

RJR
SECRET

June 14, 1985

No. 226 By kw

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Mr. G. W. McKenna
Ms. J. J. Griffin
Mr. G. W. Wallace
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FROM: Mr. J. D. Weber

SUBJECT: Minutes WINSTON Sub-Task Force - 6/10/85

1. WINSTON King - The remake of the WINSTON Box translation prototype has been completed. Full analyticals will be available Monday but initial results look promising. This product is scheduled to mail on June 17, 1985.

R&D has had three products at higher tar levels than the current WINSTON King produced in Manufacturing. The products, which are estimated as having between 16.5 - 17.5 mgs. tar, will initially be run on R&D's internal discrimination and diagnostic panels. These higher tars were achieved by changing the air flow on the current product's tipping. Should WINSTON King decline to inferiority in its next competitive read then R&D would like to test these products on NFO.

Doug Weber presented an analysis of the individual waves representing the most recent cumulative scores on WINSTON King and Marlboro King. The results show some support for Marlboro's somewhat higher overall rating but do not suggest that Marlboro King has made a change in their product.

2. Project AF - Gary Wallace stated R&D has concluded that the ventilation on this product will affect delivery. A study is being designed by John Reynolds to measure this with results planned for the end of July. A recommendation concerning the testing of this product on NFO will be forwarded by the Brand Team by June 14, 1985.
3. WINSTON 100 - Product pulled from Manufacturing for the next competitive test wave has been rejected by R&D. Additional product will be pulled as soon as possible.
4. WINSTON Box - The post production product has been mailed with results due July 8. Total tar was up slightly but tar per puff looked good. The original prototype and post production products have been submitted to QDA for analysis.

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5. WINSTON Lights/CAMEL Lights Test Market - Brand and R&D recently completed a field trip to assess the extent to which the wrong product reached the test area. Of the 107 stores checked 14 had the wrong product. This product was found in a variety of accounts, in each of the three cities checked and had varying production dates.

The cause of this problem is still being explored, however, given this situation, Gerry McKenna has recommended that the read on this test market be extended.

6. WINSTON Lights Box - A meeting was held between Manufacturing and R&D last week to discuss problems associated with tipping length differences on the WINSTON and SALEM Phoenix projects. The conclusion reached was that machinery changes were needed but this would not be a major problem.

On July 1, 1985 a supplement to the recently tested VAT Box will be mailed to achieve a full sample read among WINSTON's target. Gerry McKenna asked when a second prototype could be tested. This will be reviewed by Doug Weber on Monday.

Jill Griffin noted that due to packaging problems this product's introduction could be delayed four weeks.

7. Product Transition Task Force - Gary Wallace summarized the results of an internal evaluation on two products pulled from Manufacturing and the Pilot Plant judged to be analytically the same. These results indicated that the manufactured product was stronger and harsher.

A retest with a second pair of similar products is scheduled for internal discrimination and diagnostic testing. If results show no difference then a third pair will be tested. An additional finding of this work was that there existed greater variability in product produced at Whitaker Park.

Gary also noted that the A line at Whitaker Park has been qualified and will be used for all processing tests.

8. Task Force Agenda -

- Prototype results on WINSTON King and WINSTON 100
- WINSTON Lights Phase II on 471E
- WINSTON King Competitive Summary
- Update on Primary Processing and SPC at Whitaker Park

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