

4009

TO: L. L. Long (8)

DATE: February 2, 1971

FROM: R. A. Howes

SUBJECT: Monadic Mailout Studies of: 1) Unidentified Mark VII Menthol,
2) Kool, and 3) Mark VII Menthol with Pack Message Attached
to Ballot

Project # 4009

Study # MA-3

Purpose: (1) To obtain additional information about the acceptability of the Mark VII Menthol, by attempting, with the monadic test, to eliminate some of the bias caused in a paired comparison by obvious visual differences in the cigarettes. (2) To evaluate the effectiveness of the message carried on the back of the Mark VII package.

Test Design: Panelists on each of the three panels will be comparing the test cigarette they receive to their own brand. Results of the three tests will be compared in order to judge the relative performance of each cigarette (i.e. Mark VII in relation to Kool, Mark VII with pack message in relation to Mark VII without pack message and in relation to Kool.

Presentation: ☐ Paired Comparison ☒ Monadic ☐ OtherQuantity: ☐ Five Pack/Five Pack (Split Carton) ☒ Other 2 Pack

Cigarette Descriptions: The production Mark VII Menthol will be used for two of the three monadic mailouts. The third will be a production Kool. Both cigarettes should be overtyped.

Length: ☒ 85 ☐ 100 ☐ OtherPanel: ☒ National POL ☐ MetroPOL ☐ Free Lance ☐ Other

Number and Type of Panelists:

3 separate panels of 200 menthol smokers each

Address Labels (Sets):

3 Four Line Labels Printout Other

Batch #

Postage: ☐ Air Mail ☒ First Class ☐ Third Class ☐ Other

[Preliminary Testing: ☒ Descriptive Panel ☒ R & D Booth Panel
☒ POL Adult Booth Panel]

C71-02468

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Production Instructions

	85mm Kool		85mm Mark VII Menthol	
IBM Codes	Code	# of Packs	Code	# of Packs
A11	T4	230	E4	430
Black	B8	230	D8	430

Product Opinion Laboratory labels should be used.

Packing Instructions

☐ Carton Mailout

5 Packs Red _____ Top

5 Packs Red _____ Bottom

5 Packs Black _____ Top

5 Packs Black _____ Bottom

☒ Other 2 packs of same code

Shipping Instructions

Tax-Paid: 210 packs each of T4 & B8 to: Product Opinion Laboratory
4905 Radford Avenue
Richmond, Virginia 23230

420 packs each of E4 & D8

Tax-Free: 15 Packs of each code to: Cigt. Development Services, R&D

Tax-Free: 5 Packs of each code to: Lab Panel Leader-SEF, R&D

cc:

Richmond

H. Wakeham
F. Resnik
R. Thomson
P. Eichorn
J. Osmalov
F. Daylor
W. Dunn
H. Spielberg
R. Tamol
F. Lowman
M. Cohen
P. Martin

New York

R. Seligman

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