

# HDD ABSTRACT FORM

		PROJECT NUMBER 83-21108
TITLE: WINSTON Lights 85's Prototype Product Test		
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TYPE OF RESEARCH: Prototype Product Test	SECTION MANAGER: E. N. Monahan	
ABSTRACT:  The current WINSTON Lights 85mm is rated inferior to Marlboro Lights 85mm among competitive male smokers, aged 18-34. As part of the continuing development program for WINSTON Lights 85, two prototypes were fielded the week of February 28, 1983.  Neither of the prototypes tested achieved the action standard of superiority versus Marlboro Lights 85 among the competitive action standard group. In addition, neither prototype represented a significant improvement in overall performance relative to the current product.		

## KEY WORDS

WINSTON Lights 85  
Marlboro Lights 85  
Prototype Product Test



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Signature

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