

PROJECT ETF

DESCRIPTION: A BRAND APPEALING TO 18-24 YEAR OLD SMOKERS

STATUS: EXTENSIVE ANALYSIS OF 18-24 YEAR OLD SMOKERS TO BE COMPLETED IN JANUARY. BASED UPON FINDING NEW POSITIONING HYPOTHESES TO BE DEVELOPED AND EXPLORERED.

PROBLEMS: I AM NOT CERTAIN THAT THIS DESERVES A PROJECT STATUS AT THIS TIME. IT IS STRICTLY AN ANALYSIS. PERHAPS ETF COULD EMERGE AS A PROJECT FOLLOWING THIS ANALYSIS OR COULD BE INCORPORATED INTO YAX.

PROJECT YAX

DESCRIPTION: A BRAND APPEALING TO 18-24 YEAR OLD SMOKERS.

STATUS: THE FIFTH SET OF FOCUS GROUPS ON THIS PROJECT IS PLANNED FOR 12/5 IN TULSA. TOTAL POSITIONING PACKAGES (ie: CONCEPT, PRODUCT AND PACKAGING) WILL BE EXPLORERED. A POSITIONING EVALUATION STUDY IS PLANNED FOR FIELD ON 1/16.

PROBLEMS: NPI HAS BEEN VERY SLOW ON THIS PROJECT IN MOVING TOWARD THE DEVELOPMENT OF A TOTAL PACKAGE. I HOPE THIS DOES NOT ESTABLISH A PRECEDENT.

PROJECT DB

DESCRIPTION: A BRAND THAT OFFERS SMOKERS MASCULINE USER IMAGERY AT A SUBSTANTIAL COST SAVINGS

STATUS: A POSITIONING EVALUATION STUDY WAS COMPLETED IN SEPTEMBER. RESULTS WERE POSITIVE \ BRAND CURRENTLY ON HOLD.

PROBLEMS: THE MEETING WITH SAM WITT, REQUESTED BY JWJ, HAS NOT HAPPENED.

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