

## 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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