

PRODUCT ACTION STANDARDS PER MARKETING:	
Smoker group	Action Standards
Franchise	
Vantage F100	Superior
25-49 FFLT NM 85	Superior
ULT NM 85	Superior

Superior versus Merit ultra Light 100

PRODUCT IDENTIFICATION AND DESCRIPTION:

- A Vantage ultra Light 100 with new blend and top dressing.
- B Vantage ultra Light 100 with new blend and VLL 100 top dressing.
- C Vantage-Ultra Light 100 with new filter, new blend and top dressing.
- D Vantage ultra Light 100 with new blend, top dressing and no number II casing
- E Vantage ultra Light 100 control
- F Merit ultra Light 100 control

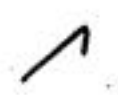
TEST DESIGN:

TARGET SMOKER GROUP: 25-49 FFLT NM 85

_____ VS _____
 _____ VS _____
 _____ VS _____

TARGET SMOKER GROUP: _____
 _____ VS _____
 _____ VS _____
 _____ VS _____

TARGET SMOKER GROUP: _____
 _____ VS _____
 _____ VS _____
 _____ VS _____



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