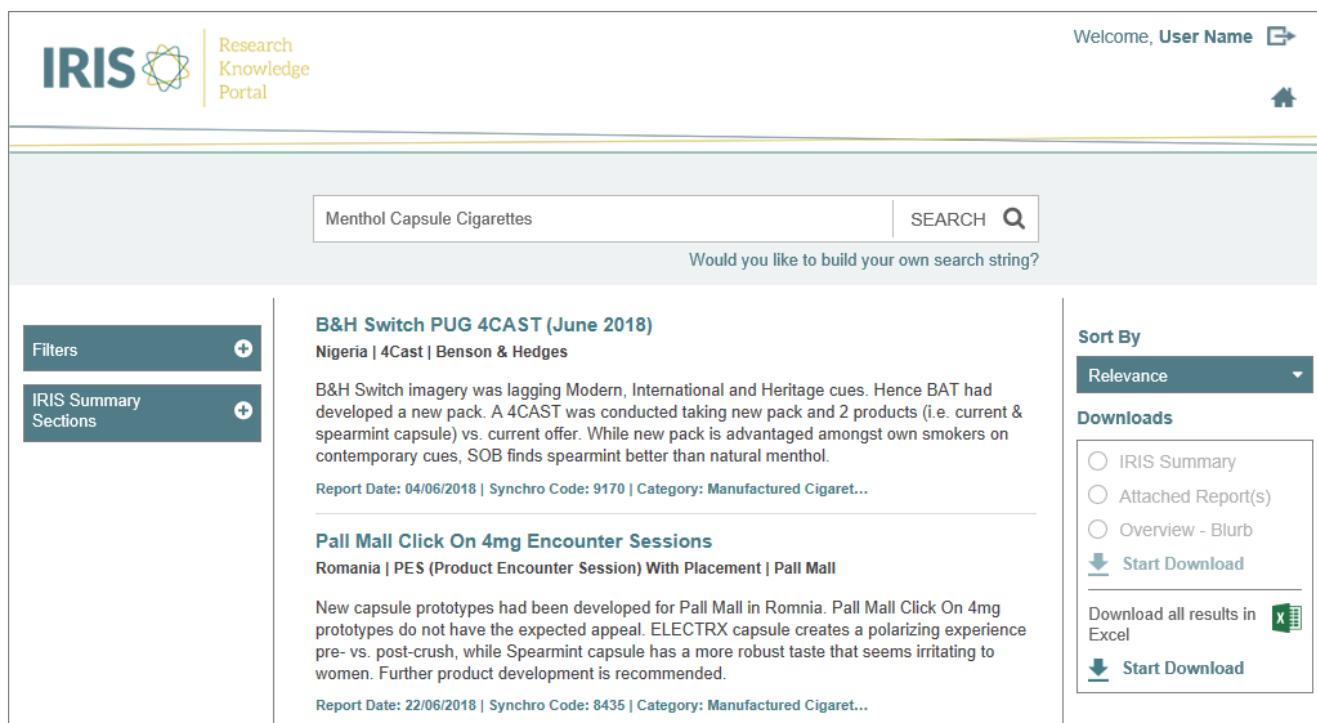
Menthol Capsule SEARCH  [Would you like to build your own search string?](#)

Filters	Pall Mall Click On 4mg Encounter Sessions	Sort By
IRIS Summary Sections	<p>Romania PES (Product Encounter Session) With Placement Pall Mall</p> <p>New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.</p> <p>Report Date: 22/06/2018 Synchro Code: 8435 Category: Manufactured Cigaret...</p>	Relevance
	<p>B&H Switch PUG 4CAST (June 2018)</p> <p>Nigeria 4Cast Benson & Hedges</p> <p>B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.</p> <p>Report Date: 04/06/2018 Synchro Code: 9170 Category: Manufactured Cigaret...</p>	Downloads <ul style="list-style-type: none"> <input type="radio"/> IRIS Summary <input type="radio"/> Attached Report(s) <input type="radio"/> Overview - Blurb <p> Start Download</p> <p>Download all results in  Excel</p> <p> Start Download</p>

Searching

The searched keyword/phrase will always appear inside the search bar. You can modify this by clicking inside the search bar, available on the top of the page. After modifying the search string, click the **Search** button or press the Enter on your keyboard to perform a new search.

For example, if you have an existing search string ‘Menthol Capsule’, you can click in the search bar and enter ‘Cigarettes’ as another keyword. The final search string will now say: ‘Menthol Capsule Cigarettes’.



Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Sort By
Relevance

Downloads

IRIS Summary
 Attached Report(s)
 Overview - Blurb
 Start Download

Download all results in  Excel
 Start Download

You can further refine your search results by using the **Would you like to build your own search string** link available under the **Search** button on the Search Results Page (as shown below).

*Note: **Would you like to build your own search string** link takes you to a Boolean Search box that can be used to build your search string. The search string which is currently present in the search box will move to the respective Boolean text boxes. Boolean Search functionality is explained in detail in the Boolean Search section.*

Applying Filters

You can narrow down search results by using the filters on the Search Results Page (as shown below). To apply filters, you can click on the **Filters** button or '+' icon, available on the left-hand side of the Search Results Page. Upon clicking it, a drop-down menu will open containing the following options:

1. Brand
2. Methodology
3. Category
4. End Market
5. Report Date Range

IRIS
Research Knowledge Portal
Welcome, User Name 

 Home

SEARCH 

Would you like to build your own search string?

Filters 

IRIS Summary Sections 

B&H Switch PUG 4CAST (June 2018)

Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

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Pall Mall Click On 4mg Encounter Sessions

Romania | PES (Product Encounter Session) With Placement | Pall Mall

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Sort By 

Relevance 

Downloads 

IRIS Summary

Attached Report(s)

Overview - Blurb

 Start Download

Download all results in  Excel

Would you like to build your own search string?

Filters 

Brand

Methodology

Category

End Market 

Report Date Range

Apply Filters

Clear All Filters

IRIS Summary 

B&H Switch PUG 4CAST (June 2018)

Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions

Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Sort By 

Relevance 

Downloads 

IRIS Summary

Attached Report(s)

Overview - Blurb

 Start Download

Download all results in  Excel

For example, if you want to search for a report from a specific End Market, select the field **End Market** in the drop-down menu. Upon clicking this field, a pop-up window will open showing all the End Markets in a list.

IRIS
Research Knowledge Portal
Welcome, User Name 

 Home

SEARCH 

Would you like to build your own search string?

Filters 

Brand

Methodology

Category

End Market 

Report Date Range

Apply Filters

Clear All Filters

IRIS Summary 

B&H Switch PUG 4CAST (June 2018)

Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions

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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Sort By 

Relevance 

Downloads 

IRIS Summary

Attached Report(s)

Overview - Blurb

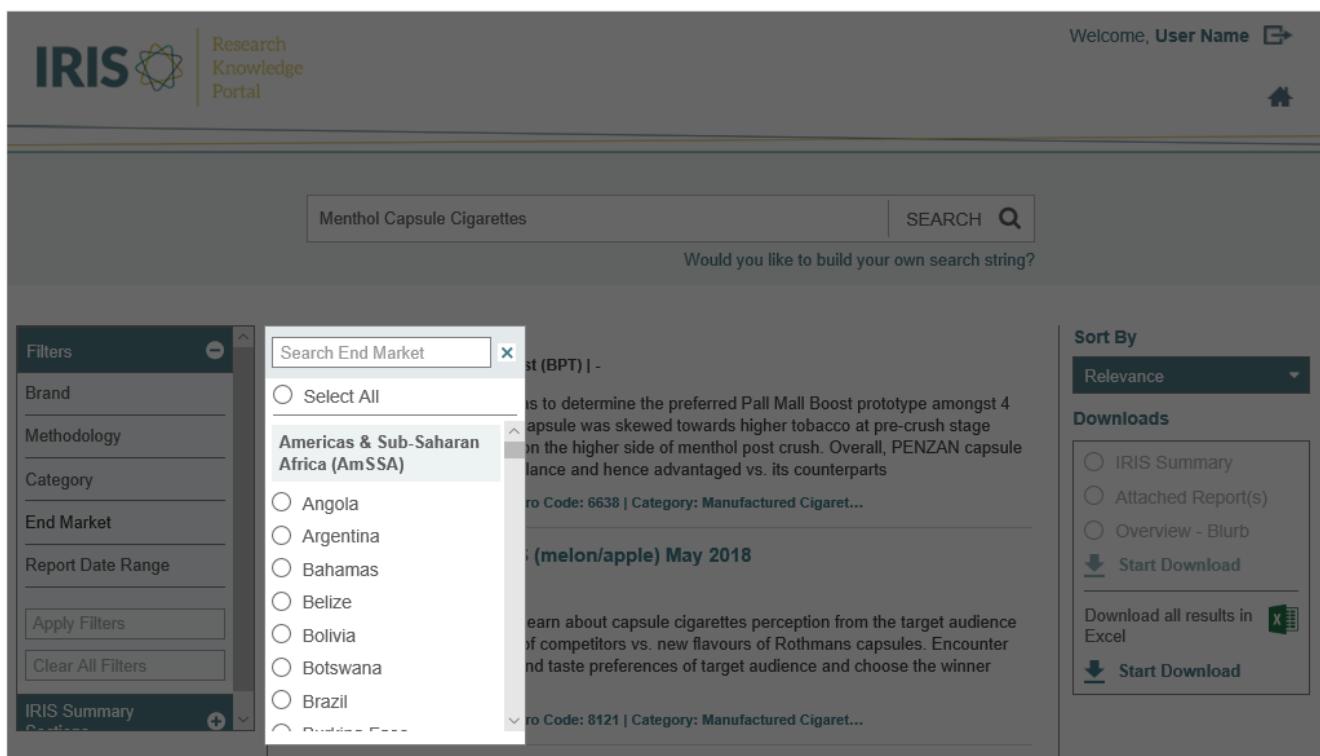
 Start Download

Download all results in  Excel



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The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, user name 'Welcome, User Name' with a sign-in icon, and a home icon. Below the navigation bar is a search bar containing the text 'Menthol Capsule Cigarettes' and a 'SEARCH' button with a magnifying glass icon. To the right of the search bar is a link 'Would you like to build your own search string?'. On the left side, there is a sidebar titled 'Filters' with dropdown menus for Brand, Methodology, Category, End Market, and Report Date Range, along with 'Apply Filters' and 'Clear All Filters' buttons. Below these filters is a section titled 'IRIS Summary' with a 'Download' button. In the center, there is a search result card for 'Pall Mall Boost (BPT) | -'. The card includes a summary of the project's purpose, a snippet of the project code, and a link to the full project details. To the right of the search result is a 'Sort By' dropdown set to 'Relevance' and a 'Downloads' section with options for 'IRIS Summary', 'Attached Report(s)', and 'Overview - Blurb', each with a 'Start Download' button. At the bottom right of the interface is a link to 'Download all results in Excel' with a 'Start Download' button.

To select an End Market, you can either type the name of the country in the search bar available on top of the window or scroll down and select it from the list.

Note: In the Filters, the End Markets are grouped under the regions to which they belong, and within each region the End Markets are alphabetically ordered. Please note that if you search for projects by using End Market name as a keyword in the search bar then the results are not restricted to projects from that End Market, as the keyword may occur in the body of the project summary. However, if you select an End Market through the Filters option, then the search results will be restricted to the projects from that End Market. In case TPD ring-fencing restricts viewing some projects in your budget location, then you will not see these projects in your search results.

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters   

- Brand
- Methodology
- Category
- End Market
- Report Date Range

IRIS Summary   



Select All

Europe & North Africa (ENA)

Germany

Rothmans Capsule PES (melon/apple) May 2018
Russia | - | Rothmans

The study was conducted to learn about capsule cigarettes perception from the target audience as well as to evaluate offers of competitors vs. new flavours of Rothmans capsules. Encounter sessions allowed to understand taste preferences of target audience and choose the winner among the tested prototypes.

Report Date: 01/06/2018 | Synchro Code: 8121 | Category: Manufactured Cigaret...

Sort By 

Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

 Start Download

Download all results in  Excel

 Start Download

To select a specific End Market, simply click on the relevant checkbox. You can also select multiple End Markets at a time by clicking on their respective checkboxes, or all End Markets by clicking on the **Select All** option available below the search bar in the filter pop-up window.

*Note: Clicking on the **Select All** option again de-selects all the selections.*

To close the pop-up window, click outside of the pop-up. Your filter selections will now be visible in the Filter Panel.

Upon selection of End Markets, you can re-run filtered search in two ways:

1. Click on the **Apply Filters** button under the **Filters** tab
2. Or, click on the **Search** button on the right-hand side of the search bar

Both methods are explained in each of the screenshots below:

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing 'Menthol Capsule Cigarettes', a 'SEARCH' button, and a link to build a custom search string. On the left, a sidebar provides filtering options for 'Category' (End Market: Angola, Argentina, Bahamas), 'Report Date Range', and buttons for 'Apply Filters' and 'Clear All Filters'. The main content area displays three search results:

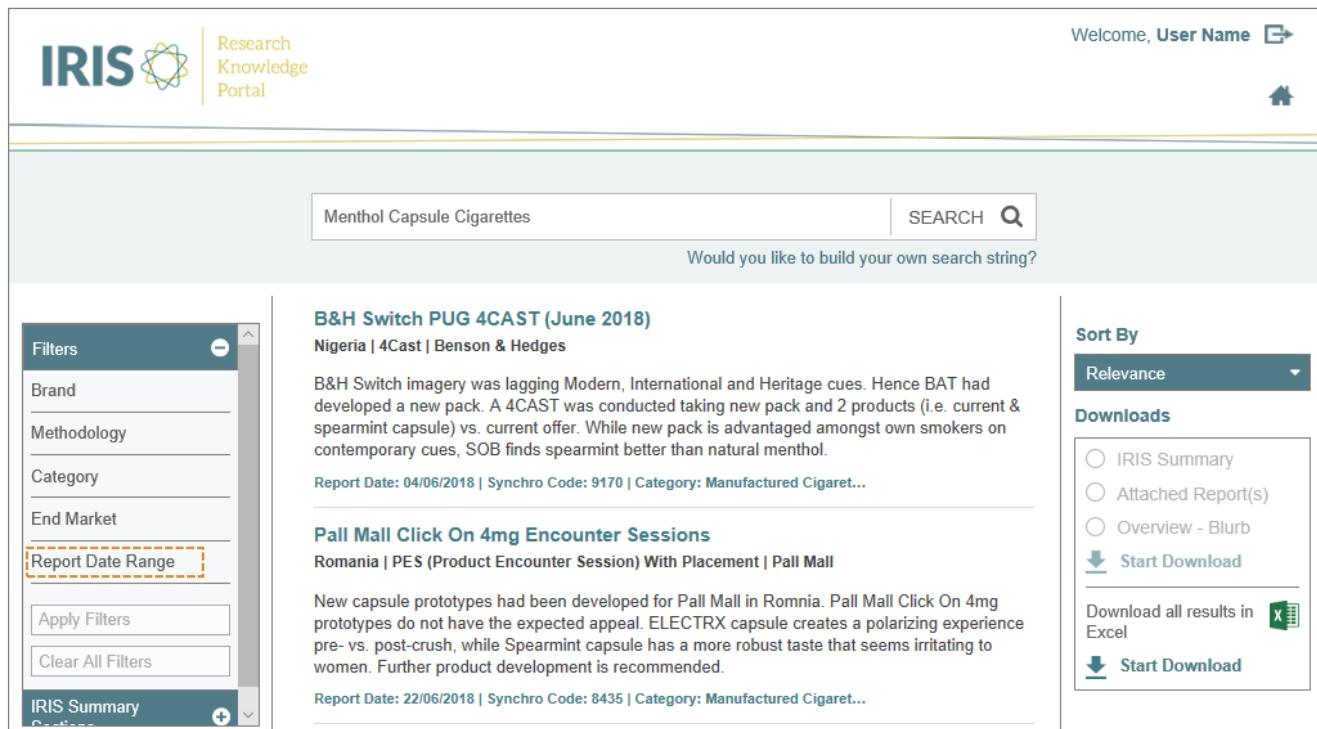
- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarettes...
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall
New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.
Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigarettes...
- Rothmans Click Down TAR Study**

On the right side, there are 'Sort By' and 'Downloads' dropdown menus. The 'Downloads' menu is currently set to 'Relevance'. It includes options for 'IRIS Summary', 'Attached Report(s)', 'Overview - Blurb', and a 'Start Download' button. Below this is a link to download all results in Excel.

This screenshot is identical to the one above, showing the same search results for 'Menthol Capsule Cigarettes' on the IRIS portal. The results are identical, displaying the B&H Switch PUG 4CAST (June 2018) report, the Pall Mall Click On 4mg Encounter Sessions report, and the Rothmans Click Down TAR Study. The interface, including the sidebar filters, the 'Sort By' and 'Downloads' menus, and the 'Start Download' buttons, is also identical.

Note: Filters including **Methodology**, **Brand** and **Category** can be applied in a similar manner.

You can also search for reports based on a specific date range i.e. the date that BAT received a final report for the study. You can do this by selecting the **Report Date Range** filter under the Filters Panel on the left-hand side of the Search Results Page. When you select this, a pop-up window will appear, as shown below:



The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a header with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link to "Welcome, User Name". Below the search bar is a question "Would you like to build your own search string?". On the left, a "Filters" panel is open, showing dropdown menus for Brand, Methodology, Category, End Market, and Report Date Range. The "Report Date Range" dropdown is highlighted with a red dashed border. Below the filters are buttons for "Apply Filters" and "Clear All Filters", followed by a "IRIS Summary" section. The main content area displays two search results:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarettes...
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall
New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.
Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigarettes...

On the right side, there are "Sort By" and "Downloads" sections. The "Sort By" section is set to "Relevance". The "Downloads" section includes options for "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", with a "Start Download" button. It also features a "Download all results in Excel" option with a "Start Download" button.

When you click on the **Report Date Range** button, a pop-up window with following options will open:

1. Last 3 months
2. Last 6 months
3. Last 12 months
4. Last 2 years
5. Last 3 years
6. Last 4 years
7. Custom

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a search bar with the text "Menthol Capsule Cigarettes" and a "SEARCH" button. Below the search bar is a link "Would you like to build your own search string?". On the left, there is a sidebar with "Filters" and dropdown menus for "Brand", "Methodology", "Category", "End Market", and "Report Date Range". Under "Report Date Range", there are buttons for "Last 3 months", "Last 6 months", "Last 12 months", "Last 2 years", "Last 3 years", "Last 4 years", and "Custom". The "Custom" button is highlighted with a red dashed box. To the right of the filters, there is a main content area displaying search results for "B&H Double Capsule BPT". One result is highlighted with a red dashed box. The result title is "B&H Double Capsule BPT" and the date is "May 2018". The result text discusses the perception of capsule cigarettes from the target audience. On the far right, there are "Sort By" and "Downloads" sections.

The seventh option provides a custom date range that can be selected using a calendar pop-up window. You can set a customised date range (date format being dd/mm/yyyy) by clicking on the **Calendar** icon, as shown below, and then selecting the appropriate date on the calendar window.

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters

- Brand
- Methodology
- Category
- End Market
- Report Date Range

IRIS Summary 

Report Date Range  

- Last 3 months
- Last 6 months
- Last 12 months
- Last 2 years
- Last 3 years
- Last 4 years
- Custom

From  To 

B&H Double Capsule BPT

as to determine the preferred Pall Mall Boost prototype amongst 4 capsule was skewed towards higher tobacco at pre-crush stage on the higher side of menthol post crush. Overall, PENZAN capsule alliance and hence advantaged vs. its counterparts

uro Code: 6638 | Category: Manufactured Cigaret...

S (melon/apple) May 2018

learn about capsule cigarettes perception from the target audience of competitors vs. new flavours of Rothmans capsules. Encounter and taste preferences of target audience and choose the winner

uro Code: 8121 | Category: Manufactured Cigaret...

Sort By

Relevance 

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

 Start Download

Download all results in  Excel

 Start Download

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters

- Brand
- Methodology
- Category
- End Market
- Report Date Range
- Custom**

Report Date Range  

- Last 3 months
- Last 6 months
- Last 12 months
- Last 2 years
- Last 3 years
- Last 4 years
- Custom

From  To 

B&H Double Capsule BPT

as to determine the preferred Pall Mall Boost prototype amongst 4 capsule was skewed towards higher tobacco at pre-crush stage on the higher side of menthol post crush. Overall, PENZAN capsule alliance and hence advantaged vs. its counterparts

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uro Code: 8121 | Category: Manufactured Cigaret...

Sort By

Relevance 

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

 Start Download

Download all results in  Excel

 Start Download

You can select a specific date range to search by clicking on the option of that date range (as shown in the screenshot below).

Menthol Capsule Cigarettes

SEARCH

Would you like to build your own search string?

Filters

- Brand
- Methodology
- Category
- End Market
- Report Date Range

Last 4 years

Apply Filters

Clear All Filters

Report Date Range

- Last 3 months
- Last 6 months
- Last 12 months
- Last 2 years
- Last 3 years
- Last 4 years
- Custom

From

To

Pall Mall Boost (BPT) | -
as to determine the preferred Pall Mall Boost prototype amongst 4 capsule was skewed towards higher tobacco at pre-crush stage on the higher side of menthol post crush. Overall, PENZAN capsule alliance and hence advantaged vs. its counterparts

Rothmans Capsule (melon/apple) May 2018
uro Code: 6638 | Category: Manufactured Cigarettes

B&H Double Capsule BPT
Nigeria | Branded Product Test (BPT) | -

Sort By

Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

Start Download

Download all results in Excel

Start Download

You can close the filter pop-up window and freeze the selections for the **Report Date Range** filter by clicking anywhere outside the pop-up window or on the **x** icon on its top-right corner. Selections will appear highlighted within the Filters Panel, indicating that the filter has been applied. Upon freezing the selections, you need to click on the **Apply Filters** button or **Search** button to apply the selected filters and run the search again, following which search results will be modified based on filter selections, as shown below.

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters 

- Brand
- Methodology
- Category
- End Market
- Report Date Range
 - Last 4 years (Selected)
 - [Apply Filters](#)
 - [Clear All Filters](#)

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Rothmans Click Down TAR Study

Sort By

Relevance 

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb
-  [Start Download](#)

Download all results in  [Excel](#)

 [Start Download](#)

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters 

- Brand
- Methodology
- Category
- End Market
- Report Date Range
 - Last 4 years (Selected)
 - [Apply Filters](#)
 - [Clear All Filters](#)

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Rothmans Click Down TAR Study

Sort By

Relevance 

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb
-  [Start Download](#)

Download all results in  [Excel](#)

 [Start Download](#)

You can remove the individual filter selection by placing the cursor over the desired filter name and clicking the **x** icon that appears against the respective filter name. To clear all filters at once, and restore default search results, you can click on the **Clear All Filters** button available in the Filters Panel, as shown below:

Mental Capsule Cigarettes SEARCH

Would you like to build your own search string?

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Filters -

- Brand
- Methodology
- Category
- End Market
- Report Date Range
 - Last 4 years
- Apply Filters
- Clear All Filters

Sort By

- Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

Start Download

Download all results in Excel

Start Download

Mental Capsule Cigarettes SEARCH

Would you like to build your own search string?

