

1519 1985

BRAND NAME: More 120mm Non Menthol
Brand Positioning: More 120's is a visually distinctive product for smokers who want to make a statement that is different from the crowd and delivers a smooth, mild lasting cigarette.
ACTION STANDARD:
(DATE) April 1, 1985

more 120 Non-menthol must be rated at parity or better on overall acceptance versus Current Product among 30-49 year Old Female Full Flavor and Full Flavor Low Tar Acceptors.

| DATE | MARKET SHARE (RJRT) | MARKET SHARE (MAXWELL) |
|-----------|------------------------|---------------------------|
| (1-31-85) | 2% | .7% |