

Name: _____

Current Job Title: _____

Department/Location: _____

Date Assigned to Current Job: _____

Date of Last Appraisal: _____

Date Assigned to Evaluator: _____

Date of Employment with RJR: _____

Date Joined RJRT: _____

Subject: Evaluation of Performance vs. Objectives for 1991

XXX's objectives and accomplishments reflect his/her responsibilities in the Technology Assessment Area as well as the CAMEL, SALEM, and WINSTON BBU's:

1) Provide leadership and direction for the HSB testing methodology.

- Coordinate the execution of the second wave of the Nicotine RSM HSB Test. (Complete)
 - The test was completed on schedule, all data have been received and entered, and all sites have been closed down.
- Coordinate the analyses, interpretation and documentation of the results from the entire Nicotine RSM Study.
 - Analyses have been completed describing clusters, demographically and psychographically. Analyses have been completed describing the dynamics of product change (*tar*, nicotine, and draft) on smokers perceptions and smoking behavior as well as actual (HMSM) deliveries. Optimum *tar*, nicotine, and draft conditions have been predicted. All analyses have been performed for overall category as well as by cluster. Presentations of results have been completed.
 - Samples have been collected for the Plasma Nicotine portion of the test, and chemical analyses are underway.
- Develop and document ramifications of Nicotine RSM Study on consumer testing.
 - Documentation is underway on the effects of analyzing acceptance in a designed study as Mean Thermometer vs. Percent 70+.
 - Investigation is underway to determine the effects on Product Want Clusters when products are pushed to the extremes indicated by the clusters. Some differences in cluster size have been indicated. A Neural Network solution is being pursued.
 - Investigation has been completed to determine the importance of attributes by cluster and the penalty for missing "ideal" by cluster. Evidence to date indicates both; different importance and different penalties.