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Filters

- Brand
- Methodology
- Category
- End Market
- Report Date Range
 - Last 4 years
- Apply Filters
- Clear All Filters

Sort By

- Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

Start Download

Download all results in Excel

Start Download

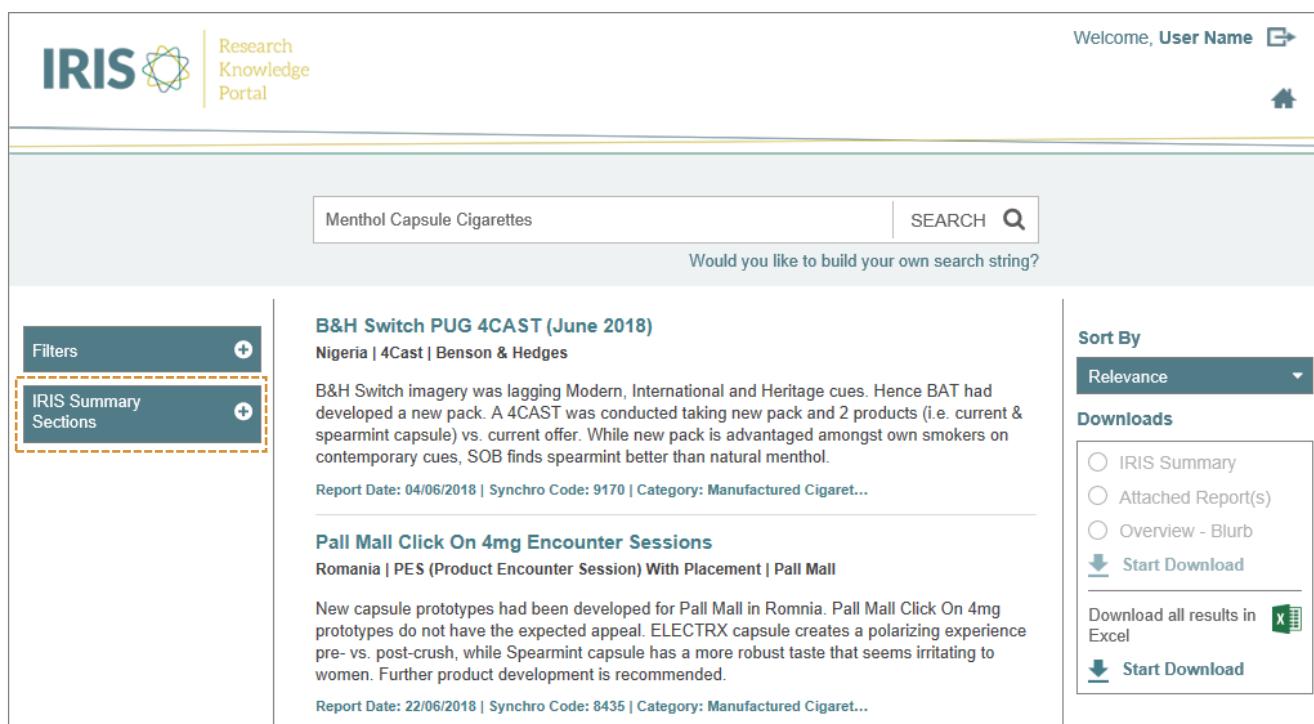
IRIS Summary Section – Search Within

You can also narrow down the search results by limiting your search to specific IRIS Summary Sections. This can be done using the IRIS Summary Sections Panel available on the left-hand side of this page (as shown below). You can select IRIS Summary Sections to reduce the number of search results based on what you have selected – i.e. get the system to search only within selected sections. By default, the search is performed on the entire database which includes all the project summaries and attached documents. So, if you want to limit your search only to the IRIS summary content and not the attached documents, you can achieve this by selecting all the IRIS summary fields in the Search Within pop-up window.

By clicking on the **IRIS Summary Sections** button on the Search Results page, you can bring up the **Search Within** button. Upon clicking the **Search Within** button, a multi-select list of IRIS Summary Sections appears— as shown below.

1. Action Standard(s)
2. Blurb
3. Conclusions
4. Findings
5. Insights
6. Main Research Objective
7. Project Name
8. Research Background
9. Research Questions

Note: Search Within feature should only be used if you are familiar with the type of information that is included in each of the sections in an IRIS summary and want to specifically narrow down search to certain sections of the IRIS summary. For regular searches it is not recommended to use this feature.



The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, user welcome message "Welcome, User Name", and a search bar containing "Menthol Capsule Cigarettes". Below the search bar is a link "Would you like to build your own search string?".

The main content area displays search results for "Menthol Capsule Cigarettes". On the left, there is a sidebar with "Filters" and "IRIS Summary Sections" buttons, the latter being highlighted with a dashed orange border. The results are listed in two sections:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

On the right side, there are "Sort By" and "Downloads" sections. "Sort By" is set to "Relevance". "Downloads" lists options: "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", each with a download icon. There are also "Start Download" buttons for each item and a "Download all results in Excel" button.

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters 

IRIS Summary Sections 

Search Within

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Rothmans Click Down TAR Study

Sort By 

Relevance

Downloads

IRIS Summary
 Attached Report(s)
 Overview - Blurb

 Start Download

Download all results in  Excel

 Start Download

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters 

IRIS Summary Sections 

Search Within

Select All

Action Standard(s)

Blurb

Conclusions

Findings

Insights

Main Research Objective

Project Name

Research Background

Research Questions

Pall Mall Boost (BPT) | -

This study is to determine the preferred Pall Mall Boost prototype amongst 4 capsules. The capsule was skewed towards higher tobacco at pre-crush stage and the higher side of menthol post crush. Overall, PENZAN capsule is more balanced and hence advantaged vs. its counterparts.

Report Code: 6638 | Category: Manufactured Cigaret...

Rothmans Click Down (melon/apple) May 2018

Learn about capsule cigarettes perception from the target audience. Compare the taste of competitors vs. new flavours of Rothmans capsules. Encourage the target audience to taste preferences of target audience and choose the winner.

Report Code: 8121 | Category: Manufactured Cigaret...

Sort By 

Relevance

Downloads

IRIS Summary
 Attached Report(s)
 Overview - Blurb

 Start Download

Download all results in  Excel

 Start Download

To select specific sections, you can either type its name in the search bar available in the top-most section of the pop-up window or click on the option within it (as shown below).

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters 

- IRIS Summary Sections 
- Search Within**
-
-

insights 

Select All is to determine the preferred Pall Mall Boost prototype amongst 4

Insights apsule was skewed towards higher tobacco at pre-crush stage

on the higher side of menthol post crush. Overall, PENZAN capsule

had right tobacco menthol balance and hence advantaged vs. its counterparts

Report Date: 18/04/2018 | Synchro Code: 6638 | Category: Manufactured Cigaret...

Rothmans Capsule PES (melon/apple) May 2018

Russia | - | Rothmans

The study was conducted to learn about capsule cigarettes perception from the target audience as well as to evaluate offers of competitors vs. new flavours of Rothmans capsules. Encounter sessions allowed to understand taste preferences of target audience and choose the winner among the tested prototypes.

Sort By 

Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb
-  Start Download

Download all results in  Excel

 Start Download

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters 

- IRIS Summary Sections 
- Search Within**
- Action Standard(s) 
- Blurb 
- Conclusions 
- Findings
- Insights
- Main Research Objective
- Project Name
- Research Background
- Research Questions
-
-

Search Within 

Select All is to determine the preferred Pall Mall Boost prototype amongst 4

apsule was skewed towards higher tobacco at pre-crush stage

on the higher side of menthol post crush. Overall, PENZAN capsule

had right tobacco menthol balance and hence advantaged vs. its counterparts

Report Code: 6638 | Category: Manufactured Cigaret...

Rothmans Capsule PES (melon/apple) May 2018

Russia | - | Rothmans

The study was conducted to learn about capsule cigarettes perception from the target audience as well as to evaluate offers of competitors vs. new flavours of Rothmans capsules. Encounter sessions allowed to understand taste preferences of target audience and choose the winner among the tested prototypes.

B&H Double Capsule BPT

Sort By 

Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb
-  Start Download

Download all results in  Excel

 Start Download

Further selections can be made either by clicking on a specific section or by ticking the checkbox that appears next to its name. You can select any section or make multiple choices (as shown below). All the options available in the pop-up window can be selected at once by clicking on the **Select All** option available below the search bar in the filter pop-up window. You can unselect the selection by ticking the checkbox against the section name.

Menthol Capsule Cigarettes

SEARCH

Would you like to build your own search string?

Sort By

Relevance

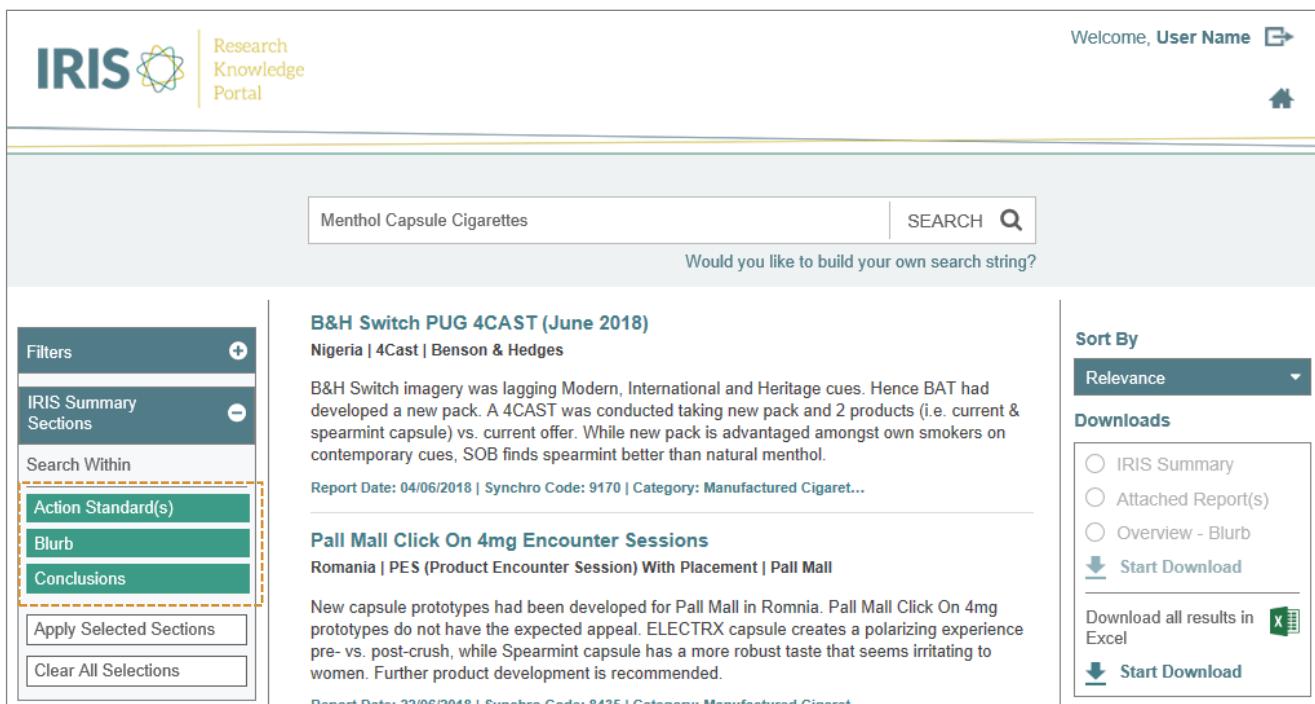
Downloads

IRIS Summary
Attached Report(s)
Overview - Blurb
Start Download

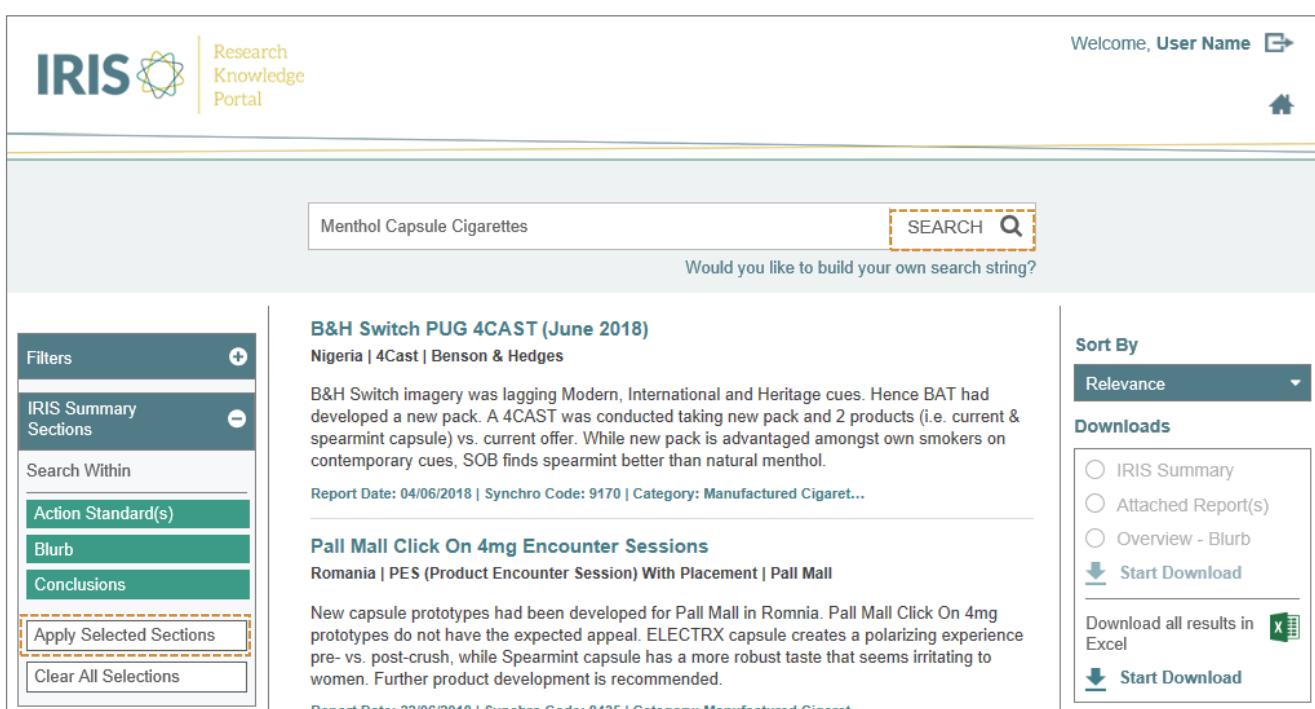
Download all results in Excel
Start Download

B&H Double Capsule BPT

You can close the pop-up window and freeze the selections by clicking anywhere outside the pop-up window or on the **x** icon on its top-right corner. Selections will appear highlighted under the **Search Within** button (as shown in the screenshot below). Upon freezing the selections, click on the **Apply Selected Sections** button or **Search** button to run a search on the selected sections of the IRIS Summary.



The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, user name 'Welcome, User Name', and a sign-out icon. Below the navigation bar is a search bar containing the text 'Menthol Capsule Cigarettes' and a 'SEARCH' button with a magnifying glass icon. A link to 'Would you like to build your own search string?' is also present. On the left side, there is a sidebar with a 'Filters' section and a 'Search Within' section. The 'Search Within' section contains three items: 'Action Standard(s)', 'Blurb', and 'Conclusions', all of which are highlighted with a dashed orange border. Below these are 'Apply Selected Sections' and 'Clear All Selections' buttons. The main content area displays two search results: 'B&H Switch PUG 4CAST (June 2018)' and 'Pall Mall Click On 4mg Encounter Sessions'. Each result includes a brief summary and a 'Report Date' and 'Synchro Code' link. To the right of the main content is a 'Sort By' dropdown set to 'Relevance' and a 'Downloads' section with options for 'IRIS Summary', 'Attached Report(s)', and 'Overview - Blurb', each with a 'Start Download' button. There are also links to 'Download all results in Excel' and 'Start Download'.



This screenshot is identical to the one above, showing the IRIS Research Knowledge Portal interface. It features the same navigation bar, search bar, and sidebar. The 'Search Within' section in the sidebar is highlighted with a dashed orange border around the 'Action Standard(s)', 'Blurb', and 'Conclusions' items. The main content area displays the same two search results: 'B&H Switch PUG 4CAST (June 2018)' and 'Pall Mall Click On 4mg Encounter Sessions'. The 'Sort By' dropdown is set to 'Relevance' and the 'Downloads' section is visible on the right.

You can remove any of your selections by placing the cursor over the desired section name and clicking the **x** icon next to it. To clear all selections at once, and restore default search function, click on the **Clear All Selections** button in the IRIS Summary Sections Panel (as shown below).

Menthol Capsule Cigarettes

SEARCH

Would you like to build your own search string?

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Sort By
Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

Start Download

Download all results in Excel

Start Download

Menthol Capsule Cigarettes

SEARCH

Would you like to build your own search string?

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

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Sort By
Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

Start Download

Download all results in Excel

Start Download

Understanding Displayed Results

A search result is comprised of multiple elements and one search result is separated from another search result by a demarcating line (as shown below).

Welcome, User Name 



Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters 

IRIS Summary Sections 

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

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Pall Mall Click On 4mg Encounter Sessions
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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Sort By 

Relevance

Downloads

IRIS Summary

Attached Report(s)

Overview - Blurb

 Start Download

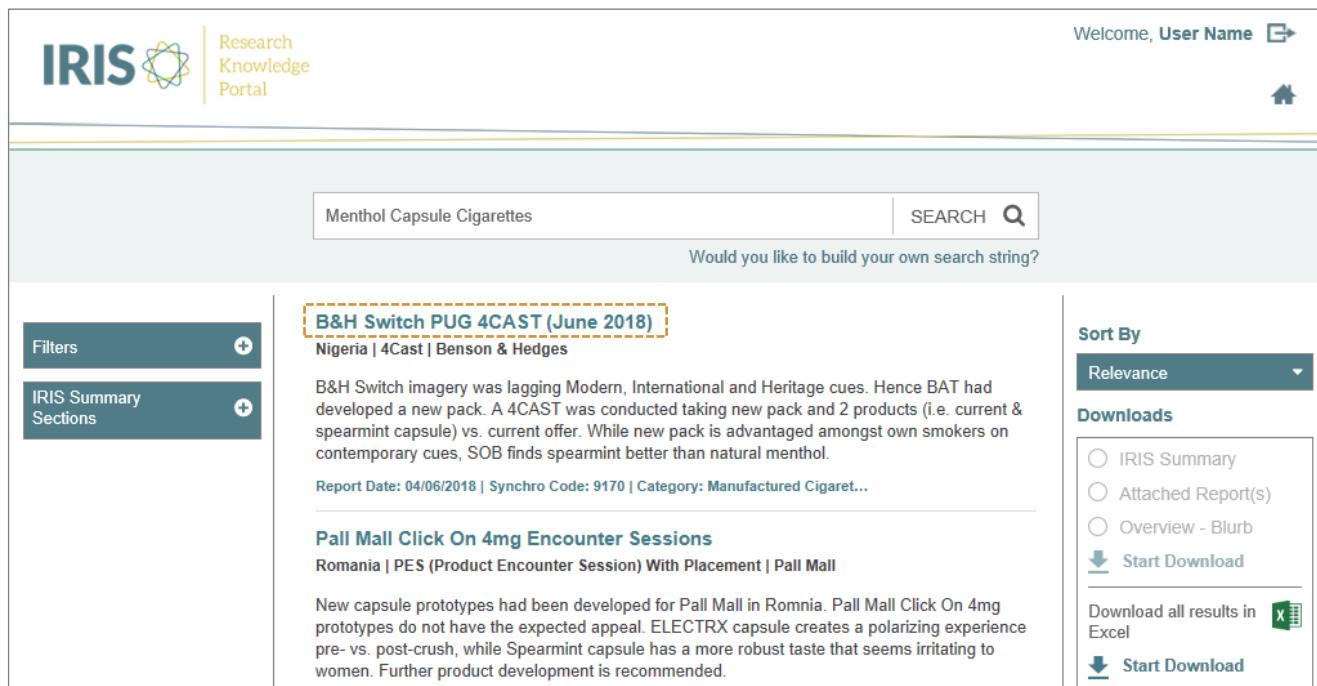
Download all results in  Excel

 Start Download

Each individual search result consists of the following details:

Summary Title

To view the IRIS Summary, click on the **Summary Title**. This will open the IRIS Summary Page in a new tab as shown below.



Welcome, User Name 



Menthol Capsule Cigarettes 

Would you like to build your own search string?

B&H Switch PUG 4CAST (June 2018)

Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarette...

Pall Mall Click On 4mg Encounter Sessions

Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Sort By
Relevance

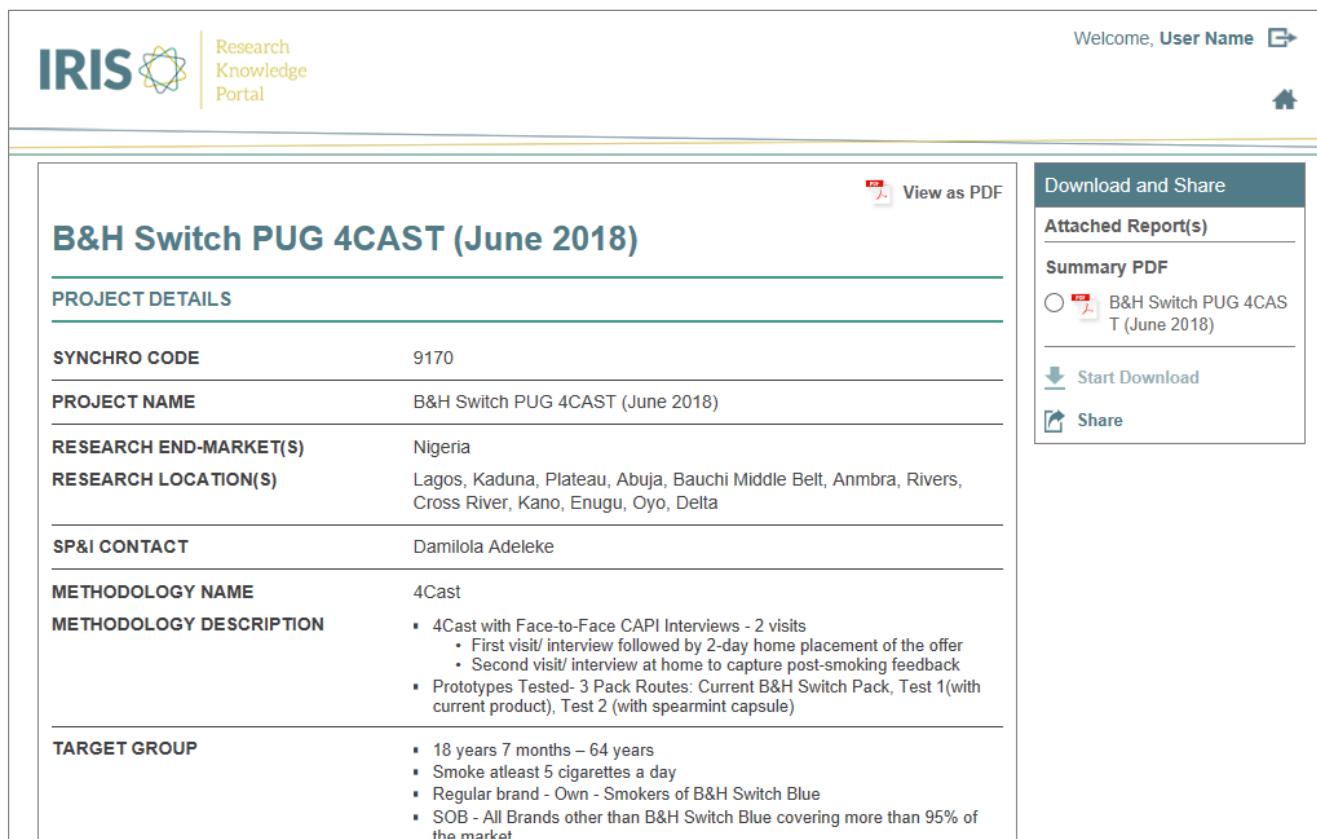
Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

 Start Download

Download all results in  Excel

 Start Download



Welcome, User Name 



B&H Switch PUG 4CAST (June 2018) 

PROJECT DETAILS

SYNCHRO CODE	9170
PROJECT NAME	B&H Switch PUG 4CAST (June 2018)
RESEARCH END-MARKET(S)	Nigeria
RESEARCH LOCATION(S)	Lagos, Kaduna, Plateau, Abuja, Bauchi Middle Belt, Anambra, Rivers, Cross River, Kano, Enugu, Oyo, Delta
SP&I CONTACT	Damiola Adeleke
METHODOLOGY NAME	4Cast
METHODOLOGY DESCRIPTION	<ul style="list-style-type: none"> ▪ 4Cast with Face-to-Face CAPI Interviews - 2 visits <ul style="list-style-type: none"> • First visit/ interview followed by 2-day home placement of the offer • Second visit/ interview at home to capture post-smoking feedback ▪ Prototypes Tested- 3 Pack Routes: Current B&H Switch Pack, Test 1(with current product), Test 2 (with spearmint capsule)
TARGET GROUP	<ul style="list-style-type: none"> ▪ 18 years 7 months – 64 years ▪ Smoke atleast 5 cigarettes a day ▪ Regular brand - Own - Smokers of B&H Switch Blue ▪ SOB - All Brands other than B&H Switch Blue covering more than 95% of the market

Download and Share

Attached Report(s)

Summary PDF

-  B&H Switch PUG 4CAST (June 2018)

 Start Download

 Share

Blurb

You can view the Blurb (as shown below) under the **Summary Title** of each summary. The Blurb provides a brief description of the key objectives and outcomes of the research.

