

## PROJECT OBJECTIVE

- Conduct qualitative and quantitative research in key PMI markets to determine public expectations of "responsible behavior"
  - The "Must Do's"
  - The "Might Do's"
- Design and implement long-term action and communications strategies based on this research that position PM (and industry) in a way to develop/ sustain a "seat at the table"

•So the project has two objectives

•First, to conduct good qualitative and quantitative research in all PMI markets to really find out what the public wants from tobacco companies -- what would be responsible behavior, what is bothering them, etc.

•We want to find out the "must do's" -- the four or five things that are absolutely essential in people's minds for us to be held responsible

•We also want to know in each country what the "might do's" are -- the additional things we might consider to move the needle even higher

•But the research is not an end in itself. The research has to lead to long-term action and communications strategies aimed at "keeping a seat at the table" / negating the ability of others to demonize us

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