

RJR CONFIDENTIAL

CLEARANCE SHEET

TITLE: Yankelovich MindBase Smoker Profile for ECLIPSE
PROPOSAL #03-6303-02

<u>Approvals</u>	<u>Initials</u>	<u>Date</u>
Carol Mitchell	<i>CGM</i>	9/15
Yvette Willard	<i>YJW</i>	9/15

PLEASE ROUTE & RETURN TO: Carol G. Mitchell 10701

COPY SIGNED PROPOSAL TO:

Concurrence List
Paul Scott

E-MAIL PROPOSAL TO:

Steve Holland
Wendy Cline
BIC

Program # 806933-010102

52947 9084

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**MARKETING RESEARCH PROPOSAL
(MRD #03-6303-02)**

TITLE: YANKELOVICH MINDBASE SMOKER PROFILE FOR ECLIPSE

BACKGROUND/OBJECTIVES:

Yankelovich has been tracking consumer values, lifestyles, and attitudes for the past 30 years via its annual Monitor interview of 2,500 households. Through extensive analysis of this data, Yankelovich segmented the marketplace into 8 and 32 segments (referred to as MindBase segments) which represent consumer core values. These core values influence how consumers receive and interpret marketing messages and drive consumer choice in the marketplace.

This proposal requests approval to profile the ECLIPSE target smokers on the database in order to gain a better understanding of their underlying attitudes, motivations and lifestyles.

METHODOLOGY:

Yankelovich will use the following process and deliverables to identify and understand smoker segments:

1. Target Group Identification

Append MindBase attitudinal segments to approximately 43,000 ECLIPSE smoker target records

2. Target Group Marketing Profiles

Yankelovich will analyze the target smokers by their attitudes and lifestyles and will create marketing profiles based on those insights.

DELIVERABLES:

- Data tables
- Executive summary of segment penetrations and volumes
- Marketing profiles
- MindBase appended data files

TIMING:

Datasets to Yankelovich W/o 9/15
Final report W/o 10/6

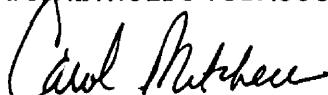
ACCOUNTING CODES:

Source of Funds: ECLIPSE Research Budget
Charge Code: 04-75-6303-8750-855

COST: \$4,000

AGREED TO AND ACCEPTED:

R. J. REYNOLDS TOBACCO COMPANY

 9/15/03
Name/Date

YANKELOVICH, INC.

Name/Date

52947 9085