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link to "Would you like to build your own search string?". On the left, there are two expandable sections: "Filters" and "IRIS Summary Sections". The main content area displays two study summaries:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

On the right side, there are "Sort By" and "Downloads" sections. The "Sort By" section is set to "Relevance". The "Downloads" section includes options for "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", with a "Start Download" button. It also features a link to "Download all results in Excel" and a "Start Download" button.

Research Details

This information is available on the bottom of each search result (as shown below). It provides basic information about the research –End Market, Methodology, Brand, Report date, Synchro Code and Category.

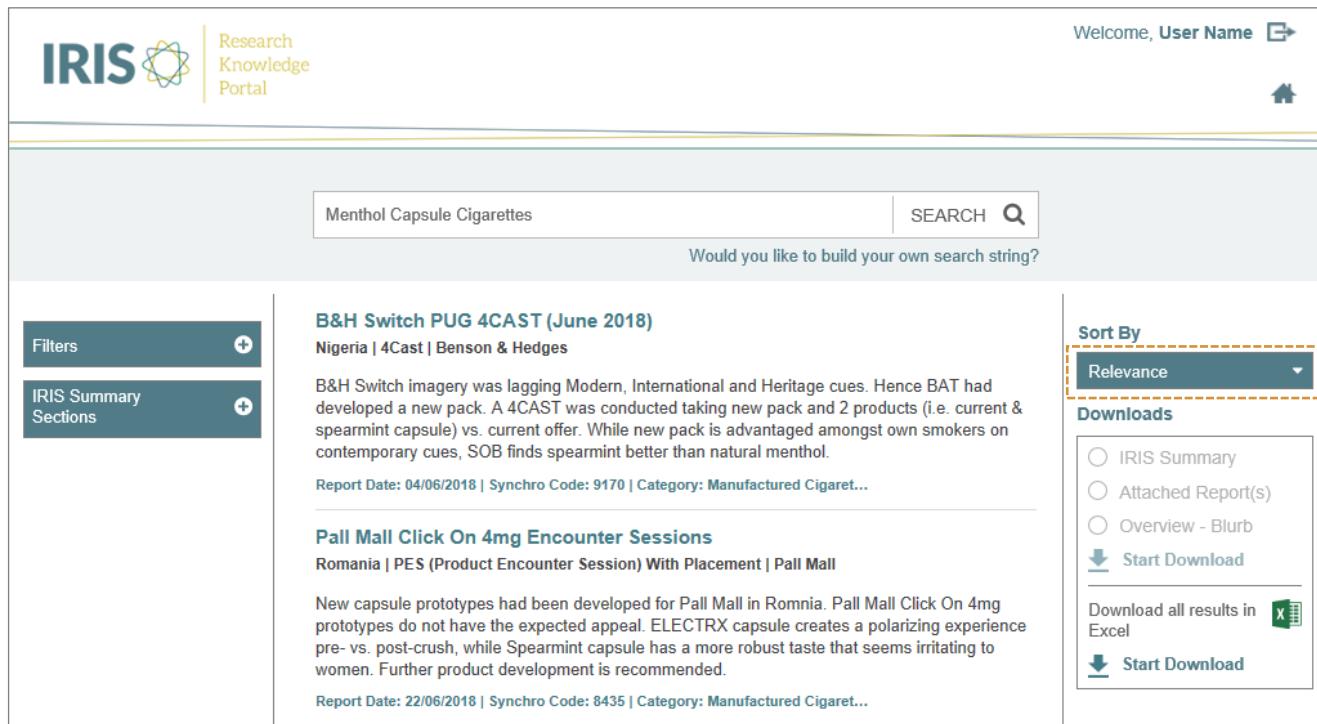
The screenshot shows a search results page for "Menthol Capsule Cigarettes". The interface includes a header with the IRIS logo and "Welcome, User Name". A search bar contains the query "Menthol Capsule Cigarettes" with a "SEARCH" button. Below the search bar is a link to build a custom search string. On the left, there are two expandable sections: "Filters" and "IRIS Summary Sections". The main content area displays two research entries:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall
New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.
Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

On the right side, there are "Sort By" and "Downloads" options. "Sort By" is set to "Relevance". "Downloads" includes links to download all results in Excel and individual download links for each entry. There is also a link to "Start Download" for the first entry.

Sorting

Search results are sorted by default on relevance (i.e. based on the system's calculation of a score for the report's relevance to the search query). The sorting button is available on the right-hand side of the Search Results Page as shown below.



The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link "Would you like to build your own search string?". On the left, there are two expandable sections: "Filters" and "IRIS Summary Sections". The main content area displays two search results:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...
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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

On the right side, there are sorting and download options:

- Sort By**: A dropdown menu currently set to "Relevance".
- Downloads**: Options to download individual reports or all results in Excel.

You can also sort the search results based on Report Date (i.e. the date when BAT received the final report). You can do this by clicking on the **Relevance** button that will display the Report Date option in the drop-down menu (as shown below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link to "Would you like to build your own search string?". On the left, there are two filter buttons: "Filters" and "IRIS Summary Sections". The main content area displays three search results:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall
New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.
Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...
- Rothmans Click Down TAR Study**

On the right side, there is a "Sort By" dropdown menu where "Report Date" is selected, indicated by a dashed orange border. Below it is a "Downloads" section with options for "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", each with a download button labeled "Start Download". There are also links to "Download all results in Excel" and another "Start Download" button.

Select this option by clicking on it and the search results will be sorted based on the Report Date and displayed from Newest to Oldest (as illustrated below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, user name 'User Name', a search icon, and a home icon. Below the navigation bar is a search bar containing the query 'Menthol Capsule Cigarettes'. To the right of the search bar is a 'SEARCH' button with a magnifying glass icon. Below the search bar is a link to 'Would you like to build your own search string?'. On the left side, there are two filter panels: 'Filters' and 'IRIS Summary Sections'. The main content area displays three search results:

- Dunhill Courtleigh demis LE**
South Africa | Concept Test Qualitative | Dunhill
To explore the new potential line extensions from the DCB brand, to gain insights into consumer disposition, attitude and propensity for engagement. Explore whether the potential offers are in line with the strategic intent of the business
Report Date: 28/09/2017 | Synchro Code: 5705 | Category: Manufactured Cigarettes...
- B&H Encountersession Sudan W2"17**
Sudan | PES (Product Encounter Session) No Placement | Benson & Hedges...
An additional encounter session for B&H in order to make sure that dial down products (10mg) are satisfactory and meeting consumer expectations
Report Date: 01/09/2017 | Synchro Code: 6874 | Category: Manufactured Cigarettes...
- Rothmans Line Extension Encounter Sessions**
Turkey | PES (Product Encounter Session) No Placement | Rothmans
To get consumer evaluation of main competitor and SOB on new Rothmans Progressive KS prototypes produced with Tube filter & EV paper & different blend options to understand the winner prototype across selected smoking attributes vs Chesterfield Recessed among target

On the right side, there is a 'Sort By' dropdown menu set to 'Report Date' (which is highlighted with a dashed orange border), followed by a 'Downloads' section with three options: 'IRIS Summary', 'Attached Report(s)', and 'Overview - Blurb'. Below these are two download buttons: 'Start Download' and 'Download all results in Excel'.

Downloading Functionality

The following files can be downloaded using the IRIS System:

Project Documents

You can download project documents through the Downloads Panel on the right-hand side of the Search Results Page. Select the relevant options to be included in the download.

Options available in the Downloads Panel are:

1. IRIS Summary
2. Attached Report(s)
3. Overview – Blurb

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link to "Would you like to build your own search string?". On the left, there are two expandable sections: "Filters" and "IRIS Summary Sections". The main content area displays two search results:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarettes
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall
New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.
Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigarettes

On the right side, there is a "Sort By" dropdown set to "Relevance" and a "Downloads" section with three options: "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", each with a radio button. Below these is a "Start Download" button. At the bottom of the "Downloads" section, there is a link to "Download all results in Excel" and another "Start Download" button.

Select a summary link by clicking on the checkbox next to the summary title that appears by hovering the cursor over the relevant IRIS summary result (as shown below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a search button, and a link to build a custom search string. On the left, there are two filter panels: "Filters" and "IRIS Summary Sections". The main content area displays three search results:

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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...
- Rothmans Click Down TAR Study**

On the right side, there are "Sort By" and "Downloads" sections. The "Sort By" section is set to "Relevance". The "Downloads" section includes options for "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", each with a checkbox and a "Start Download" button. It also features a "Download all results in Excel" button with a Microsoft Excel icon.

After selecting a summary link, select the download options (IRIS Summary, Attached Report(s), Overview - Blurb) that you want to download. These options are available under the Downloads Panel on the right-hand side of the page (as shown below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing 'Menthol Capsule Cigarettes', a 'SEARCH' button, and a link to build a custom search string. On the left, there are two filter panels: 'Filters' and 'IRIS Summary Sections'. The main content area displays three search results:

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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...
- Rothmans Click Down TAR Study**

On the right side, there is a 'Sort By' dropdown set to 'Relevance' and a 'Downloads' panel. The 'Downloads' panel contains options for IRIS Summary, Attached Report(s), and Overview - Blurb, each with a 'Start Download' button. It also includes links to download all results in Excel and another 'Start Download' button.

After selecting the options, click on the **Start Download** button (as shown below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link to "Would you like to build your own search string?". On the left, there are two filter sections: "Filters" and "IRIS Summary Sections", each with a "+" sign. The main content area displays three search results:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...
- Rothmans Click Down TAR Study**

On the right side, there are "Sort By" and "Downloads" sections. The "Downloads" section includes checkboxes for "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", and a prominent blue "Start Download" button. This "Start Download" button is highlighted with a yellow dashed border. Below it are links to download all results in Excel and another "Start Download" button.

Files will be downloaded as compressed ZIP folders containing documents in the PDF format.

Welcome, User Name

Menthol Capsule Cigarettes Would you like to build your own search string?

Deselect All

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

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Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

Sort By: Relevance

Downloads:

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

Start Download

Download all results in Excel

Start Download

What do you want to do with download_2019-01-18_08.14.08.zip?
From: irkpinsightstest.batgen.com

Open Save Cancel

Name	Type	Compressed size	Password ...	Size	Ratio	Date modified
B&H Switch PUG 4CAST (June 2018)	File folder					18/01/2019 8:14 AM
Blurbs	File folder					

Name	Type	Compressed size	Password ...	Size	Ratio	Date modified
B&H Switch PUG 4CAST (June 201...	PDF File	15 KB	No	36 KB	60%	18/01/2019 8:14 AM

If you selected to download the IRIS Summary, the document will be a PDF version of the IRIS Summary Page.



B&HSwitch PUG 4CAST (June 2018)

PROJECT DETAILS

SYNCRO CODE	9170
PROJECT NAME	B&HSwitch PUG 4CAST (June 2018)
RESEARCH END-MARKET(S)	Nigeria
RESEARCH LOCATION(S)	Lagos, Kaduna, Plateau, Abuja, Bauchi Middle Belt, Anmbra, Rivers, Cross River, Kano, Enugu, Oyo, Delta
SP&I CONTACT	Damilola Adeleke
METHODOLOGY NAME	4Cast
METHODOLOGY DESCRIPTION	<ul style="list-style-type: none">■ 4Cast with Face-to-Face CAPI Interviews - 2 visits<ul style="list-style-type: none">• First visit/ interview followed by 2-day home placement of the offer• Second visit/ interview at home to capture post-smoking feedback■ Prototypes Tested- 3 Pack Routes: Current B&HSwitch Pack, Test 1(with current product), Test 2 (with spearmint capsule)
TARGET GROUP	<ul style="list-style-type: none">■ 18 years 7 months – 64 years■ Smoke atleast 5 cigarettes a day■ Regular brand - Own - Smokers of B&HSwitch Blue■ SOB - All Brands other than B&HSwitch Blue covering more than 95% of the market
SAMPLE SIZE	<ul style="list-style-type: none">■ Total 1350: 3 panels with 150 Smokers among Own and 3 panels with 300 Smokers among SOB
CATEGORY	Manufactured Cigarettes

If you clicked on Attached Report(s), it will download the attached final reports of the project.

If you clicked on Overview-Blurb, it will download a file containing the following details about your selected projects (for the illustration below only one project was selected to download the file):

1. **IRIS Search Results/Overview Blurbs** – It is mentioned in the header of the file for document identification
2. **Timestamp and search related information** – It is mentioned on the right-hand side of document header and tells the user who downloaded the report, when the report was downloaded, what was the search string used, what were the filters used and finally, the summary sections on which the search was executed
3. **List of projects**- A list of all the user-selected projects with the following details are mentioned below this document's header:
 - **Project/Summary title** – mentioned as the first line of the body and is the Project Name
 - **Blurb** – mentioned below the Project/Summary Title and has a brief description of the key objectives and outcomes of the project
 - **Research details** – mentioned at the bottom of the Summary Title and Blurb and include project related details such as the End Market, Methodology, Brand House, Report Date Synchro Code and Category.



IRIS SEARCH RESULTS
Overview Blurbs

Downloaded By: User Name

Downloaded On: Fri Jan 18 08:20:24 CET 2019

Search String Used: Menthol Capsule Cigarettes

Applied Filters: None

Searched Within: None

B&HSwitch PUG 4CAST (June 2018)

Nigeria | 4Cast | Benson &Hedges

B&HSwitch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarettes

You can also select and download material for multiple projects at once, as illustrated below.

The folder structure, in this case, will have three folders with the names of the individual IRIS summaries containing the PDFs of their summary documents and all the reports corresponding to the respective summaries. In addition, there will be a folder named 'Blurbs' containing a PDF file with consolidated blurbs of all the three selected summaries.

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a header with the IRIS logo, 'Research Knowledge Portal', 'Welcome, User Name', and a search icon. Below the header is a search bar with the query 'Menthol Capsule Cigarettes' and a 'SEARCH' button. A link to build a custom search string is also present. On the left, there are two filter sections: 'Filters' and 'IRIS Summary Sections', each with a '+' sign to expand. The main content area displays three search results:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarettes
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall
New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.
Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigarettes
- Rothmans Click Down TAR Study**

On the right side, there are 'Sort By' and 'Downloads' sections. The 'Sort By' section is set to 'Relevance'. The 'Downloads' section includes checkboxes for 'IRIS Summary', 'Attached Report(s)', and 'Overview - Blurb', and a 'Start Download' button. It also features a link to download all results in Excel and another 'Start Download' button.

**IRIS SEARCH RESULTS****Overview Blurbs**

Downloaded By:	User Name
Downloaded On:	Fri Jan 18 08:24:29 CET 2019
Search String Used:	Menthol Capsule Cigarettes
Applied Filters:	None
Searched Within:	None

B&H Switch PUG 4CAST (June 2018)

Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarettes

Pall Mall Click On 4mg Encounter Sessions

Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigarettes

Rothmans Click Down TAR Study

Ukraine | - | Rothmans

In order to compete with the existing 4&5mg capsule offers and strengthen own position Rothmans is planning to launch a Demi Click 5 mg offer. 6 mg offer have dominating menthol notes and are perceived stronger. 5 mg offer has more intense capsule flavour (key importance) with smoother tobacco taste - and is recommended to be taken forward.

Report Date: 12/02/2018 | Synchro Code: 8671 | Category: Manufactured Cigarettes

Download All Search Results in Excel

Downloading the basic project information for all the search results will provide you with an overview of all the displayed projects in one place. This option is also useful if you want to review the results offline. You can do this by clicking on the **Start Download** button available in the Downloads Panel below **Download all results in Excel** on the right-hand side of the Search Results Page (as shown below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link to "Would you like to build your own search string?". On the left, there are two expandable sections: "Filters" and "IRIS Summary Sections". The main content area displays two project entries:

- B&H Switch PUG 4CAST (June 2018)**
Nigeria | 4Cast | Benson & Hedges
B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.
Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...
- Pall Mall Click On 4mg Encounter Sessions**
Romania | PES (Product Encounter Session) With Placement | Pall Mall
New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.
Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

On the right side, there is a "Sort By" dropdown set to "Relevance" and a "Downloads" section. The "Downloads" section includes options for "IRIS Summary", "Attached Report(s)", and "Overview - Blurb", along with a "Start Download" button. A dashed orange box highlights the "Start Download" button, which is located next to a "Download all results in Excel" link.

The downloaded Excel file has the following details on the projects in your search results:

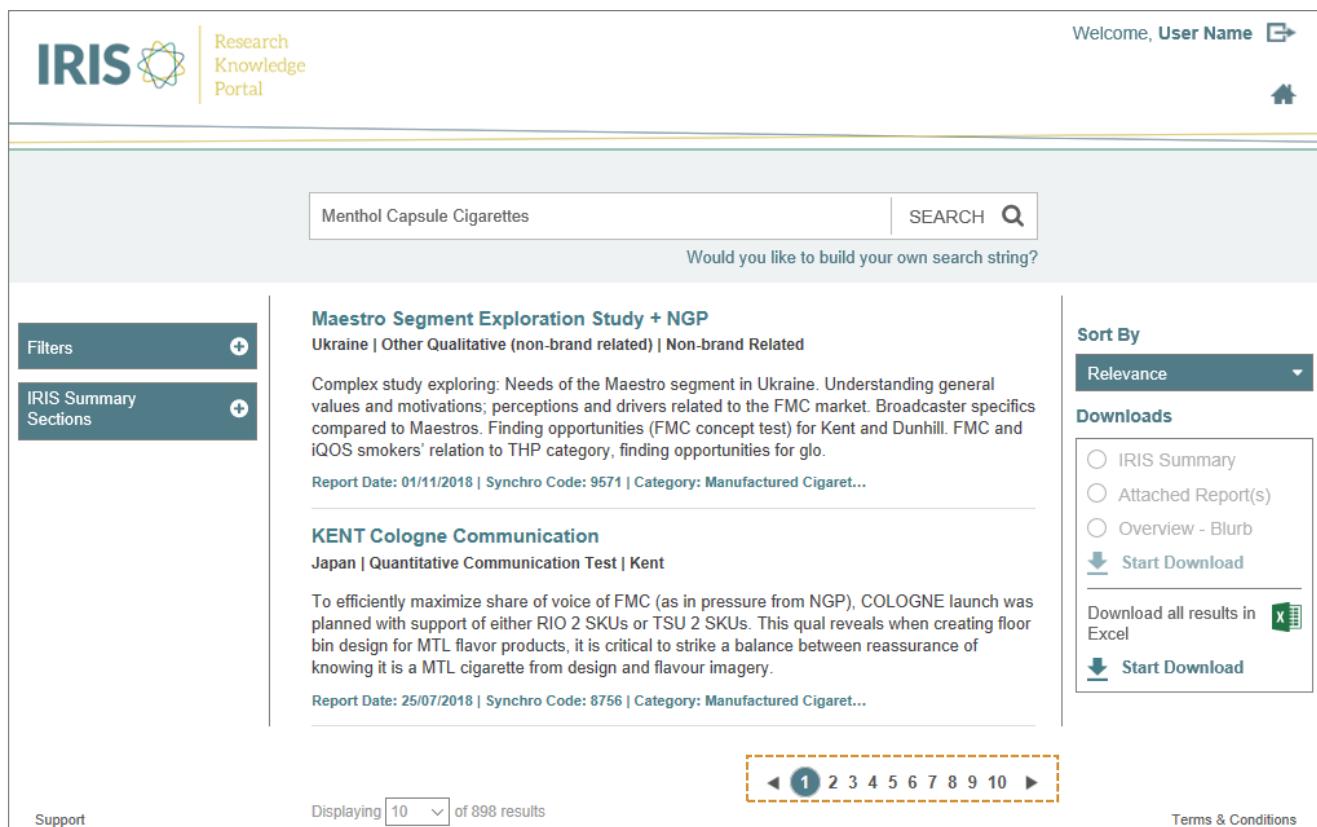
1. Downloaded By (user name)
2. Downloaded On (time stamp when the document was downloaded)
3. Search String used
4. Filters Applied and Search Within Sections
5. Information from summary: including details of Synchro Code, Project Name, Research End Market(s), Methodology Name, Category, Brand Coverage, Final Report Date, Blurb, Summary Link, Study Objectives, and Research Findings.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	F
1					<p>Downloaded By : User Name Downloaded On : 2019-01-18_08.26.11 Search String Used : Menthol Capsule Cigarettes Applied Filters : None Search Within : None</p>												
7	Synchro Code	Project Name	Research End-Market(s)	Methodology Name	Category	Brand Coverage	Final Report Date	Blurb	Summary Link	Study Objectives	Research Findings						
8	6638	Pall Mall Boost	Nigeria	Branded Product	Manufactured	Brand-specific	18/04/2018	The objective of this research is to determine...	https://irkpins.com	To determine Post crush, SO...							
9	8121	Rothmans Cap	Russia	-	Manufactured	Brand-specific	01/06/2018	The study was...	https://irkpins.com	Explore and g...	Among main c...						
10	9172	B&H Double C	Nigeria	Branded Product	Manufactured	Brand-specific	24/09/2018	Launch of dou...	https://irkpins.com	To assess con...	B&H with Low...						
11	5611	SKU Descriptor	Turkey	Other Quantitative	Manufactured	Non-brand Rel.	01/01/2017	1) This research...	https://irkpins.com	1) This research...	Main driver for...						
12	7925	KENT Milan Co	Japan	Qualitative Co	Manufactured	Brand-specific	15/10/2018	Communication...	https://irkpins.com	To finalise on...	'NMTL smokers'						
13	9170	B&H Switch Plus	Nigeria	4Cast	Manufactured	Brand-specific	04/06/2018	B&H Switch im...	https://irkpins.com	To test the ne...	Both Packs ad...						
14	8435	Pall Mail Click	Romania	PES (Product Er...	Manufactured		22/06/2018	New capsule ...	https://irkpins.com	Understand th...	The overall pr...						
15	8671	Rothmans Click	Ukraine	-	Manufactured	Brand-specific	12/02/2018	In order to com...	https://irkpins.com	To understand...	A consumer ha...						
16	9571	Maestro Segm	Ukraine	Other Qualitat...	Manufactured	Non-brand Rel.	01/11/2018	Complex stud...	https://irkpins.com	To deep-dive...	Maestro Segm...						
17	8756	KENT Cologne C	Japan	Quantitative Co	Manufactured	Brand-specific	25/07/2018	To efficiently ...	https://irkpins.com	To finalise on...	'For floor bins'						
18	4791	Flavor and Stir	Kenya	PES (Product Er...	Manufactured	Multi-brand	12/11/2016	To gain a base...	https://irkpins.com	To gain a base...	Overall, Ameri...						
19	8433	ENCOUNTER SE	Romania	-	Manufactured	Brand-specific	19/03/2018	This research...	https://irkpins.com	Validate real...	Kent Mode Se...						
20	6804	Capsule Quant	Russia	Other Quantitat...	Manufactured	Non-brand Rel.	15/11/2017	To find opportu...	https://irkpins.com	To find opportu...	Key outcomes...						
21	8253	Miller PES	Malaysia	-	Manufactured	Brand-specific	13/02/2018	Inclusion of Ch...	https://irkpins.com	To understand...	Addition of Ro...						
22	8943	Gambit (PS New)	South Africa	-	Manufactured	Brand-specific	05/07/2018	This project st...	https://irkpins.com	For Novel prot...	Novel prototyp...						
23	4705	Kent Switch F&	Turkey	Concept Test Q	Manufactured	Brand-specific	07/09/2016	To understand...	https://irkpins.com	To understand...	The main reas...						
24	6179	Soomin Capsule	Brazil	PES (Product Er...	Manufactured	Brand-specific	-	Understand th...	https://irkpins.com	Understand th...	1. Regular smo...						
25	8010	Kent Nano Cap	Russia	BLM / Launch M	Manufactured	Brand-specific	18/09/2018	This research...	https://irkpins.com	To understand...	Stylish and Tr...						
26	4812	LS T+C Blueberi	Chile	PES (Product Er...	Manufactured	Brand-specific	30/08/2016	The objective ...	https://irkpins.com	The objective ...	BOOST BLUEBE...						



