

HEADLINE PLAYBACK

1. Thanks for Smoking Premier
2. Remarkable New Discovery
3. Coming June 1
4. World's Cleanest Cigarette
5. A Special Report

COPY PLAY BACK

6. Cleaner Smoke/Clean
7. Doesn't Burn Tobacco/Heats Tobacco
8. Fewer Compounds/Reduces Compounds
9. Same/Carbon Monoxide/Nicotine
10. Science/Research
11. Breakthrough/Advance
12. An Alternative/A Genuine Alternative

PRODUCT ATTRIBUTES

13. Good Taste/Flavor/Tobacco Flavor
14. Bad Taste or Artificial Taste/
Aftertaste
15. No Taste
16. Smooth/Not Harsh/Not Bitter
17. Mild/Light/Not Strong
18. Satisfying
19. Not Satisfying
20. No Aroma/Odor
21. Hard To Draw

PRODUCT CHARACTERISTICS

22. Smoke Dissipates Quickly/No Lingering
Smoke
23. No/Less Smoke (from lit-end)
24. Smokeless
25. No Cigarette Ash/No Dirty Ashtrays

PRODUCT BENEFITS

26. Low Tar & Nicotine
27. Better for Me
28. Better for others
29. More Comfortable/Less Annoying
To Others

QUESTIONS ABOUT PRODUCT

30. Price
31. Length/Flavor?
32. When/Where available?
33. Tar/Nicotine
34. Questions about components/
Ingredients
35. Questions about taste/
satisfaction?

OTHER

36. Curiosity or (I'd have) to
try it/See it
37. Unbelievable/Hard to Believe
38. Believe technology exists/
is possible
39. Different/novel/unique
40. Pack Mentions
41. Brand Name Mentions
42. Nothing/None
43. Miscellaneous Other

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