

~~Debbie Potter~~
~~Rory Hawley~~

Reynolds American

Eclipse of bands

- band ~ 40mm back from heat source

Harvey said need 1400 cigs.

Know: do the indicator ink meaningful to the consumer? Or just another gimmick

→ Blue at room temp: changes at 40°C (light up)
When getting ready to go out, it comes back.
Or comes down

Non-menthol - non - R+D + Marketing people -
focus on TVille + other areas
couple of packs, ballot + focus groups -

2 groups -

Concept card of products - Enron to send a
draft.

* If don't like/etc. or consider useful/beneficial,
will

* Only comes on when finished? Or is off/on OK?

If it is OK, go out among Eclipse smokers(?) because not
interested in lighting / taste.

Principled ■ Creative ■ Dynamic ■ Passionate

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