Page Navigation Functionality

It is normal that the search results will not all fit on one page (in this system a maximum of 100 results can be shown per page) and therefore the system will load the results on several pages. You can navigate between different Search Results Pages using the navigation functionality (as shown below).



The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a header with the IRIS logo, a search bar containing "Menthol Capsule Cigarettes", a "SEARCH" button, and a link to "Would you like to build your own search string?". On the left, there are two expandable sections: "Filters" and "IRIS Summary Sections". The main content area displays two study results:

- Maestro Segment Exploration Study + NGP**
Ukraine | Other Qualitative (non-brand related) | Non-brand Related
Complex study exploring: Needs of the Maestro segment in Ukraine. Understanding general values and motivations; perceptions and drivers related to the FMC market. Broadcaster specifics compared to Maestros. Finding opportunities (FMC concept test) for Kent and Dunhill. FMC and iQOS smokers' relation to THP category, finding opportunities for glo.
Report Date: 01/11/2018 | Synchro Code: 9571 | Category: Manufactured Cigarettes...
- KENT Cologne Communication**
Japan | Quantitative Communication Test | Kent
To efficiently maximize share of voice of FMC (as in pressure from NGP), COLOGNE launch was planned with support of either RIO 2 SKUs or TSU 2 SKUs. This qual reveals when creating floor bin design for MTL flavor products, it is critical to strike a balance between reassurance of knowing it is a MTL cigarette from design and flavour imagery.
Report Date: 25/07/2018 | Synchro Code: 8756 | Category: Manufactured Cigarettes...

On the right side, there are "Sort By" and "Downloads" dropdown menus, and links to "Start Download" and "Download all results in Excel". At the bottom, there is a pagination control showing page 1 of 10, and a footer with "Support", "Displaying 10 of 898 results", "Terms & Conditions", and a "TABLE OF CONTENTS" link.

To access this functionality, use the scrollbar on the right-hand side of the page to reach the bottom of this page.

Menthol Capsule Cigarettes SEARCH 

Would you like to build your own search string?

Filters +

IRIS Summary Sections +

Maestro Segment Exploration Study + NGP
Ukraine | Other Qualitative (non-brand related) | Non-brand Related

Complex study exploring: Needs of the Maestro segment in Ukraine. Understanding general values and motivations; perceptions and drivers related to the FMC market. Broadcaster specifics compared to Maestros. Finding opportunities (FMC concept test) for Kent and Dunhill. FMC and iQOS smokers' relation to THP category, finding opportunities for glo.

Report Date: 01/11/2018 | Synchro Code: 9571 | Category: Manufactured Cigarettes

KENT Cologne Communication
Japan | Quantitative Communication Test | Kent

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Report Date: 25/07/2018 | Synchro Code: 8756 | Category: Manufactured Cigarettes

Welcome, User Name 

Sort By Relevance

Downloads

- IRIS Summary
- Attached Report(s)
- Overview - Blurb

 Start Download

Download all results in 
Excel

 Start Download

If you want to view more results on one page (than the default number, which is 10 results per page) then click on the '**Displaying ___ of ___ results**' drop-down button on the bottom of the Search Results Page. There are options to view 10, 15, 20, 50, 100 results per page. Select your preferred option to increase or decrease the number of search results displayed. The total number of search results, for your search string, is displayed on the bottom of the page (as shown below).

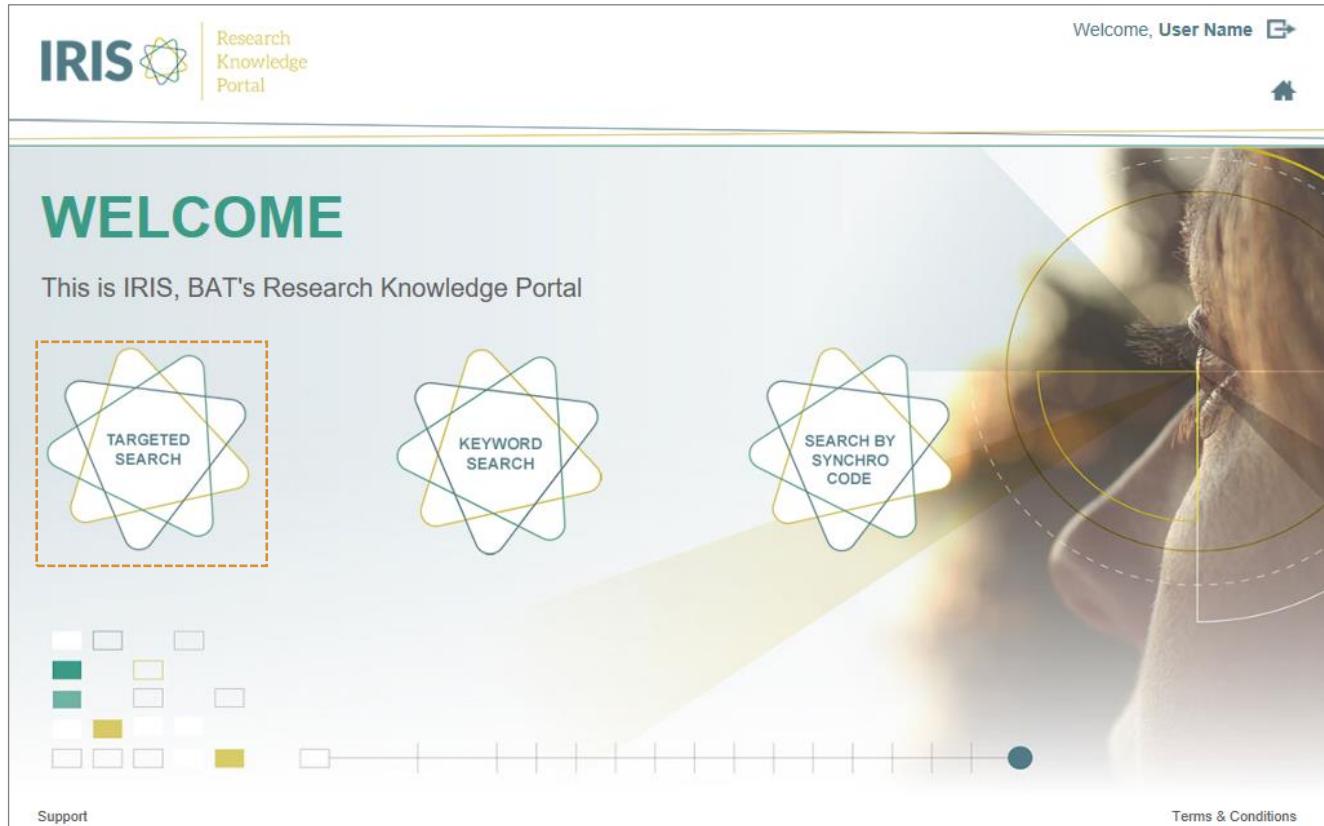
The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing 'Menthol Capsule Cigarettes', a 'SEARCH' button, and a link to 'Would you like to build your own search string?'. On the left, there are two filter panels: 'Filters' and 'IRIS Summary Sections'. The main content area displays two search results:

- Maestro Segment Exploration Study + NGP**
Ukraine | Other Qualitative (non-brand related) | Non-brand Related
Complex study exploring: Needs of the Maestro segment in Ukraine. Understanding general values and motivations; perceptions and drivers related to the FMC market. Broadcaster specifics compared to Maestros. Finding opportunities (FMC concept test) for Kent and Dunhill. FMC and IQOS smokers' relation to THP category, finding opportunities for glo.
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Japan | Quantitative Communication Test | Kent
To efficiently maximize share of voice of FMC (as in pressure from NGP), COLOGNE launch was planned with support of either RIO 2 SKUs or TSU 2 SKUs. This qual reveals when creating floor bin design for MTL flavor products, it is critical to strike a balance between reassurance of knowing it is a MTL cigarette from design and flavour imagery.
Report Date: 25/07/2018 | Synchro Code: 8756 | Category: Manufactured Cigaret...

On the right side, there are 'Sort By' and 'Downloads' sections. The 'Downloads' section includes links to 'Start Download' for individual reports and a link to 'Download all results in Excel' with a 'Start Download' button. At the bottom, there is a pagination control showing 'Displaying 10 of 898 results' and a page number 1.

Perform Targeted Search by Pre-Filtering Content? (Targeted Search)

You can perform targeted search on the entire database – across all projects. This type of search can be initiated by using the **Targeted Search** button available on the IRIS Home Page.



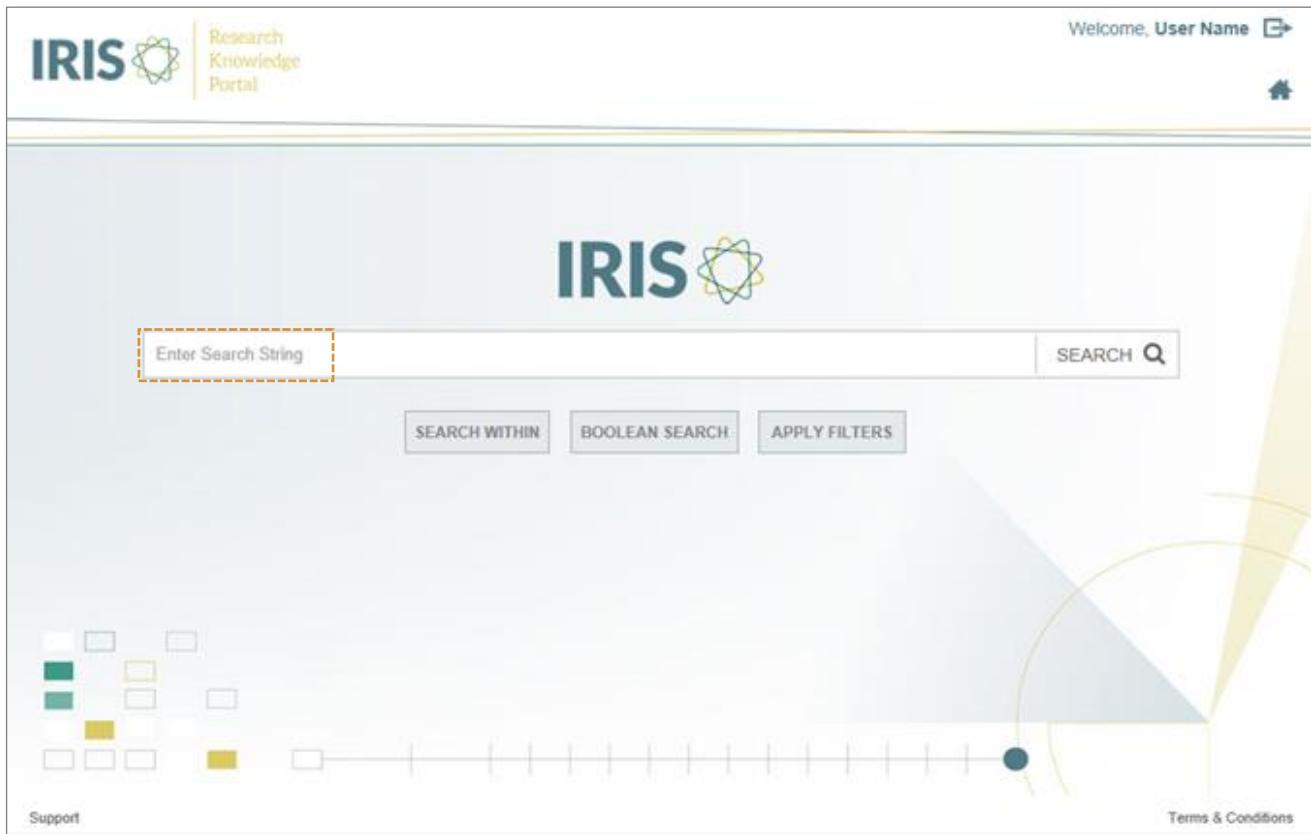
Clicking on the **Targeted Search** button will take you to the Targeted Search Home Page.

Entering Search String

Targeted Search is the recommended search function to all users, given the multiple features that have been provided to help the user enhance relevance of their search results. It allows building your own search string, narrowing of the scope of search to specified fields of an IRIS summary and to see results restricted to user specified research details for the IRIS summaries. Using these features will help enhance the relevance of your search results.

You can enter new keywords and phrases by clicking inside the search bar where Enter Search String is displayed (as shown below).

Note: You can enter anything inside the search bar; such as alphabets, alpha-numeric characters, Boolean operators and wildcard characters '' and '?' as mentioned in Keyword Search.*



There are three buttons available under the search bar that can be used to narrow down the search results by applying different search criteria: **Search Within**, **Boolean Search** and **Apply Filters**.

The screenshot shows the IRIS Research Knowledge Portal homepage. At the top right, it says "Welcome, User Name" with a log out icon. Below that is a house icon. The main header features the "IRIS" logo with a stylized atom or network icon. A search bar contains the text "Menthol Capsule" and a "SEARCH" button with a magnifying glass icon. Below the search bar is a note: "Please be careful while editing the search string. We recommend to use Boolean box to make strings". Three buttons are highlighted with orange dashed boxes: "SEARCH WITHIN", "BOOLEAN SEARCH", and "APPLY FILTERS". To the left of the search area is a decorative graphic of overlapping circles in light blue, yellow, and green. At the bottom left is a "Support" link, and at the bottom right is a "Terms & Conditions" link.

If you search without pre-filtering any content the entire database will be searched, and it will return results based on all the reports published on IRIS.

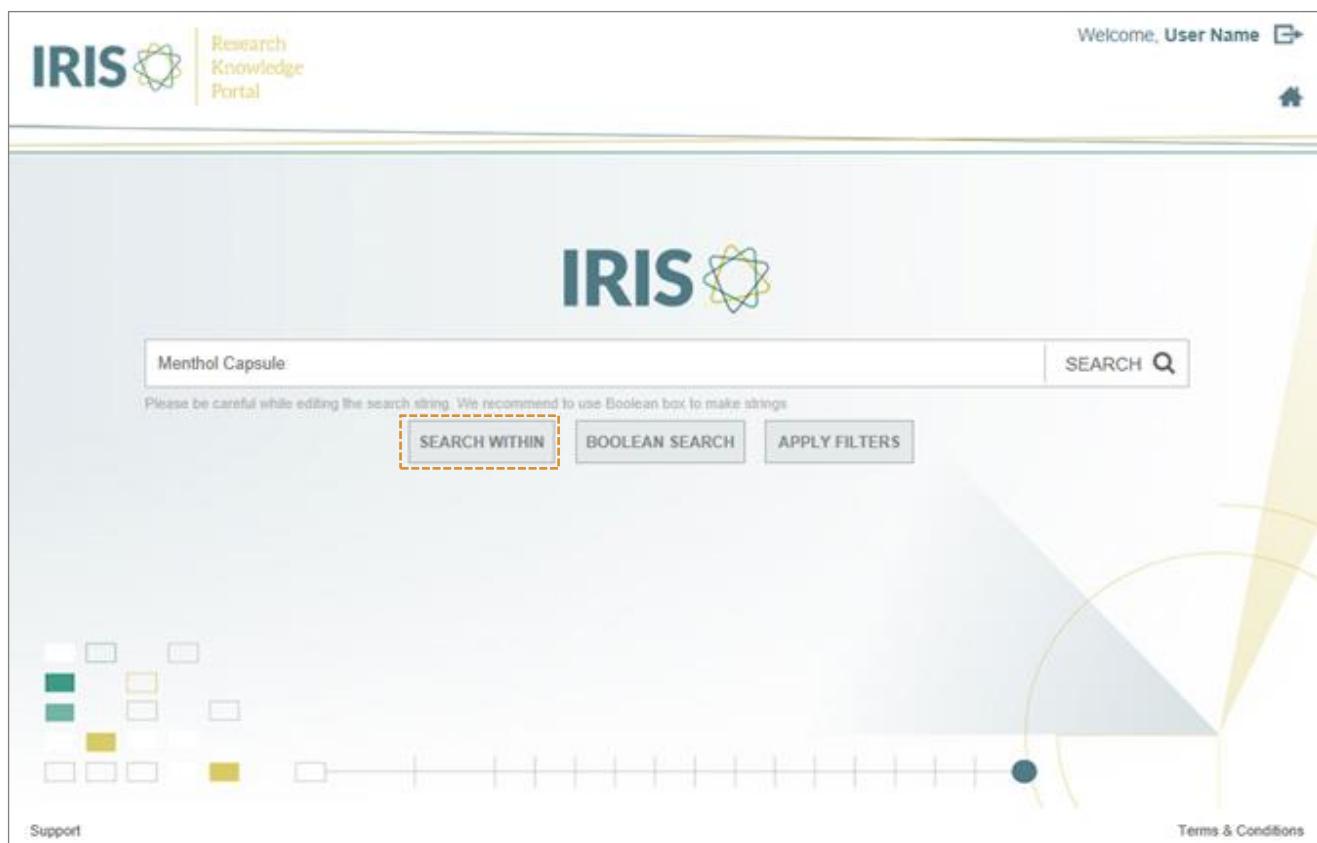
Note: EU End Market users will only see reports from their budget location, due to TPD ring-fencing. Apart from EU End Market users, all other users will see results from all the published reports in the IRIS system.

Search Within

You can select the IRIS Summary Sections to search by clicking on the **Search Within** button available under the search bar. Upon clicking, a pop-up window will open, with the following options to choose/select from:

1. Action Standard(s)
2. Blurb
3. Conclusions
4. Findings
5. Insights
6. Main Research Objective
7. Project Name
8. Research Background
9. Research Questions

Note: Search Within feature should only be used if you are familiar with the type of information that is included in each of the sections and want to specifically narrow down search. For regular searches it is not recommended to use this feature. All the summary writers do not always follow the rules so using this function to narrow down the search poses a risk of missing down on some reports.



Welcome, User Name 



IRIS 

Menthol Capsule 

Please be careful while editing the search string. We recommend to use Boolean box to make strings

SEARCH WITHIN **BOOLEAN SEARCH** **APPLY FILTERS**

Support Terms & Conditions



The screenshot shows the IRIS Research Knowledge Portal search interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule", and a "SEARCH" button. To the right of the search bar are links for "Welcome, User Name" and a user icon. Below the search bar is a "Search Within" dropdown menu with various filter options. The main search area is currently empty, showing a placeholder message: "Search. We recommend to use double quotes to quote strings." At the bottom of the search interface are links for "Support" and "Terms & Conditions".

Menthol Capsule

Search. We recommend to use double quotes to quote strings.

