

### 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 EXPLORED.

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 EXPLORED. 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.