

ACTION STANDARD SUMMARY

BRAND: VANTAGE

<u>New Action Standard Target Groups</u>	<u>Old Action Standard Target Groups</u>	<u>Reason For Change</u>	<u>Product Development Direction</u>	<u>Product Competito</u>
NOTE: Numbers in parentheses are are % of previous target/franchise who are excluded from the new target/ franchise action standard groups.				
<u>VANTAGE FILTER 85</u>				
• 25-49 competitive FFLT NM 85 (with positive purchase intent toward VANTAGE - "PPI")	• 25-49 competitive FFLTNM 85 (PPI)	-	} More smoothness; maintain strength; less strong aftertaste	Merit F 85
• Total franchise	• Total franchise	-		
<u>VANTAGE FILTER 100</u>				
• 25-49 competitive FFLT NM 100 (PPI) (Ex WIN/CAMEL Lts)	• 25-49 competitive FFLT NM 100 (PPI)	WINSTON Lts (18%) smokers differ in that they want a much stronger product. CAMEL Lts smokers (5%) are small, unreadable portion of sample.	} Increase smoothness while maintaining strength; less strong aftertaste	Merit F 100
• 35+ franchise	• Total franchise	18-34 franchise (25%) rate product at the ideal, while 35+ have wants similar to competitive smokers.		
<u>VANTAGE MENTHOL 85</u>				
• 25-49 competitive FFLTM 85 (PPI) (Ex. Kool Milds)	• 25-49 competitive FFLTM 85 (PPI)	Kool Milds (23%) smokers differ from all others in that they want a stronger/harsher product.	} More smoothness, more menthol	Merit M 85
• Total franchise	• Total franchise	-		

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NOTE: Numbers in parentheses are are % of previous target/franchise who are excluded from the new target/ franchise action standard groups.				
<u>VANTAGE ULTRA LIGHTS NM 85</u>				
• Total competitive ULTNM 85 (3-6mg)	• Total competitive ULTNM 85 (3-6mg)	-	} More smoothness, less strong after- taste; maintain strength	Merit ULTNM 85
• Total franchise	• Total franchise	-		
<u>VANTAGE ULTRA LIGHTS NM 100</u>				
• Total competitive ULTNM 100 (3-6mg) (Ex. True)	• Total competitive ULTNM 100 (3-6mg)	True (10%) smokers differed from other 3-6mg smokers as they wanted more strength.	} More smoothness; less strong after- taste; maintain strength	Merit ULTNM 100
• Total franchise	• Total franchise	-		
<u>VANTAGE MENTHOL 100</u>				
No development work, no action standards.				