Search Within

Select All

Action Standard(s)

Blurb

Conclusions

Findings

Insights

Main Research Objective

Project Name

Research Background

Research Questions

SEARCH WITHIN

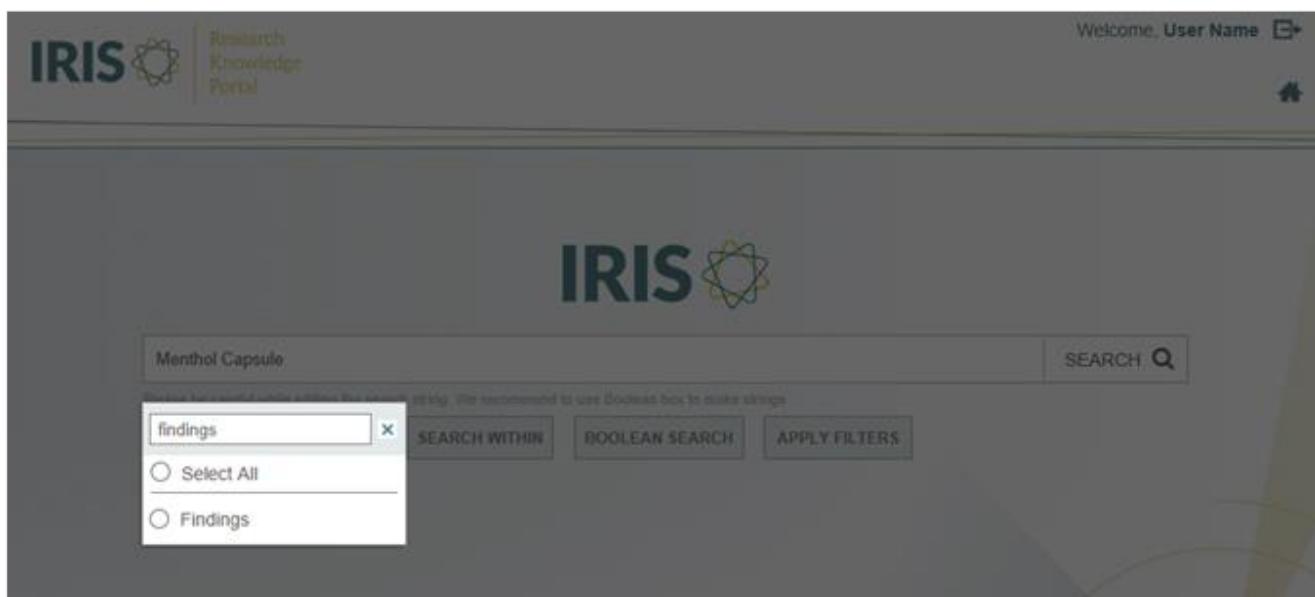
BOOLEAN SEARCH

APPLY FILTERS

Support

Terms & Conditions

You can either type the name of the section in the search bar on the top of the window or manually scroll down to the relevant section (as shown below):



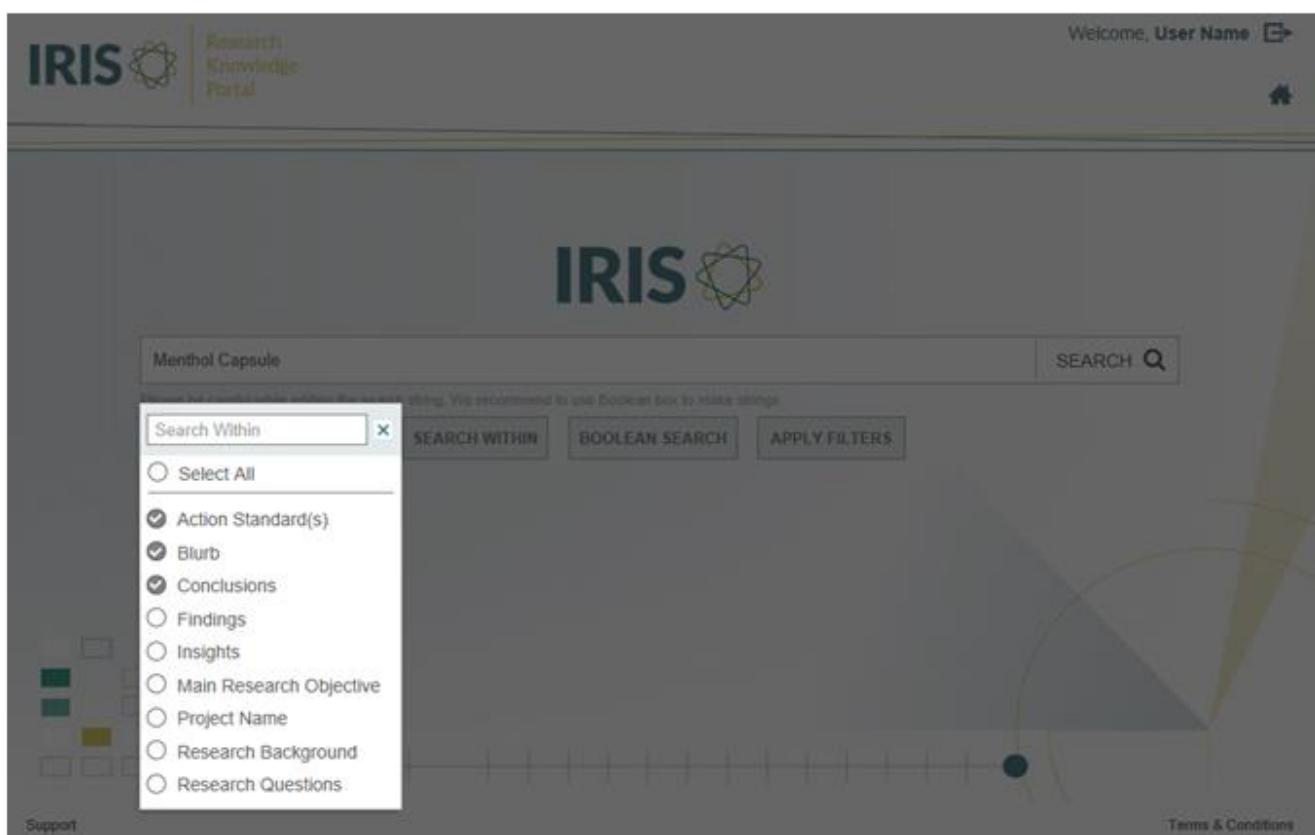
Menthol Capsule

findings

SEARCH WITHIN BOOLEAN SEARCH APPLY FILTERS

Select All

Findings



Menthol Capsule

Search Within

Select All

Action Standard(s)

Blurb

Conclusions

Findings

Insights

Main Research Objective

Project Name

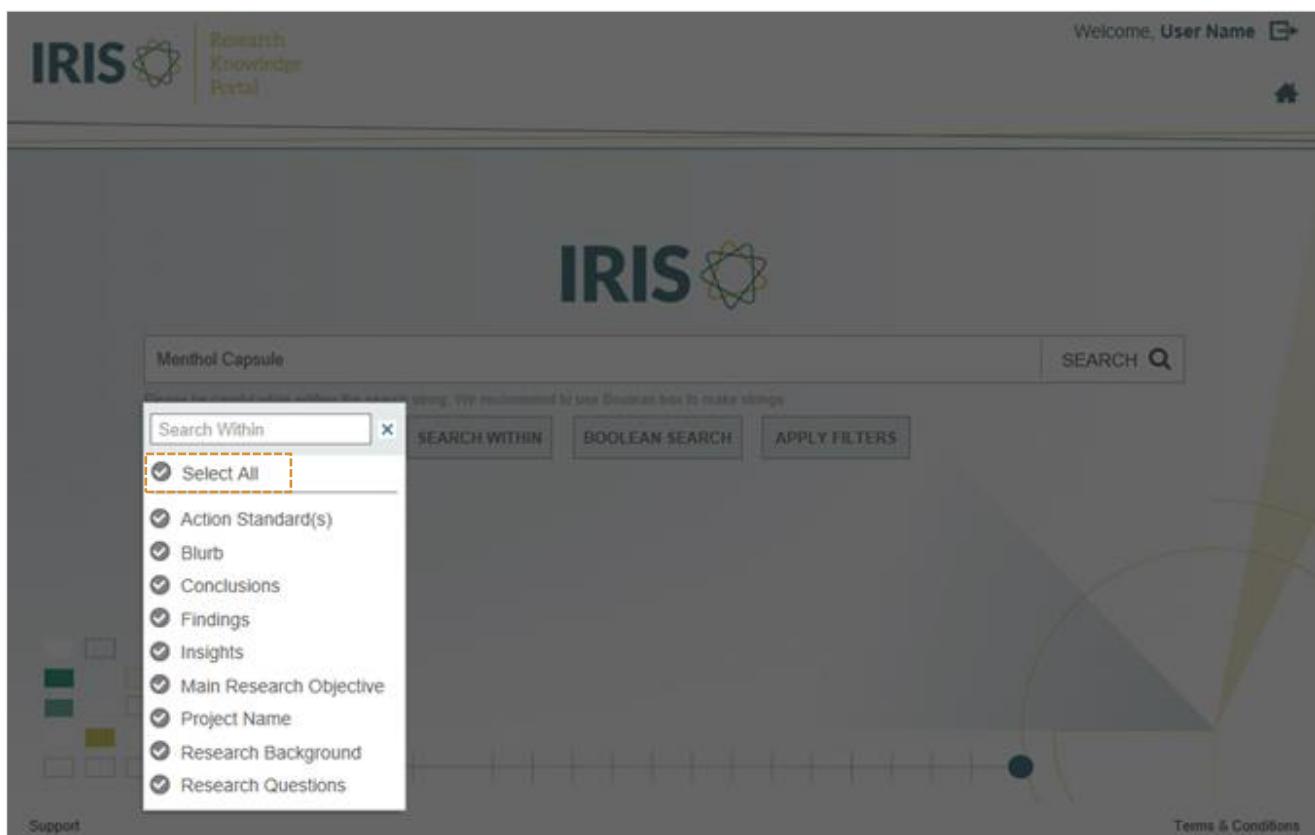
Research Background

Research Questions

SEARCH APPLY FILTERS

To select a specific section, simply tick the checkbox against its name. Alternatively, if you want to select all sections simultaneously, you can click on the **Select All** option available below the search bar in the filter pop-up window.

*Note: Clicking the **Select All** option again will de-select all the selections.*



After making selections, you can click anywhere outside the pop-up window to finalise them. This will close the pop-up window. Your selections will now be visible beside the **Search Within** button.

The screenshot shows the IRIS Research Knowledge Portal homepage. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule", and a "SEARCH" button. Below the search bar, there is a message: "Please be careful while editing the search string. We recommend to use Boolean box to make strings". To the right of this message are three buttons: "SEARCH WITHIN", "BOOLEAN SEARCH", and "APPLY FILTERS". A modal dialog box is overlaid on the page, titled "IRIS Summary Sections". It contains a list of options: "Action Standard(s)", "Blurb", and "Conclusions". The "Action Standard(s)" option is highlighted with a blue border. In the bottom left corner of the modal, there is some small text: "Support" and "Terms & Conditions". The background of the page features a large graphic of a stylized sun or gear with yellow and orange rays.

You can remove any of the selections by placing your cursor over the selection and clicking the x icon that appears against it (as shown below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule", and a "SEARCH" button. Below the search bar is a note: "Please be careful while editing the search string. We recommend to use Boolean box to make strings". There are three buttons: "SEARCH WITHIN", "BOOLEAN SEARCH", and "APPLY FILTERS". A dropdown menu titled "IRIS Summary Sections" is open, showing "Action Standard(s)" with two items: "Blurb" and "Conclusions". The "Blurb" item has an orange-bordered "x" icon to its right. At the bottom left is a "Support" link, and at the bottom right is a "Terms & Conditions" link.

Upon finalising, click the **Search** button or press the Enter key on your keyboard and the search will run on just the selected sections of the IRIS Summary and you will be taken to the Search Results Page.

Boolean Search

You can perform targeted Boolean search by clicking on the **Boolean Search** button under the search bar.

Boolean Search can help you to create your own custom search strings using IRIS's easy-to-use Boolean Search User Interface (UI) created for this very purpose. It will allow you to combine keywords with operators – such as 'AND' and 'NOT' – and further enhance the relevance of your search results. A typical Boolean Search includes using several of the below mentioned four options at the same time. Generally, the case is not that you pick only one field and add keywords but rather it is more important that you review what you want to include and what you want to exclude from the search results.

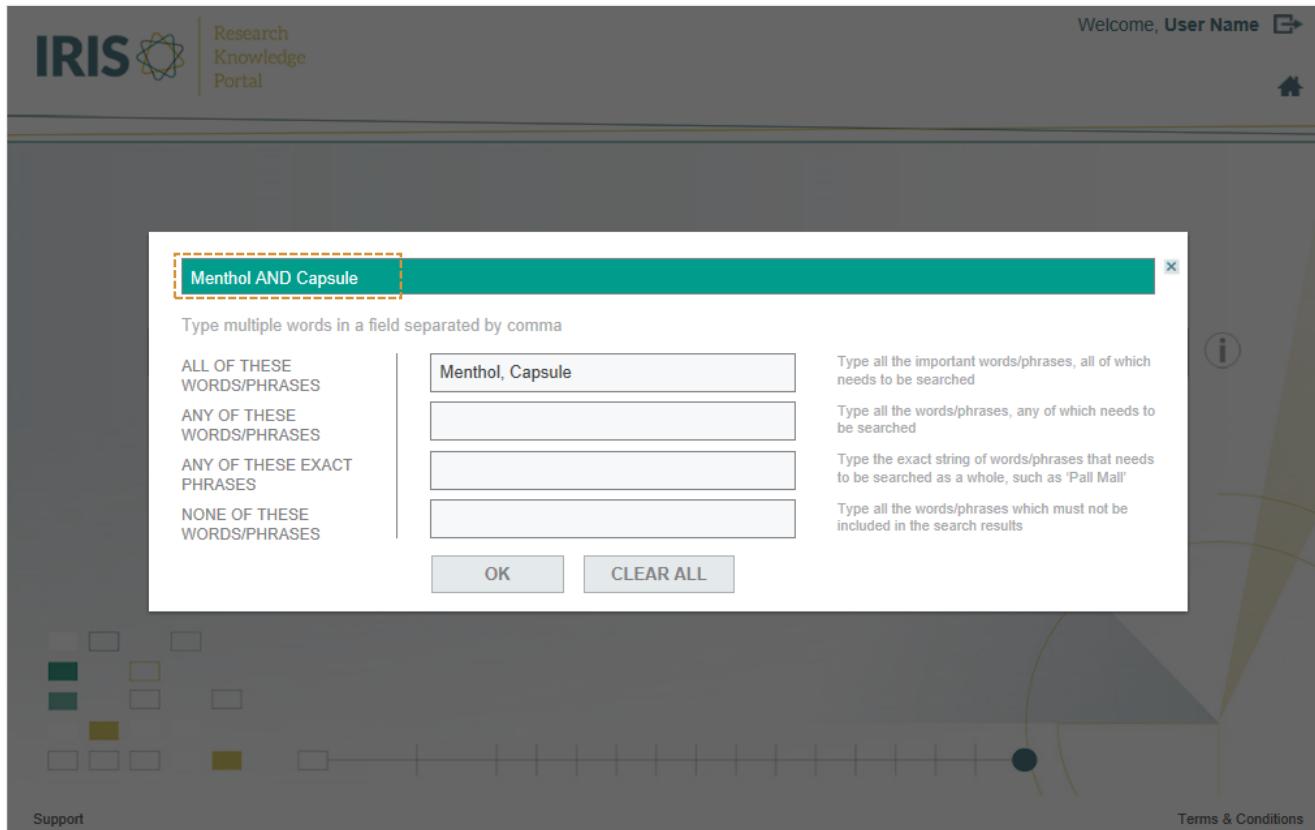
When you access the Boolean Search UI by clicking on the **Boolean Search** button, a pop-up window will open with the following four fields (as shown in the screenshot below):

1. All of These Words/Phrases
2. Any of These Words/Phrases
3. Any of These Exact Phrases
4. None of These Words/Phrases



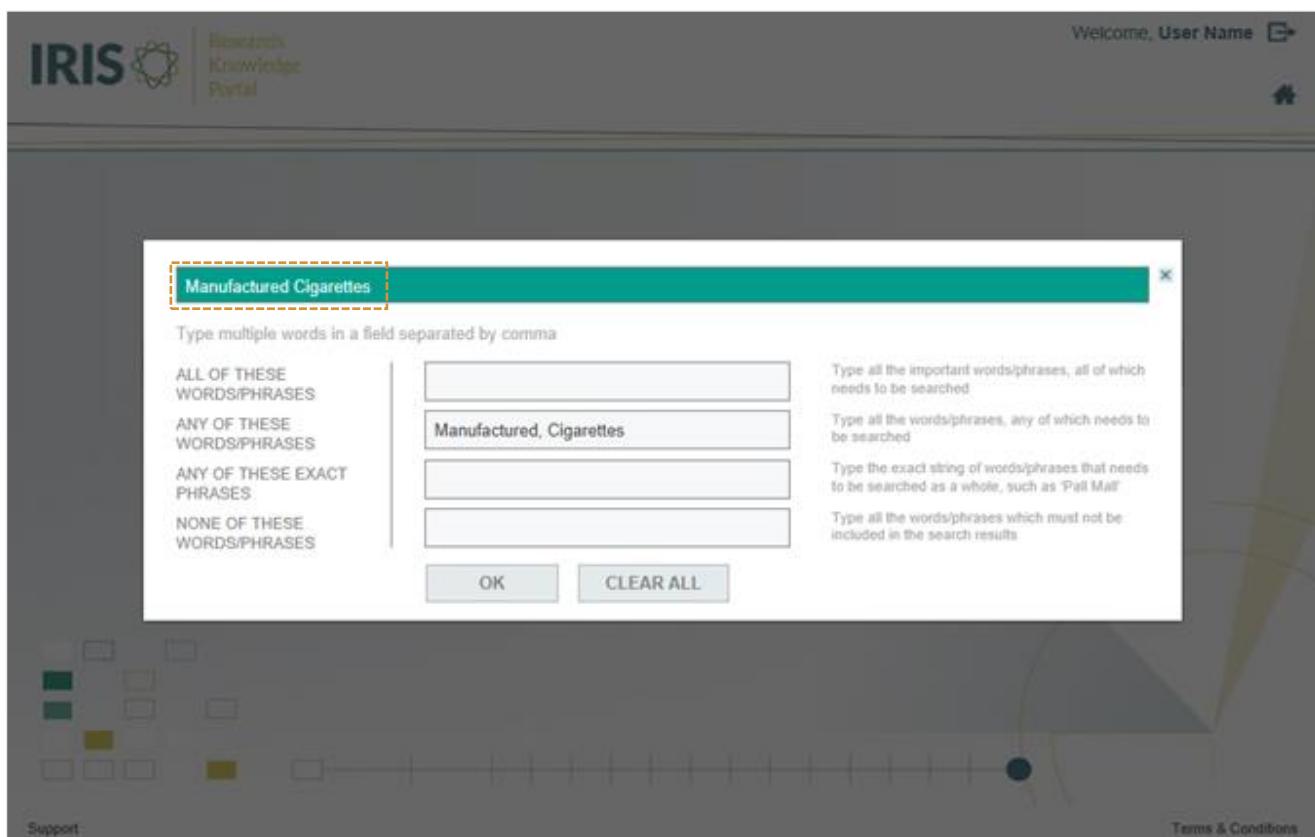
All of these words/phrases

In this text box, type all the important words/phrases that need to be included in your search. If two or more keywords are entered in this text box separated by a comma, they will be definitely present in all the displayed search results. For example, if you enter the keywords 'Menthol' and 'Capsule' separated by a comma, all the search results displayed would definitely contain both these keywords.



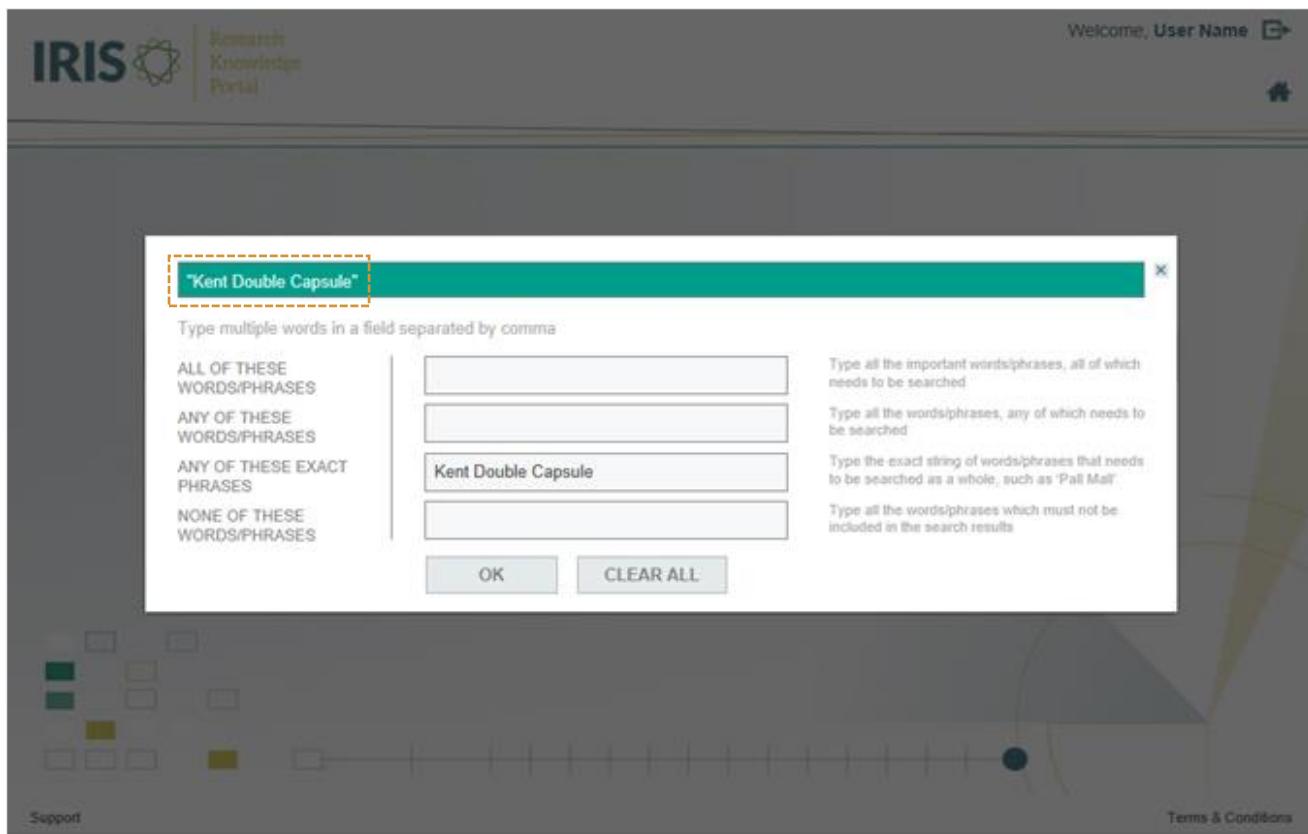
Any of these words/phrases

In this text box, type all the words/phrases, any of which should be included in your search. If two or more keywords are entered in this text box separated by a comma, then those search results will be displayed which have at least one of the keywords. For example, if you enter the keywords ‘Manufactured’ and ‘Cigarettes’ separated by a comma, the search results displayed would contain any of the keywords. If you do not put a comma between the keywords, it will treat them as a single phrase and display only those studies in search which have “Manufactured Cigarettes” present exactly in the same order.



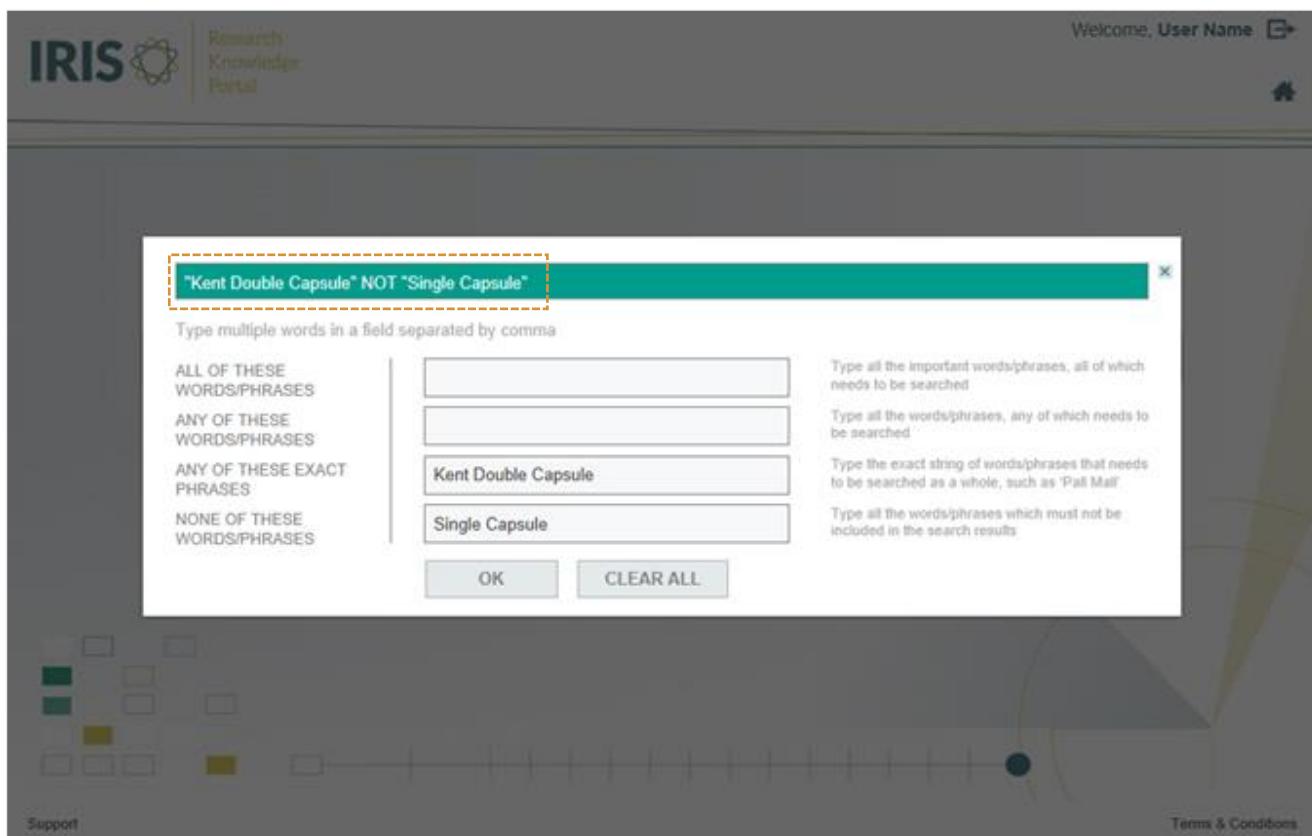
Any of these exact phrases

In this text box, you can type the exact string of words/phrases that need to be searched as a whole. If two or more words are entered, the system will consider it as a single string and will search the whole string in each result. For example, if 'Kent Double Capsule' is entered in the text box, it will search for the specific keyword string 'Kent Double Capsule'.



