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To: Dr. R. B. Seligman  
From: Marketing Research Department  
Subject: Identified Product Test:  
Cambridge 100's In Slim Box

Date: May 23, 1973

The completion of this test constitutes the fourth leg in the "Project Premium" series which was undertaken to determine the optimum product/name/package combination for the concept. The four product combinations tested were:

<u>Name</u>	<u>Package</u>	<u>Description</u>
1. PM Ltd. Ed. 100's	Soft Ostrich Pack	Exper. Blend 5367-9 With Turbo Flute
2. Cambridge 100's	Soft Ostrich Pack	Exper. Blend 5367-9 With Turbo Flute
3. Cambridge 100's	Soft Ostrich Pack	B & H 100's Blend With CA Filter
4. Cambridge 100's	Ostrich Box (Slim)	Slim Cigt. With B & H Blend & CA Filter

These tests were conducted among non-menthol filter smokers recruited equally from four cities -- Omaha, Syracuse, Bakersfield and Oklahoma City. In each test, qualified smokers recruited in high traffic areas were given 5 packs of the test cigarette, and asked to smoke them in their usual manner. Within one week after placement, these people were recontacted by telephone and asked to compare the test cigarettes versus their regular brands with regard to several measurements (e.g., overall preference, taste, package, etc.).

Product:

In this series, three different 100mm products were tested; 1) a turbo-fluted experimental cigarette with Blend 5367-9; 2) a slim cigarette containing the basic B & H 100's blend and filter; and 3) a standard circumference CA filtered cigarette with the B & H 100's blend. In order to determine the relative appeal of each product, the results of the three tests labeled "Cambridge 100's" (Nos. 2, 3, & 4 above) must be compared.

Preferences Vs. Smokers' Own Brands  
Three Different Products

<u>Product</u>	<u>Total</u>	<u>Men</u>	<u>Wo-</u> <u>men</u>	<u>Under</u> <u>35</u>	<u>35+</u>	<u>Full</u> <u>Flav.</u>	<u>HiFi</u>	<u>85's</u>	<u>100's</u>	<u>Like Tes</u> <u>Product</u> <u>Lot Better</u>
Camb. 100's: Bl. 5367-9	21%	18%	22%	19%	22%	20%	21%	19%	24%	10%
Camb. 100's: B&H 100's Bl.	22	15	29	17	26	23	20	18	28	11
Camb. 100's: Slim Cigt.	23	20	26	20	26	21	23	22	25	9

From the table above, it is evident that all three products are about equally acceptable overall. In addition, the Cambridge with the B & H Blend and the slim cigarette tend to appeal more to women and older (35 years and over) smokers, than the turbo-fluted experimental cigarette (Blend 5367-9), which had the most evenly balanced appeal of the three products tested.

Qualitatively, the slim cigaertte was judged to be the mildest product, closely followed by the standard circumference Cambridge cigarette containing the B & H Blend. The mildness of both these cigarettes was preferred by the testers to that of their own regular brands.

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