

Lorillard

MEMORANDUM

Boyle
June 4, 1975

TO: R. W. Goyette
J. L. Strickler

FROM: R. E. Smith

RE: L. T. Brown Identified Product Test

This memo spells out some of my thoughts and suggests a course of action.

Thoughts

It's my understanding that an identified product test would:

- Determine the extent to which extra length, taste and 'style' is communicated by the total L. T. Brown presentation; using More as a benchmark.
- Determine how the L. T. Brown product, name package and copy are influencing respondent's overall perceptions. (This is necessary - so that we can take action.)
- Identify any negatives with any L. T. Brown inputs.

All this would be done among 120mm prone smokers.

This research has got to increase our ability to understand, manage and act with L. T. Brown. If workable, it would seem to replace a blind product test.

Identified product testing does, however, raise several questions for me:

- Can we get the kind of information I cited above? We have little experience with this type of research. Wonder if we'll get clearcut/actionable results.

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