None of these words/phrases

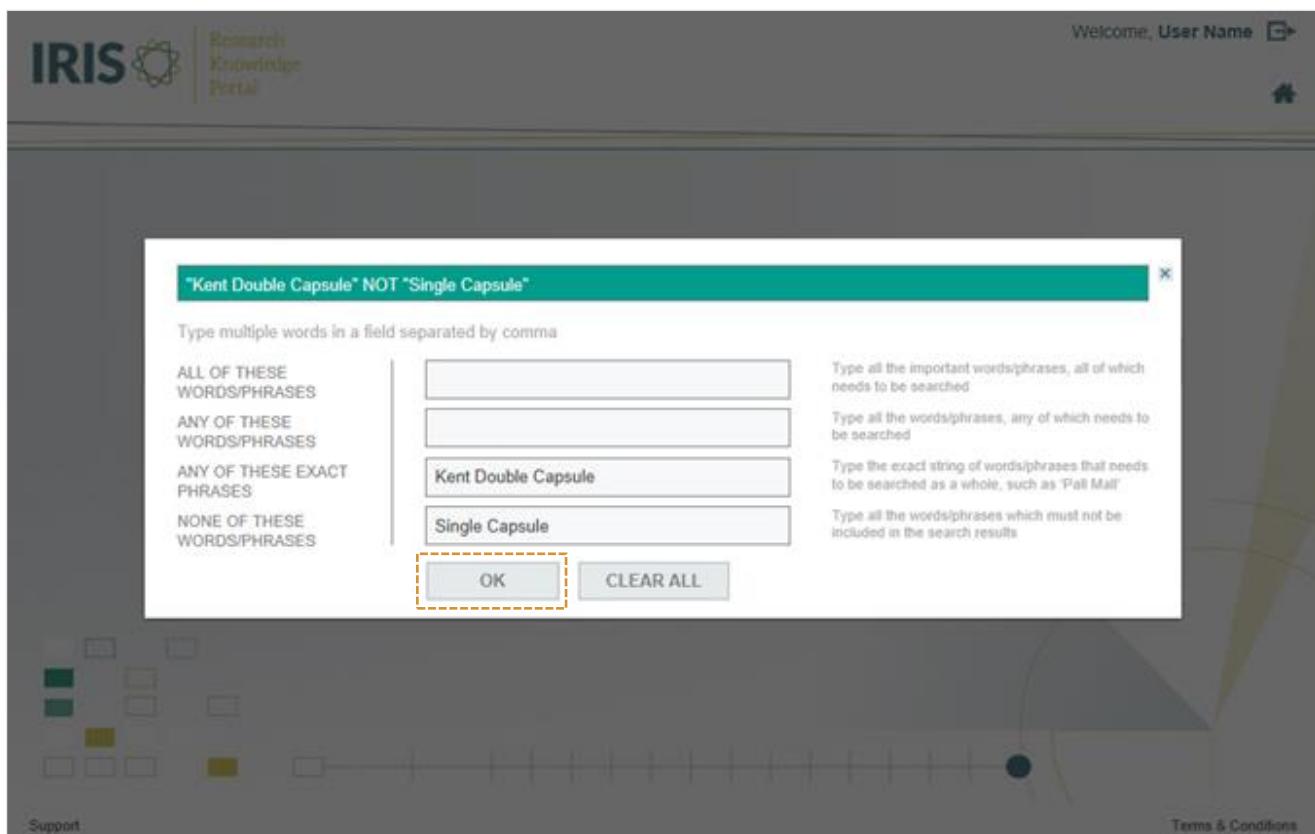
In this text box, you can type the words/phrases that must be excluded from the search results. If any keyword is entered in this text box, it will be excluded from all the displayed search results. For example, if 'Single Capsule' is entered in the text box, the displayed search results will not contain 'Single Capsule' as a keyword. If two or more words are written separated by comma, then only those results are displayed which exclude all of those keywords.



Important: Comma (,) is treated as a delimiter in the Boolean text boxes. It means that any keywords/ phrases separated by a comma would be treated as separate.

The bar that you see in the Boolean Search UI is non-editable. If you want to edit the string, just type the keywords in the four Boolean text boxes as explained earlier. On entering the keywords and clicking outside any of the textboxes the search string will appear in the non-editable bar at the top of the pop-up window (as shown in the screenshot below).

Once you have finalised the string, click **OK** in the pop-up window. This will take you back to the original Targeted Search Home Page, which will now display the search string that you had created. You can still modify the string here if required before you press **Search** button.





Welcome, User Name

IRIS

"Kent Double Capsule" NOT "Single Capsule" SEARCH

Please be careful while editing the search string. We recommend to use Boolean box to make strings

SEARCH WITHIN BOOLEAN SEARCH APPLY FILTERS

Support Terms & Conditions

In case you want to modify the search string made from the Boolean box, it is advised to re-open the Boolean Search UI, by clicking on the **Boolean Search** button, and make the changes by typing in the required Boolean text boxes. You can also make modifications to the search string manually in the search bar (as shown below) but you need to be familiar with writing Boolean operators otherwise the end result may be different than intended.

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Welcome, User Name", and a user profile icon. Below the navigation bar is the main search interface. The search bar contains the Boolean search string: "'Kent Double Capsule' NOT \"Single Capsule\"". A note below the search bar says: "Please be careful while editing the search string. We recommend to use Boolean box to make strings". Below the search bar are three buttons: "SEARCH WITHIN", "BOOLEAN SEARCH", and "APPLY FILTERS". In the bottom left corner, there is a "Support" link, and in the bottom right corner, there is a "Terms & Conditions" link. The background features a large, stylized graphic of overlapping circles in yellow, green, and blue.

If you directly modify the string in the search bar and re-open the Boolean Search UI, by clicking on the **Boolean Search** button, the keywords would be re-ordered and appear in relevant text boxes (as shown below).



The screenshot shows the IRIS Research Knowledge Portal homepage. At the top right, it says "Welcome, User Name" with a sign-out icon. Below the header is the IRIS logo and the text "Research Knowledge Portal". In the center, there is a search bar containing the query: "'Kent Double Capsule' NOT 'Single Capsule' Menthol AND Cigarettes". To the right of the search bar are "SEARCH" and "i" buttons. Below the search bar, a note says "Please be careful while editing the search string. We recommend to use Boolean box to make strings". There are three buttons: "SEARCH WITHIN", "BOOLEAN SEARCH" (which is highlighted with a dashed orange border), and "APPLY FILTERS". At the bottom left is a "Support" link, and at the bottom right is a "Terms & Conditions" link. The background features a large, abstract graphic element on the right side.

Welcome, User Name 



"Kent Double Capsule" & Menthol AND Cigarettes NOT "Single Capsule"

Type multiple words in a field separated by comma

ALL OF THESE WORDS/PHRASES
Menthol, Cigarettes

ANY OF THESE WORDS/PHRASES

ANY OF THESE EXACT PHRASES
Kent Double Capsule

NONE OF THESE WORDS/PHRASES
Single Capsule

Type all the important words/phrases, all of which needs to be searched

Type all the words/phrases, any of which needs to be searched

Type the exact string of words/phrases that needs to be searched as a whole, such as 'Pall Mall'

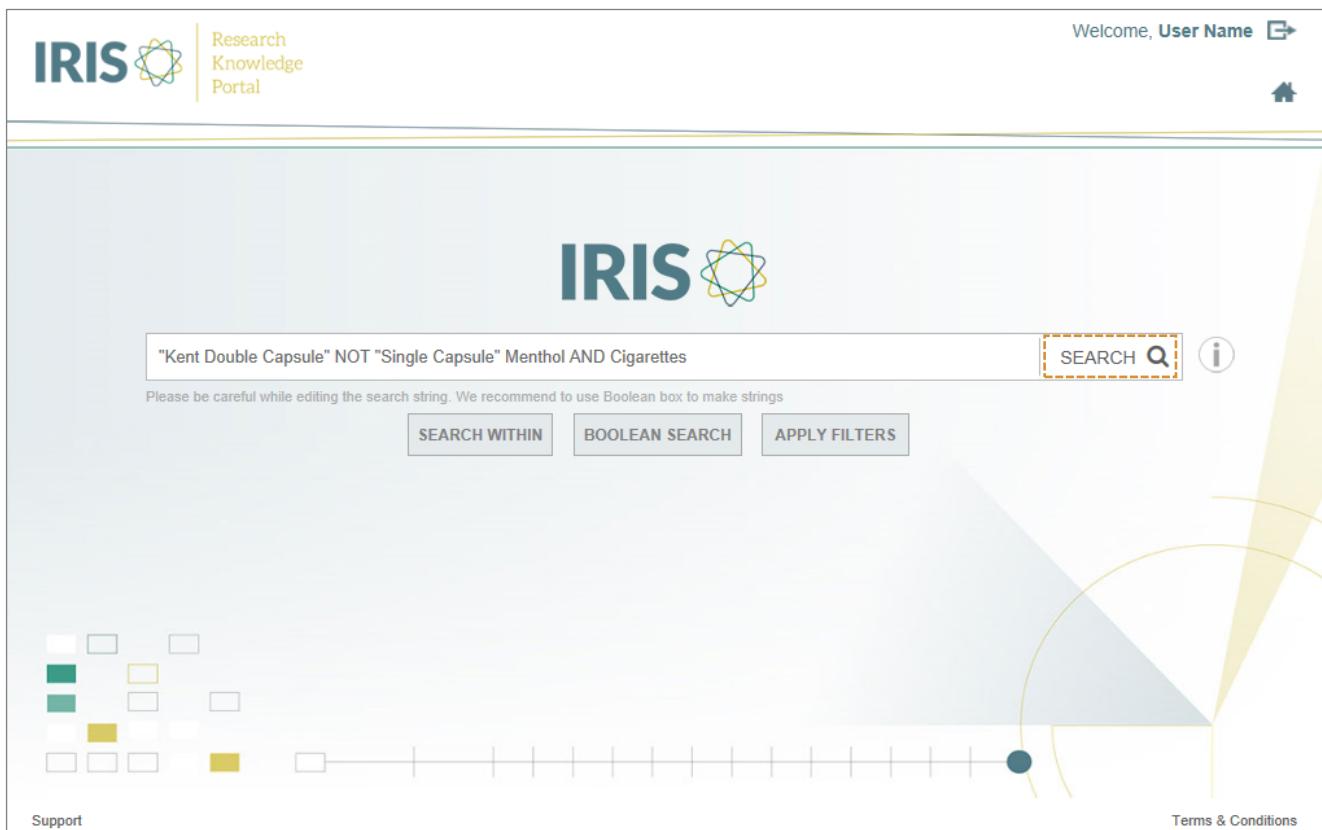
Type all the words/phrases which must not be included in the search results

OK CLEAR ALL

Support Terms & Conditions



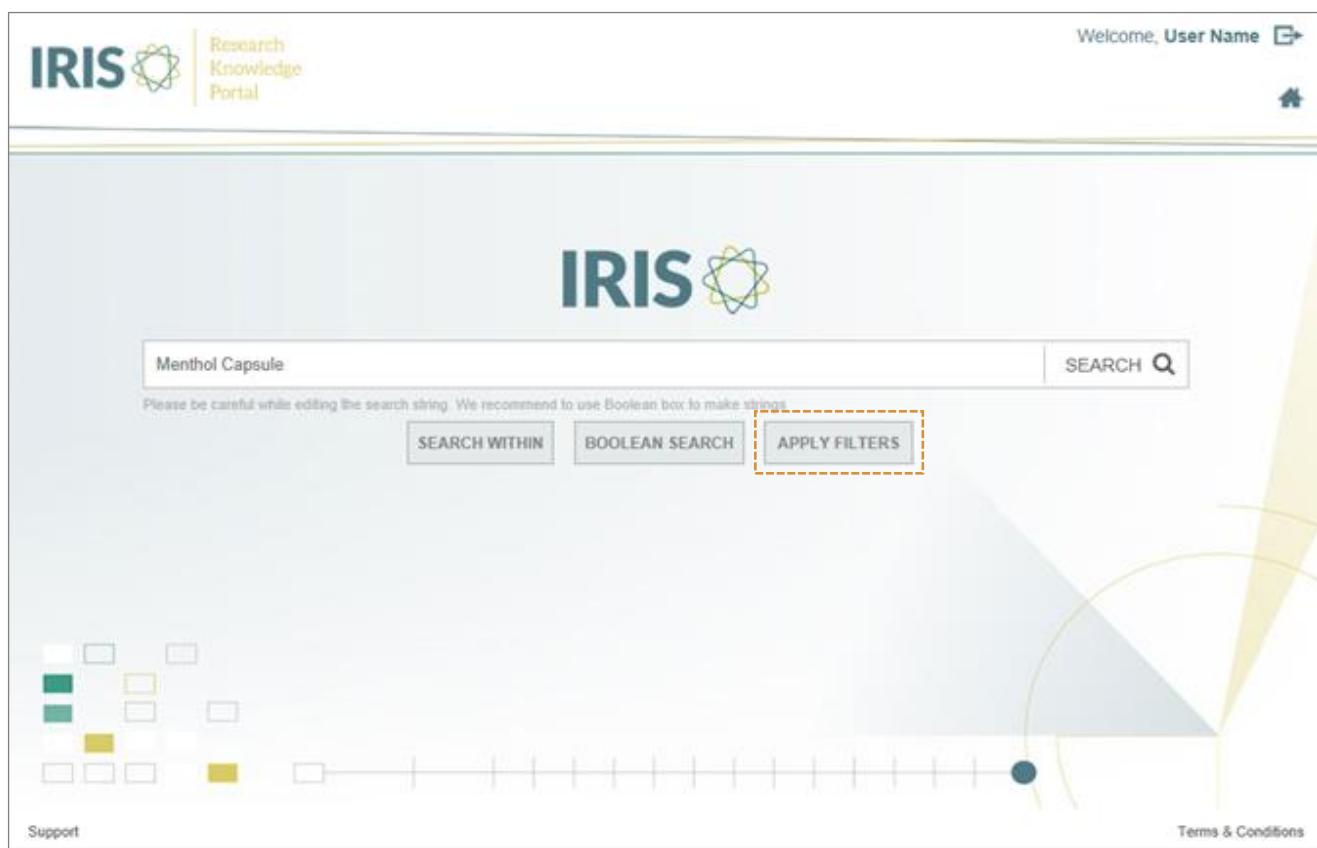
At the Targeted Search Home Page, once the search string is ready, click on the **Search** button or press the Enter key on your keyboard. When you click the **Search** button, the entire database will be searched in the illustrated case, and you will be redirected to a Search Results Page containing relevant results.



Apply Filters

You can select various filters to get more focused search results by clicking on the **Apply Filters** button available under the search bar. Upon clicking it, a pop-up window will open, with the following options:

1. Brand
2. Methodology
3. End Market
4. Category
5. Report Date Range



Welcome, User Name 



IRIS

Menthol Capsule

SEARCH 

Please be careful while editing the search string. We recommend to use Boolean box to make strings

SEARCH WITHIN BOOLEAN SEARCH APPLY FILTERS

Choose Filter

- Brand
- Methodology
- End Market
- Category
- Report Date Range

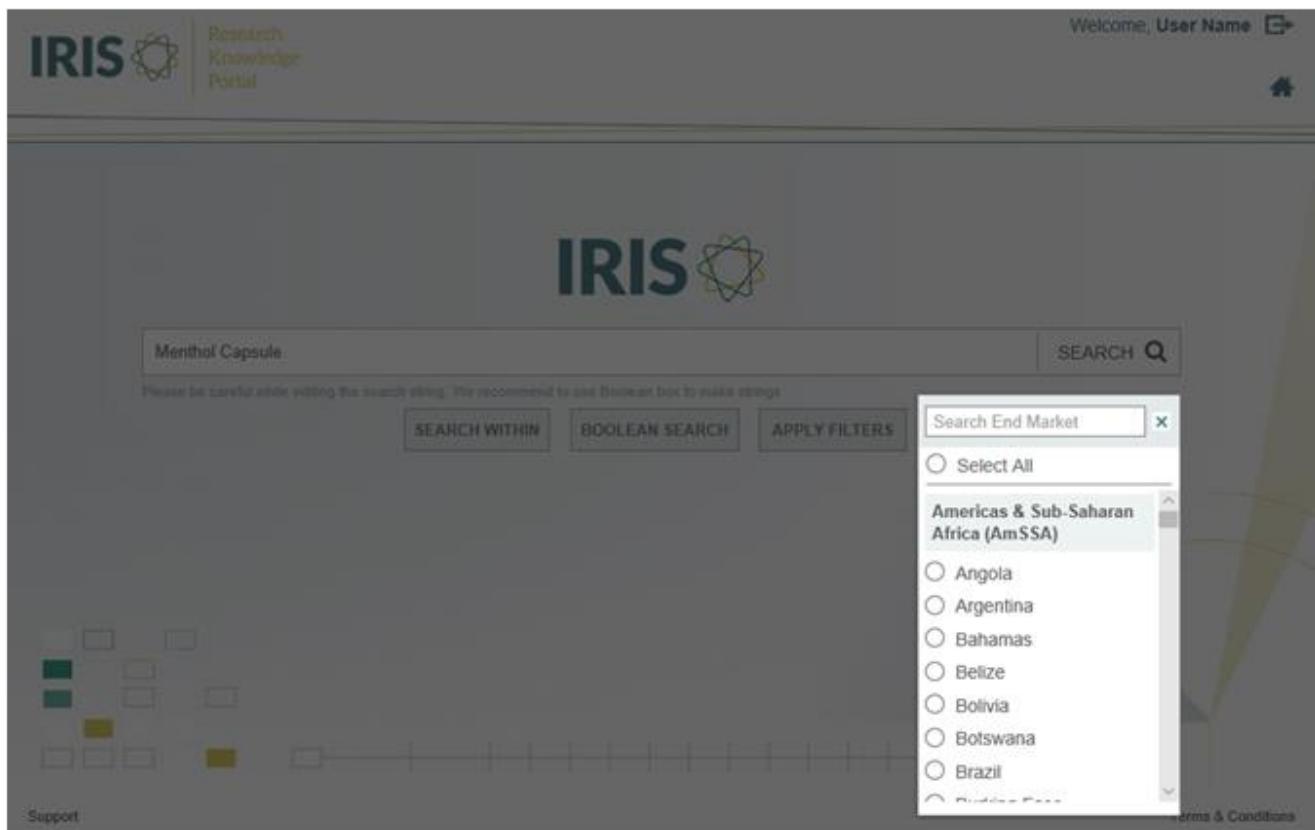
Support Terms & Conditions



Clicking on any of the filters in the Apply Filters menu will bring up its relevant pop-up window (as shown below).

The screenshot shows the IRIS Research Knowledge Portal search interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule", and a "SEARCH" button. Below the search bar are three buttons: "SEARCH WITHIN", "BOOLEAN SEARCH", and "APPLY FILTERS". A "Choose Filter" dropdown menu is open on the right, listing "Brand", "Methodology", "End Market", "Category", and "Report Date Range". The "End Market" option is highlighted with a dashed orange border. The background features a light blue grid pattern and some decorative icons.

If you want to search a report for a specific End Market, you can simply click the **End Market** filter in the drop-down menu. This will open a pop-up window, displaying all the End Markets in a list, as shown below:



Note: In the Filters feature all the End Markets are grouped under the regions to which they belong, and within each region the End Markets are alphabetically ordered.

To find a specific End Market, you can either type its name in the search bar at the top of the window or manually scroll down the list. To select a specific End Market, simply tick the checkbox against its name.

Menthol Capsule

SEARCH WITHIN BOOLEAN SEARCH APPLY FILTERS

germany

Select All

Europe & North Africa (ENA)

Germany

End Market

Category

Menthol Capsule

SEARCH WITHIN BOOLEAN SEARCH APPLY FILTERS

Search End Market

Select All

Americas & Sub-Saharan Africa (AmSSA)

Angola

Argentina

Bahamas

Belize

Bolivia

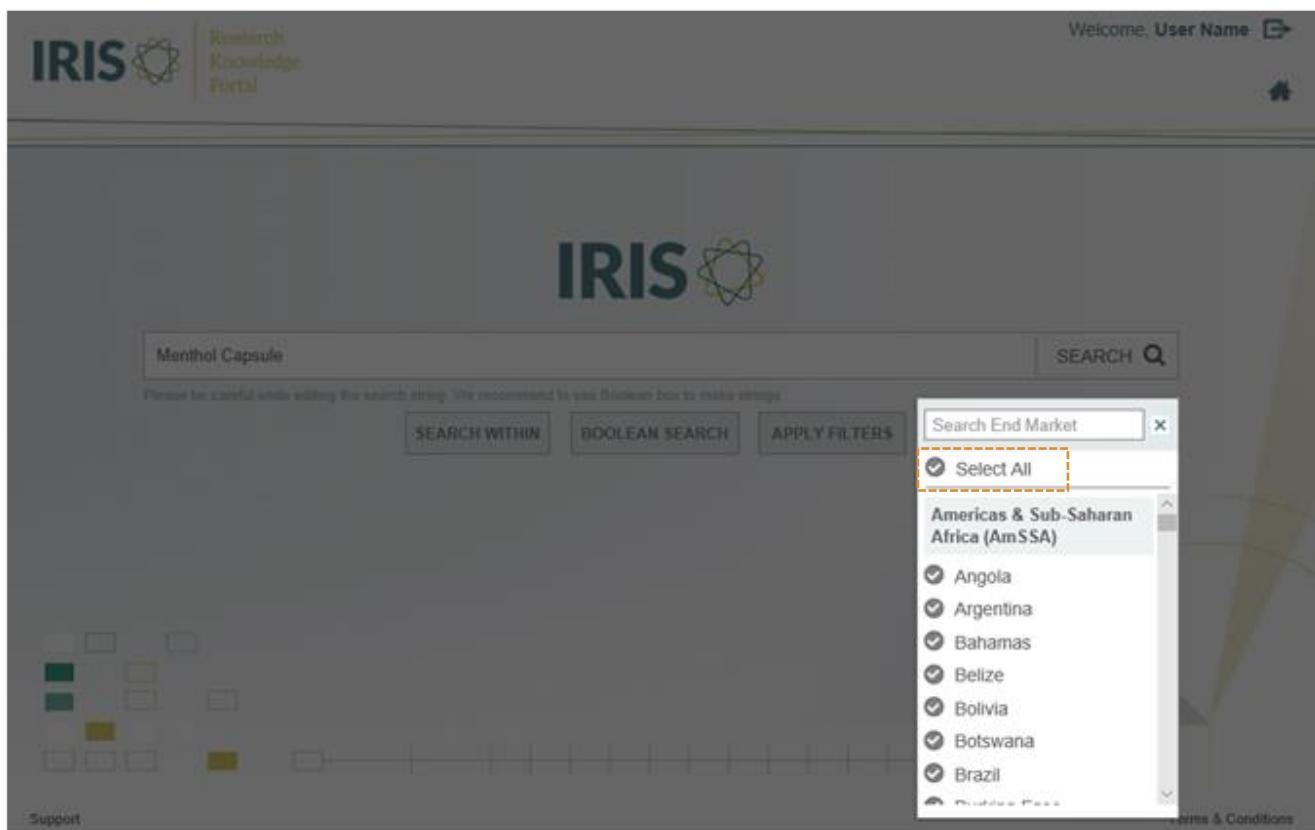
Botswana

Brazil

Chile

Alternatively, you can select all End Markets simultaneously, by clicking the **Select All** option available below the search bar in the filter pop-up window.

