

#77-142

MEMORANDUM

September 13, 1979

This memo addresses Marketing Research's concerns of the proposed Brand "B" product and advertising to be used in the upcoming "Assessor" simulated test market.

I. Assessor - Simulated Test Market

The "Assessor" model assumes that the product formulation and advertising positioning are representative of that which would be used at the time of national introduction. This is not the case for Brand "B." Developmental work for Brand "B" product and advertising has yet to reach this national introductory level.

Listed below is the current status of Brand "B's" product and advertising.

A. Product

The tar level of the upper range product has not been determined. This tar level could range from 7 to 9 milligram.

- Neither of the 7 or 8 mg. product formulations have been consumer tested.
- The 9 mg. product was tested vs. the current VICEROY Rich Lights, a modified VICEROY Rich Lights blend, and a modified BELAIR blend. Among both full-taste and