

MDD ABSTRACT FORM

		PROJECT NUMBER	83-21108
<b>TITLE:</b> <b>WINSTON Lights 85's Prototype Product Test</b>			
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<b>DATE STARTED:</b> <b>2/28/83</b>	<b>DATE COMPLETED:</b> <b>4/13/83</b>		
<b>TYPE OF RESEARCH:</b> <b>Prototype Product Test</b>	<b>SECTION MANAGER:</b> <b>E. N. Monahan</b>		
<b>ABSTRACT:</b> <p>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.</p> <p>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.</p>			

**KEY WORDS**

**WINSTON Lights 85  
Marlboro Lights 85  
Prototype Product Test**



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Signature

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