*Note: Clicking the **Select All** option a second time will de-select all the selections.*

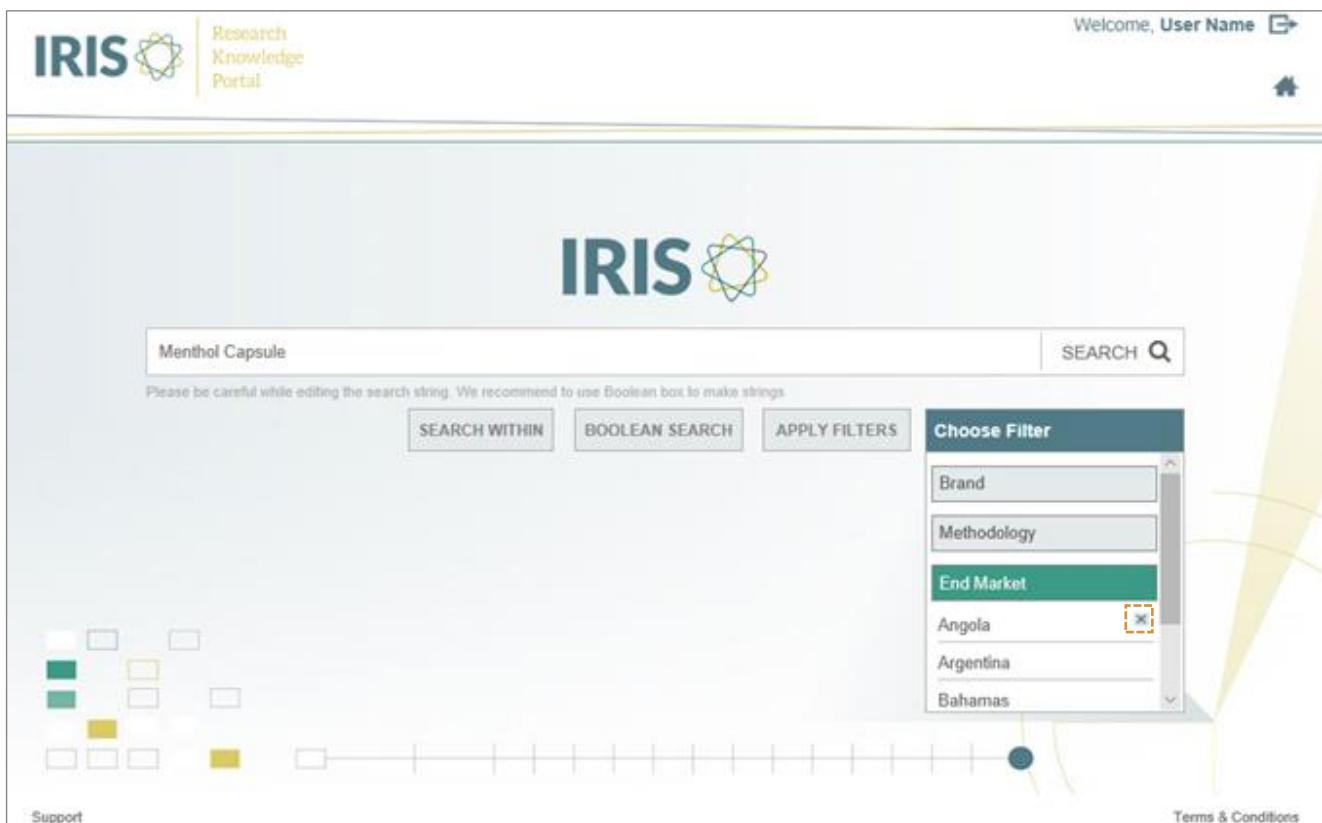


After making selections, you can click anywhere outside the pop-up window to finalise them. Upon clicking outside, the pop-up window will close, and your filter selections will be visible in the Apply Filter Panel (as shown below).

The screenshot shows the IRIS Research Knowledge Portal interface. At the top, there is a navigation bar with the IRIS logo, a search bar containing "Menthol Capsule", and a "SEARCH" button. Below the search bar, there are three buttons: "SEARCH WITHIN", "BOOLEAN SEARCH", and "APPLY FILTERS". A "Choose Filter" modal is open on the right side, listing categories: Brand, Methodology, and End Market. The "End Market" category is selected, highlighted with a green background. Under "End Market", three options are listed: Angola, Argentina, and Bahamas, each enclosed in a small orange dashed box. The bottom right corner of the modal has a close button represented by a small circle with a diagonal line. The background of the portal shows a grid of colored squares (green, yellow, white) and some text at the bottom left and right.

You can remove individual selections by placing your cursor over the desired filter name and clicking the x icon that appears against the corresponding name (as shown below).

Note: Filters including Methodology, Brand and Category can be applied in a similar manner as illustrated in the End Market filter example. The Report Date Range filter and its application have been explained in detail in this manual in the Search Results Page section.



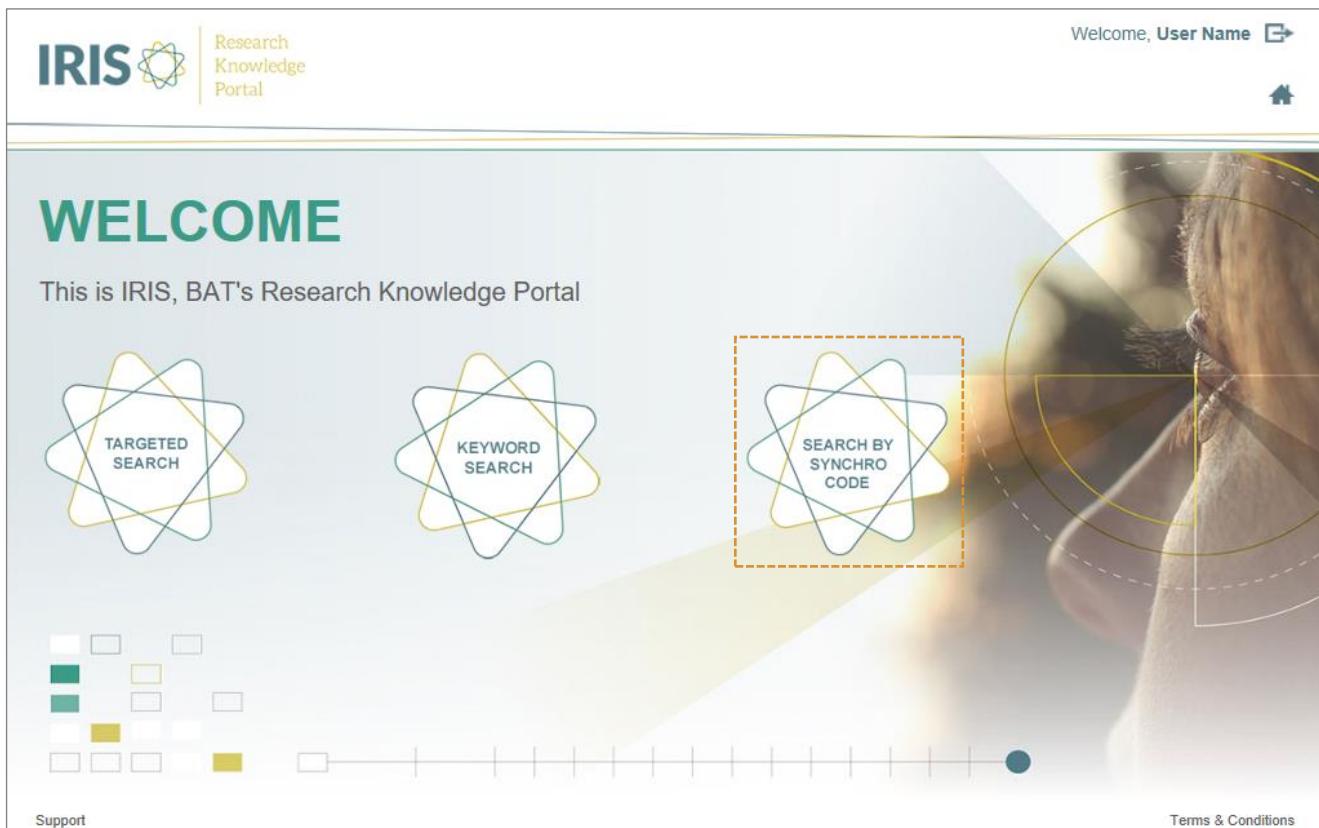
Search Results Page

The features on Search Results Page are similar to what is explained in section – ‘Keyword Search’. Click on [Search Results Page](#) (Page 24) to navigate to this section.

How to Perform Search using Synchro Code? (Search by Synchro Code)

You can perform a search using Synchro Code across all the projects included in the database.

This type of search can be initiated by using the Search by Synchro Code button available on the IRIS Home Page (as shown below).



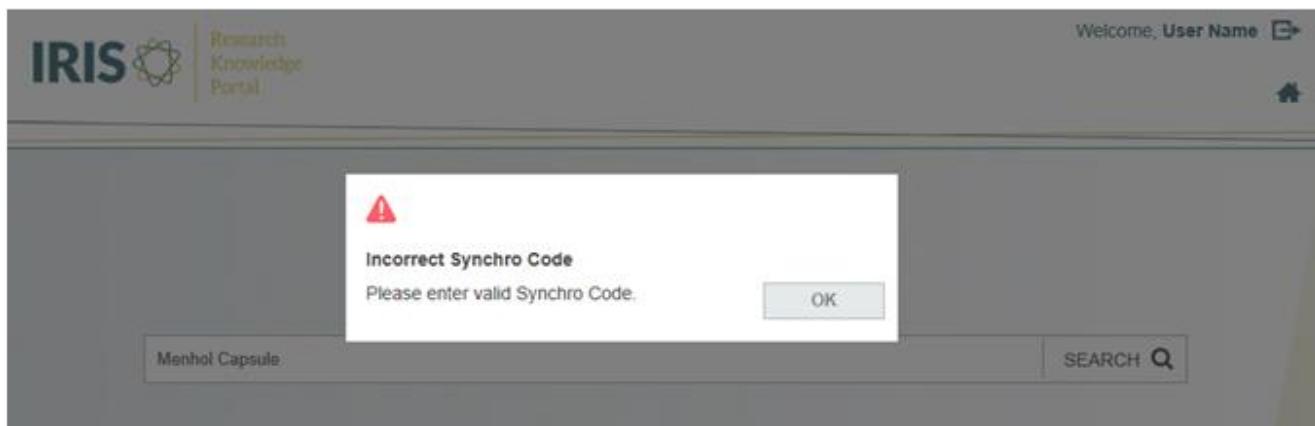
Clicking on this button will direct you to the Search by Synchro Code Search Page where you can perform the search.

Entering Synchro Code

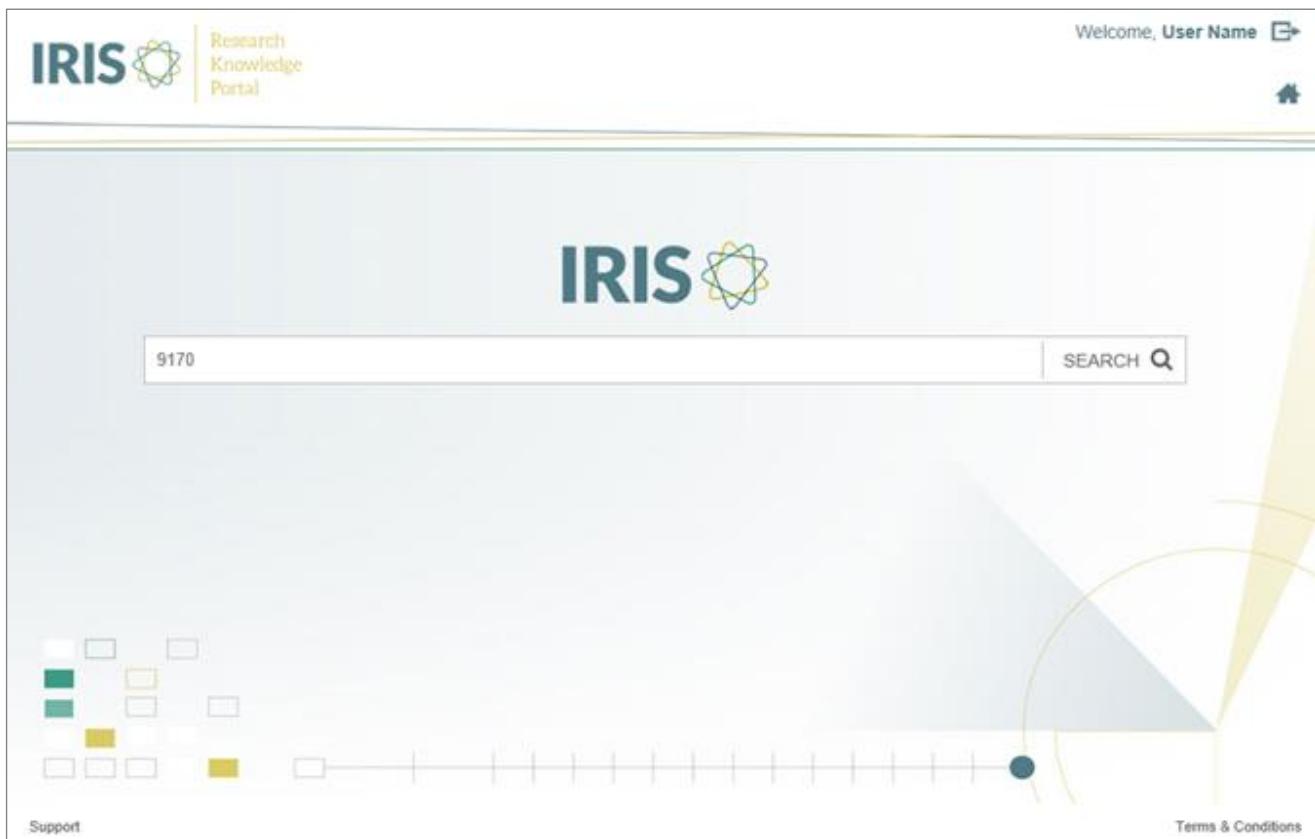
You can enter the Synchro Code by clicking inside the search bar where the words Enter Synchro Code are displayed (as shown below).



Note: The Synchro Code search field only accepts numbers – if any characters other than numbers are entered, an error pop-up window will appear. You can close the error pop-up window by clicking on the **OK** button.



In this search bar, you can directly enter the Synchro Code of a specific project.



To search for multiple summaries, enter all the Synchro Codes separated by a space. In case of Search by Synchro Code you can use only '*' as a wildcard character and not '?'. Using '?' in the search bar will give an error message.

The asterisk wildcard character (*) is used when you know the starting numbers of a Synchro Code but not the entire Synchro Code, as it can provide you with a complete set of projects of a number sequence. For example, a search for '60*', will give you all the projects with Synchro Codes from 600 to 609 and 6000 to 6099.

Note: Synchro Codes with or without the prefix '0' will display the same results. So, if you enter either '08913 or '8913', the system will display the same result. EU End Market users will only see reports from their budget location, due to TPD ring-fencing. All other users will have full access to the published reports in the IRIS system.



After entering the Synchro Code (or Synchro Codes), click on the **Search** button or press the Enter key on your keyboard.



Welcome, User Name [Logout](#)

[Home](#)

9170 [SEARCH](#)

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

Filters +

IRIS Summary Sections +

Sort By
Relevance ▾

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- IRIS Summary
- Attached Report(s)
- Overview - Blurb

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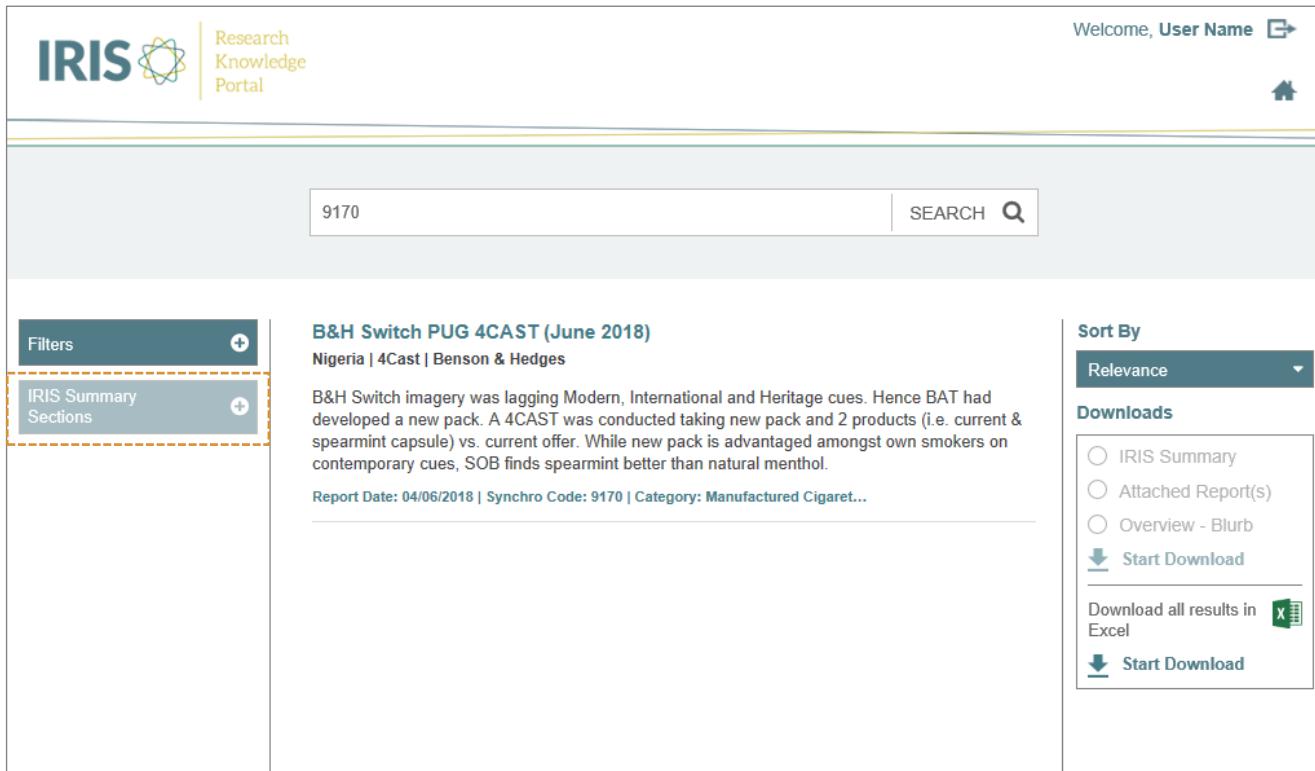
Download all results in [Excel](#)

[Start Download](#)

Search Results Page

The features on Search Results Page are similar to what is explained in section – ‘Keyword Search’. Click on [Search Results Page](#) (Page 24) to navigate to this section.

Please note that on Search by Synchro Code’s Search Results Page you cannot use Search Within functionality. It will remain deactivated as shown in the screenshot below:



Welcome, User Name 



9170 SEARCH 

Filters 

IRIS Summary Sections 

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigarettes...

Sort By
Relevance 

Downloads

IRIS Summary
 Attached Report(s)
 Overview - Blurb
 Start Download

Download all results in  Excel
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WHAT CAN BE DONE ON IRIS SUMMARY PAGE?

When you click on the summary link on the Search Results Page, you will be directed to the IRIS Summary Page in a new tab of the browser (as shown below).

Menthol Capsule SEARCH

Would you like to build your own search string?

Pall Mall Click On 4mg Encounter Sessions
Romania | PES (Product Encounter Session) With Placement | Pall Mall

New capsule prototypes had been developed for Pall Mall in Romania. Pall Mall Click On 4mg prototypes do not have the expected appeal. ELECTRX capsule creates a polarizing experience pre- vs. post-crush, while Spearmint capsule has a more robust taste that seems irritating to women. Further product development is recommended.

Report Date: 22/06/2018 | Synchro Code: 8435 | Category: Manufactured Cigaret...

B&H Switch PUG 4CAST (June 2018)
Nigeria | 4Cast | Benson & Hedges

B&H Switch imagery was lagging Modern, International and Heritage cues. Hence BAT had developed a new pack. A 4CAST was conducted taking new pack and 2 products (i.e. current & spearmint capsule) vs. current offer. While new pack is advantaged amongst own smokers on contemporary cues, SOB finds spearmint better than natural menthol.

Report Date: 04/06/2018 | Synchro Code: 9170 | Category: Manufactured Cigaret...

KENT Milan Communication FG1

Sort By Relevance

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 Attached Report(s)
 Overview - Blurb
Start Download

Download all results in Excel Start Download





Research
Knowledge
Portal

Welcome, User Name 



Pall Mall Click On 4mg Encounter Sessions

PROJECT DETAILS

SYNCHRO CODE	8435
PROJECT NAME	Pall Mall Click On 4mg Encounter Sessions
RESEARCH END-MARKET(S)	Romania
RESEARCH LOCATION(S)	Bucharest
SP&I CONTACT	Alina Barbu
METHODOLOGY NAME	PES (Product Encounter Session) With Placement
METHODOLOGY DESCRIPTION	2 prototypes of Pall Mall Click On 4mg (ELECTRX & spearmint capsule) & 2 versions of pack mock-ups 2 days product placement with mobile app feedback, followed by Focus Group Discussions (8)
TARGET GROUP	Capsule smokers or non-rejecters, adults 18.7 - 40 years. (1) Lights & ultra lights smokers of Premium brands, occasionally down trading (2) Lights & ultra lights smokers of Franchise & Other Brands in Value for Money

 [View as PDF](#)

Download and Share

Attached Report(s)

 [Summary PDF](#)

 [Pall Mall Click On 4mg Encounter Sessions](#)

 [Start Download](#)

 [Share](#)

The features available on IRIS Summary Page are outlined below:

Note: The fields/sections available in the IRIS summary will appear as 'read only' (non-editable format).

Viewing as PDF File

When you click on a summary link, an IRIS Summary Page will open in a new tab of the browser.

You can view this summary in PDF format by clicking on the **View as PDF** button available at the top right-hand corner of the IRIS Summary Page (as shown below).

