

Safety Harbor
Chicago

Thurs - 12th MWFW
19th MWFW
DAYS

- Consent forms

• Mitch Neuhauer -

Concept Ballot → Importance, Believability, Value,

- White CARD CONCEPT OF LTNG INSTRUCTIONS -

- Using a Ballot Evaluate the Product - ECLIPSE

- Way or MAY NOT BE SAME PRODUCT EVERY TIME

- 2 FAX

EDAYS

Prescreener: - Heard of it + Know something about it.

Disqualified - ~~Don't take~~ If someone tried it.

Visit 2 - 3 - 4 - 5

↑
Return unused
Product!!!

↓
Ballot & Return
Paid (LAST)

(Lifestyle Questionnaire [7 Questions])
→ LEAVE CENTER

Memo Regarding Packs: State/Co./City Tax
July DAHL

TEDDY - Pick up Product - Deliver to CBZ - CBZ Ships? &
Chicago Tax Stamped?
✓ most recent SECURIONS

Return of Data:

Key as it comes in → by 30th

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Characterize Problems w/ Product - Give RID Guidance

Lighting - Difficulties Lighting

Sidestream/Aroma of Cigarette - Burnt electrical smell/off taste

→ 1st Puff Impact/Lack of taste

→ Aroma - Extremely Pleasant → Unpleasant

Initial Puff Impact - Too much / NE Impact

↓
Taste

Puffs vs. Expectation

20 - Same

< 8 others

Profile of "stuff" to folks is not consistent

not correct

* Lightability - Harder to light vs. UB; Both same

* Aroma during lighting - Pleasant / Unpleasant

* Initial Puff Impact → Very Weak → Very Strong

* # of Puffs → 4-5 | 6-8 | 9-10 | 10+

Would you say this was

Enough / Too Much / JR

Scorching / Big Blast / Know when its out

↓
Discolored

* Scorching at end - Discolored the cigarette
if yes → $\frac{1}{2}$, $\frac{1}{2}$, more than $\frac{1}{2}$

* Thinking about last puff, was it: too weak → too strong
How difficult was it for you to tell when the test cigarette
out

very somewhat not at all
if difficult, how bothersome was it? very Not at all

8/31/05 Meeting

Needs:

- 1) Stickers - Codes
- 2) Consent Form(s) - To Mitch for Approval
- 3) Overview of CLT?

Judy DAHL - To LBI → CLT's

OR

LBI ONSITE → NORMAL SHIPPING

JOE + LENC - Discoloration → Russel Agency!
None - Slight - A LOT

- Flag those individuals that are suspect.

To do:

~~What?~~

→ Judy Dahl - Prod. Prep.

→ Discoloration - Lenc

Extra Prod.

7/23/05
11/11

* 1) Open Pack - Rotation

2) Control -

→

$$\begin{array}{r} 200 \\ \times 2 \\ \hline 400 \\ 20 \\ \hline 20 \text{ extra} \end{array}$$

$$\begin{array}{r} 20 \\ + 200 \\ \hline 220 \end{array}$$

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#40-50K

moorej@

Eclipse NM CLT

Control

Jerry Moore

- Products - 3 Flavors - Low, Mid, High

3 + a Control

- Current TBR

↳ Hygrates
(Same as Pat.)

- Which is best?

- CLT Size - 2 Quoted = (1) 100, (2) 150

+ 21-49 M/F

= ULT / LT EP Smokers

= Balanced to Tracker Preventions?
= Unbranded =

- Timing - Early September CLT

Chicago

→ KCO @ 2-3 Facilities

→ Stay away from Atlanta, Texas, L.A.

Tulsa

Don
Starr

Lynn Bowden

WIS
Research

White Packs / Color Packs

LBI Research

↓
2 Old Session instructions

→ Do @ Home Pleasant

- Life Style Quest.

- Lighting Part Questionnaire

→ Return every other Day

Ballot
→ L.R. by Product
→ Prod. Att.
→ Open End?
↓
4th visit
→ CHAIN
→ Visit

→ Product Benefits

→ ?? Perceptual + Health Claim ??

1st Session

→ 30-45 minutes

→ Lifestyle Questionnaire; Smoke a Product

→ Lighting Demonstration

JORDAN
- 665-3856

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