Welcome, User Name 



Pall Mall Click On 4mg Encounter Sessions

 [View as PDF](#)

PROJECT DETAILS	
SYNCHRO CODE	8435
PROJECT NAME	Pall Mall Click On 4mg Encounter Sessions
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RESEARCH LOCATION(S)	Bucharest
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Download and Share

Attached Report(s)

 [Pall Mall Click On 4mg Encounter Sessions](#)

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 [Share](#)

When you click on the **View as PDF** button, the IRIS Summary will open in a new browser tab in the PDF format (with default PDF options), as shown below.

You can use this system feature to conveniently print out the summary document once it is opened in the new browser tab. Press (CTRL + P) to print the PDF.



Pall Mall Click On 4mg Encounter Sessions

PROJECT DETAILS

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TARGET GROUP	Capsule smokers or non-rejecters, adults 18.7 - 40 years. (1) Lights & ultra lights smokers of Premium brands, occasionally down trading (2) Lights & ultra lights smokers of Franchise & Other Brands in Value for Money
SAMPLE SIZE	48 smokers 8 Focus Group Discussions of 6 people each
CATEGORY	Manufactured Cigarettes
BRAND COVERAGE	-
RESEARCH AGENCY - FIELDWORK	ISRA Center Marketing Research
RESEARCH AGENCY - COORDINATION	ISRA Center Marketing Research

Downloading

You can download items (attachments and/or summary) by using the Download option available under the Download and Share Panel on the right-hand side of the IRIS Summary Page.

The following files can be downloaded from the IRIS Summary Page (as shown below):

1. Attached Report(s)
2. Summary PDF

IRIS
Research
Knowledge
Portal
Welcome, User Name 


Pall Mall Click On 4mg Encounter Sessions

PROJECT DETAILS	
SYNCHRO CODE	8435
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Attached Report(s)

 Pall Mall Click On 4mg Encounter Sessions

 [Start Download](#)

 [Share](#)

To download attachments or summaries, select these options by ticking the checkbox next to Report Name (as shown below).

Welcome, User Name 



Pall Mall Click On 4mg Encounter Sessions

 View as PDF

PROJECT DETAILS	
SYNCHRO CODE	8435
PROJECT NAME	Pall Mall Click On 4mg Encounter Sessions
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Attached Report(s)

Summary PDF

 Pall Mall Click On 4mg Encounter Sessions

 Start Download

 Share

After selecting your required options, available under the Download and Share Panel, click the **Start Download** button to begin the download process.


 Research
Knowledge
Portal

Welcome, User Name 



Pall Mall Click On 4mg Encounter Sessions

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Attached Report(s)

Summary PDF

 Pall Mall Click On 4mg Encounter Sessions

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Selected documents will be downloaded either as ZIP files or in the PDF format (as shown below). In this case the summary is downloaded in PDF format.



Research
Knowledge
Portal

Welcome, User Name 



Pall Mall Click On 4mg Encounter Sessions

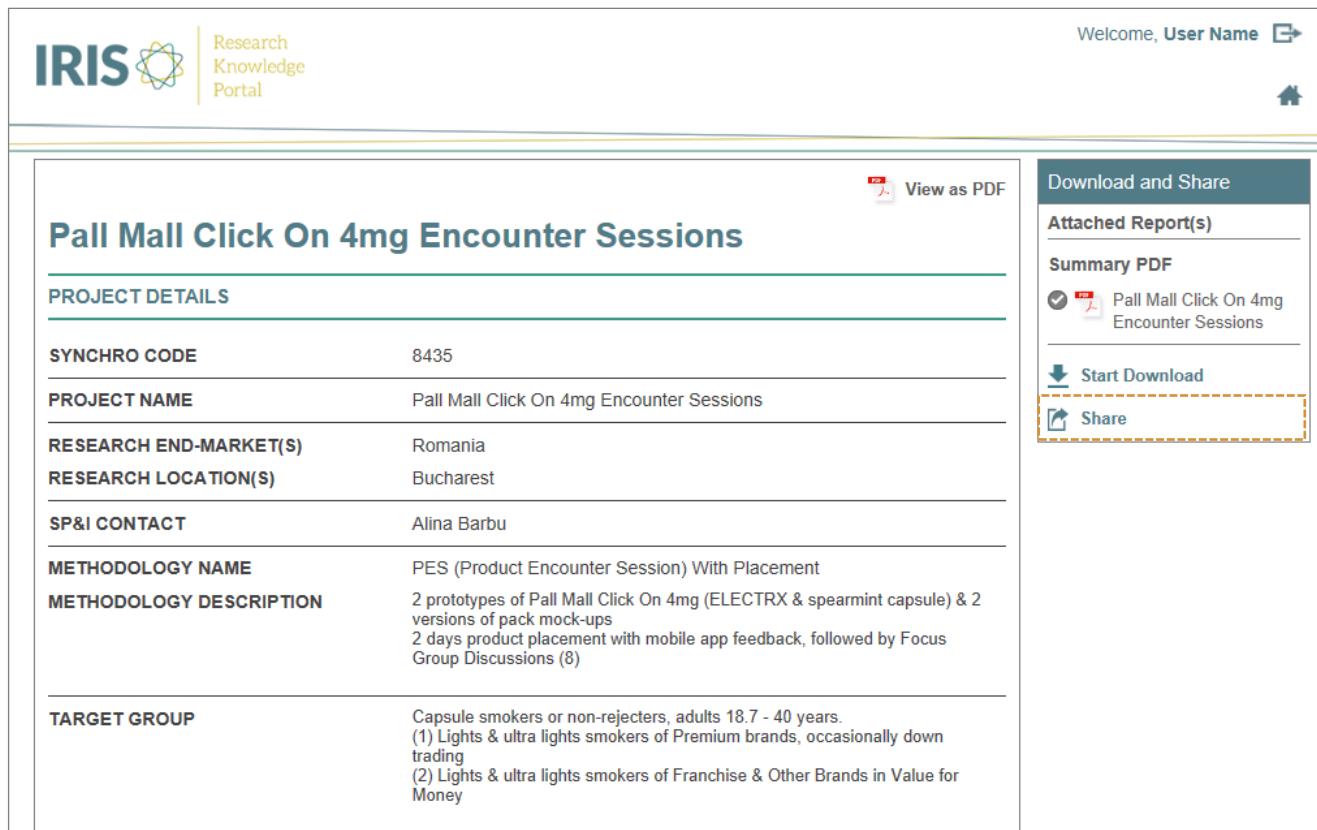
 [View as PDF](#)

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<div style="border: 1px dashed #ccc; padding: 5px; margin-top: 10px;"> What do you want to do with IrisSummary.pdf? From: irkpinisghtstest.batgen.com </div>	
   	

Name	Date modified	Type	Size
 IrisSummary	18/01/2019 11:18 ...	PDF File	37 KB

Sharing

You can share an IRIS Summary by using the Share option available under the Download and Share Panel on the right-hand side of the IRIS Summary Page (as shown below).



The screenshot shows a project summary page for "Pall Mall Click On 4mg Encounter Sessions". The page includes sections for Project Details, Methodology, and Target Group, along with a detailed methodology description. On the right, a "Download and Share" panel is visible, featuring a "Share" button which is highlighted with a dashed orange border.

Pall Mall Click On 4mg Encounter Sessions

PROJECT DETAILS

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Download and Share

Attached Report(s)

Summary PDF

 Pall Mall Click On 4mg Encounter Sessions

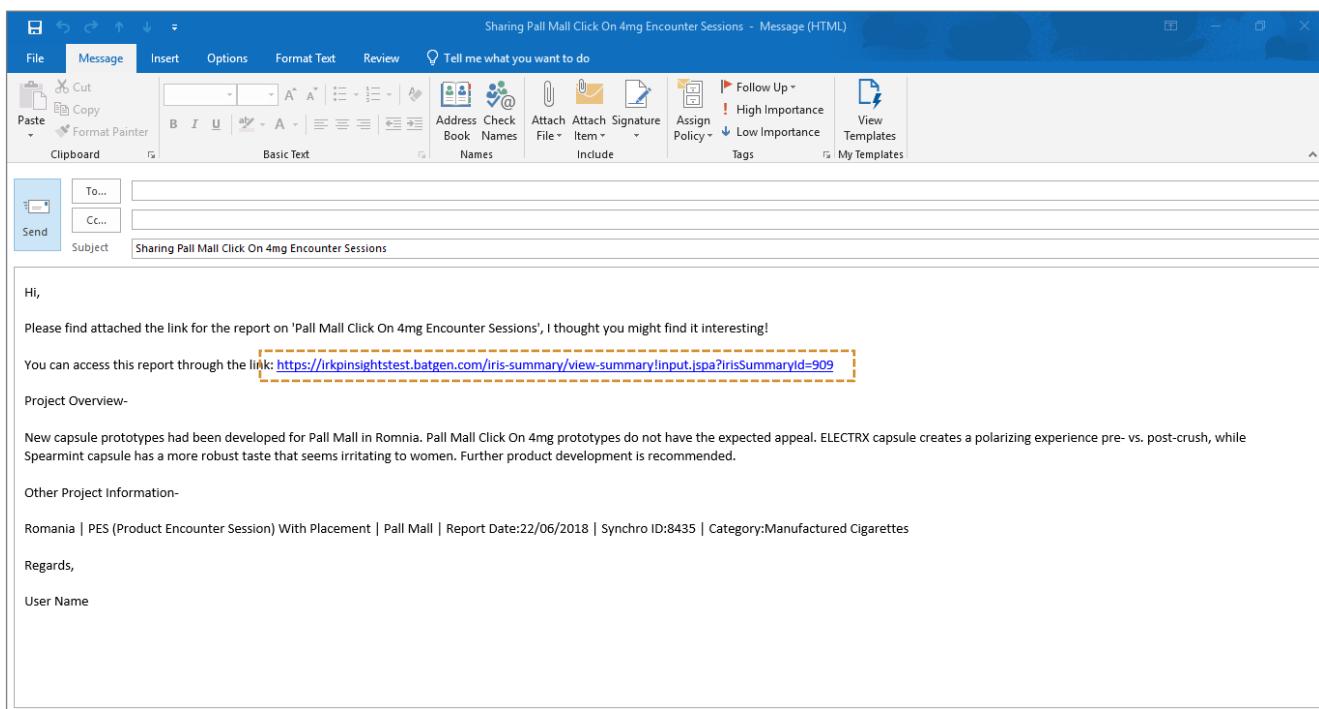
Start Download

 **Share**

Click on the **Share** button to share selected summary's IRIS link via email. After clicking the button, an Outlook email draft will open, containing a link to the summary. You might face some issues while using this functionality due to BAT's IT restrictions and policies. In case you face any issue please contact the Assistance Team by clicking the **Support** link at the bottom left-hand side of every page and then clicking on **Contact Us** link.

After you click on the **Contact Us** link, an email window will open with the Assistance Team's email address, automatically added to the recipient field. You can also write an email directly to the Assistance Team at assistance@batinsights.com using your regular BAT Outlook in case you face any issues while using the **Contact Us** link.

Note: This email can be addressed to anyone – however, to open the summary link in this email, the recipient requires access to the OSP system. If the recipient does not have the access, you can download the summary (you can also share other documents such as Excel downloads for the project details, blurb, reports, etc.) and send it to them via email – bearing in mind the Terms & Conditions that you agreed upon when entering the portal.



WHAT DOCUMENTS/SUPPORT ARE AVAILABLE FOR IRIS?

Video

An induction video to introduce you to the IRIS system. The video would have some snippets of the IRIS system and highlight its key features and benefits. This video is available upon clicking the **Support** link at the bottom left-hand side of every page and then clicking on **Video** button on the Support Page.

User Manual

A step-by-step reference document that will help you understand the IRIS system, its features, and how to use them effectively. This document is available upon clicking the **Support** link at the bottom left-hand side of every page and then clicking on **User Manual** button on the Support Page. It is the same document you are reading at the moment.

Tips

A repository of useful tips that will enable you to search IRIS resources with greater speed and accuracy. This document is available upon clicking the **Support** link at the bottom left-hand side of every page and then clicking on **Tips** button on the Support Page.

FAQs

A list of Frequently Asked Questions (and answers) about the IRIS system. This document is available upon clicking the **Support** link at the bottom left-hand side of every page and then clicking on **FAQ** button on the Support Page.

Contact Us

It is the email address of Assistance Team. This address is available upon clicking the **Support** link at the bottom left-hand side of every page and then clicking on **Contact Us** button on the Support Page.

After you click on the **Contact Us** button, an email window will open with the Assistance Team's email address, automatically added to the recipient field. You can also write an email directly to the Assistance Team at assistance@batinsights.com using your regular BAT Outlook in case you face any issues while using the **Contact Us** button.



SUPPORT



VIDEO



USER MANUAL



TIPS



FAQ



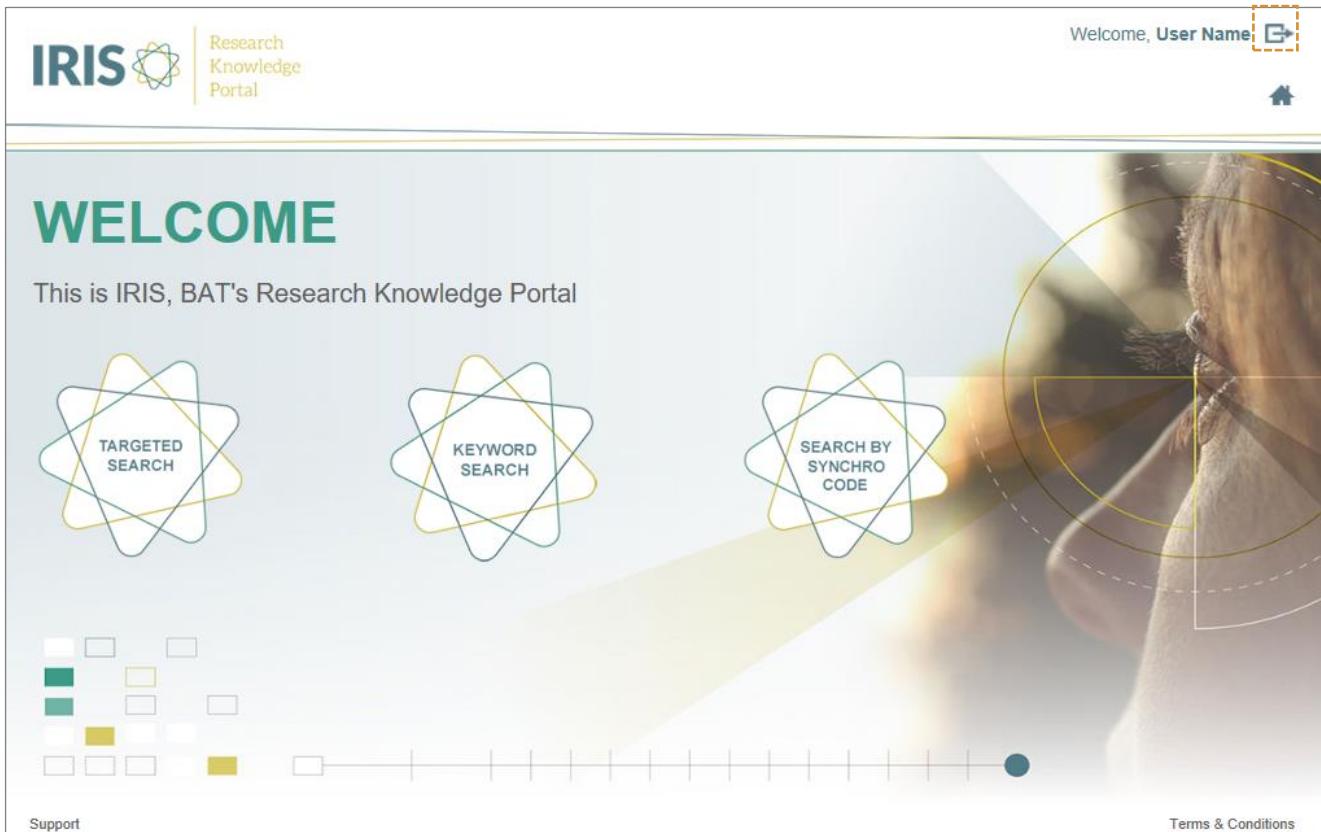
CONTACT US

Support

Terms & Conditions

HOW TO LOG OUT OF THE IRIS PLATFORM?

You can log out of the IRIS system (including the One Stop Portal) by clicking on the Log-out icon on the top-right corner of the page.



The screenshot shows the IRIS Research Knowledge Portal homepage. At the top right, there is a "Welcome, User Name" field with a red dashed box around it, and a house-shaped "Home" icon. The main heading "WELCOME" is in large green capital letters. Below it, the text "This is IRIS, BAT's Research Knowledge Portal" is displayed. Three search options are shown in circles: "TARGETED SEARCH" (green), "KEYWORD SEARCH" (yellow), and "SEARCH BY SYNCHRO CODE" (blue). A decorative graphic of a hand holding a stylized atom model is on the right. At the bottom left is a "Support" link, and at the bottom right is a "Terms & Conditions" link.

ADDITIONAL SEARCH USE CASES

I want to limit my search to the Action Standard(s) of a study. Can I search for keywords within specific IRIS sections?

Yes. You can focus your search on specific sections of IRIS Summaries. When you need to find keywords/phrases within the Action Standard(s) section, the simplest way to achieve it is to use Targeted Search. The Targeted Search feature can be used either pre- or post-search.

1. To use it prior to conducting search with relevant keywords, click on the Search Within button located under the search bar on the Targeted Search Home Page. From the pop-up window, select the Action Standard(s) option. Click outside the pop-up window to confirm your selection (if need be, you can select other sections to search in, as well). Now type the keywords/phrases you want to search for in Action Standard(s) in the search bar. Finally, click on the Search button or press the Enter key on your keyboard to perform the search.
2. After your primary search is performed, you can now click on the Search Within button located under the IRIS Summary Sections on the left-hand side panel of the Search Results Page. From the pop-up window, select the Action Standard(s) option. Click outside the pop-up window to confirm your selection. Now enter the keywords/phrases you want to use to search within Action Standard(s). Click on the Apply Selected Sections button or Search button or press the Enter key on your keyboard to perform the search.

Can I narrow down my searches to projects related to specific End Markets?

Yes. You can search for a project related to specific End Market (you can look for reports related to multiple End Markets too). By default, the IRIS search system lets you access all the IRIS Summaries that your location can see (in some cases, TPD restrictions will be applied). To look at reports based on End Markets (the ones you are allowed to access), you can use the Targeted Search feature in the following two ways:

1. Pre-Search: Click on the Apply Filters button available on the Targeted Search Home Page. A drop-down menu will open with five options: Brand, Methodology, Category, End Market and Report Date Range. Click on the End Market option in the menu and select a specific End Market (e.g. Germany) in the pop-up window that appears. After typing your keywords, click on the Search button or press the Enter key on your keyboard. Your search results will be based on your keywords, but the system will only look for them within reports related to your selected End Market.
2. Post-Search: Click on the Filters button located on the left-hand side panel of the Search Results Page. A drop-down menu will open with five options: Brand, Methodology, Category, End Market and Report Date Range. Click on the End Market filter option in the menu and make a selection (e.g. Germany) in the pop-up window. After typing your keywords, click on Apply Filters button or Search button or press the Enter key on your keyboard. Your search results will be based on your keywords, but the system will only look for them within reports related to your selected End Market.

I want to use ‘South Africa’ as a single keyword but when I search for it, the IRIS system treats South and Africa as distinct keywords. How can I ensure that the IRIS system only gives me search results relevant to the term ‘South Africa’?

There are a couple of ways to easily achieve this:

1. Using Keyword Search: Enter “South Africa” in the search bar – i.e. within double quotes (“”) – and this will let the system know that you want results based on South Africa as a single phrase. Click on the Search button or press the Enter key on your keyboard. IRIS will display only those results which feature these two words occurring together as a single phrase.
2. Using Targeted Search: You can also use the Boolean Search option on the Targeted Search Home Page. By clicking on this, a pop-up window with four fields will appear. Type the required keywords into the Any of These Exact Phrases field. By entering the words South Africa within this field, the system will recognise that you wish the two words to be considered as a single phrase. The term will also be displayed within double quotes within the search bar of the Boolean box – i.e. “South Africa.” Click OK to confirm the search string and then either click on the Search button or press the Enter key on your keyboard. The system will then search for and list summaries which include references to South Africa, with the most relevant first.

I am new to Boolean Search, is there an easy way to use this feature to create a custom search string?

Yes. You can create your own custom search strings using IRIS’s easy-to-use Boolean Search User Interface (UI) created for this very purpose. It will allow you to automatically combine keywords with operators – such as ‘AND’ and ‘NOT’ – and further enhance the relevance of your search results.

When you access the Boolean Search UI, a pop-up window will open with the following four options:

1. All of These Words/Phrases
2. Any of These Words/Phrases
3. Any of These Exact Phrases
4. None of These Words/Phrases

Enter keywords in these fields (multiple keywords must be separated by commas) as per your search requirement, and then click OK.

For example, if you wanted to search IRIS for summaries that contain the keywords Menthol and Capsule, and where Manufactured Cigarettes appears as a single phrase, but do not contain any reference to Single Capsule, then you would achieve this by entering these keywords into the following fields:

1. All of These Words/Phrases: Menthol, Capsule
2. Any of These Exact Phrases: Manufactured Cigarettes
3. None of These Words/Phrases: Single Capsule

Once you have entered your keywords into the relevant field, click OK at the bottom of the pop-up window to confirm the search string. You will see your custom string displayed in the search bar – complete with your search’s Boolean logical operators. Click on the Search button and you will be provided with results relevant to your specific search.

Your custom search string is editable and can be updated from within the search bar for subsequent searches. However, if you are a new user, it is recommended that you return to the Boolean Search UI and update your keywords and phrases there. The UI has been made such that you can build custom search strings without being well-versed in applying Boolean logic.

For more information on the creation of custom search strings, please consult section – ‘Boolean Search’ of the IRIS User Manual.

I have very specific requirements when using the IRIS system – I need to perform a search that contains ‘Illicit Trade’ as a single keyword, or that contains references to ‘Menthol’ and ‘Capsule’ – but does not reference ‘Single Capsule’ as a keyword. How can I achieve this with the IRIS system?

For such specific requirements, you should use the Boolean Search option under Targeted Search. There are basically two ways in which you can perform the searches outlined above:

1. Using the Boolean Search User Interface (UI), you can let the system create a custom search string for you. To do this, simply click on the Boolean Search option on the Targeted Search Home Page. This will bring up a pop-up window. Enter Illicit Trade in the Any of These Exact Phrases field. Then, enter Menthol and Capsule separated by a comma (i.e. Menthol, Capsule) in the All of These Words/Phrases field (multiple keywords must be separated with commas). Finally, enter Single Capsule in the None of These Words/Phrases field. As you type your keywords the search string bar at the top of the page will update showing the elements of your custom search string. In this instance, it should read: “Illicit Trade” & Menthol AND Capsule NOT “Single Capsule”.
2. After you have clicked OK to confirm the custom search string, it will then automatically appear in the search page’s Search bar. By clicking on the Search button or pressing the Enter key on your keyboard, the system will list all results relevant to your customised search string – with the most relevant results first.
3. Within the Keyword Search, enter the term Illicit Trade in the search bar as “Illicit Trade” i.e. within quotes (“”). Then type the phrase: Menthol AND Capsule NOT “Single Capsule”, after the quoted text and then click on the Search button or press the Enter key on your keyboard. The system will understand these as commands and display only those projects that have Illicit Trade as a complete phrase, include references to Menthol and Capsule and exclude those that contain the phrase Single Capsule.



For more information, please contact:

Assistance Team -
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THANK YOU