

RJR**CONFIDENTIAL**

March 5, 1976

50137 0829

MONTHLY STATUS REPORT - WINSTON - ELLEN MONAHAN

MRD #	Project Description	Requested By	Target Date for Completion	Status
NA	Menthol Heavy-Up Spending Test	SCW	To Be Determined	Currently selecting test market. Pre study to begin mid March.
NA	Brand Style Spending Mix Test	SCW	To Be Determined	Pre study to begin mid March. Selected markets are: Super - Wichita, Lights - Memphis, Box - Cincinnati, and Control - Washington/Baltimore.
	WINSTON Box Blend Test Market Analysis	SCW	Test Market - 4/76 First Reading - 1/77	Currently selecting test markets and initiating research.
76-0004	OOH Testing Of Three WINSTON Lights Executions (T-Scope)	SCS	3/12	Research underway.
76-0001	"Black Man" (85) - DAR "Heart" (SK) - DAR	BGS	Final - 3/12 Final - 3/19	Topline indicated Black Man scored 37% and Heart 32%. Norm is 20%.
76-0002	"Jaggar" (Box) - DAR	BGS	Final - 3/19	Topline indicated Jaggar scored 26% versus 20% norm.

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76-0003	WINSTON Lights Lowered Tar & Nicotine Test	-	May	Mailouts begin week of 2/10. NFO - sequential monadic.
76-0014	WINSTON Cut Filler Age Test	GGW	Last Half 1976	Plan for shipment readings to be established.
NA	For media guidance, assess recent trends in age profiles and in source of business for 100mm category and for WINSTON SK and Marlboro 100's.	BGS	3/15	
NA	Examine available data for effects of similarity between WINSTON and SALEM campaigns.	JWB	<u>2/27</u> 3/15	Memo covering examination of Mapes & Ross and Gallup & Robinson recall scores will be issued by Maria Falconetti as soon as tabulations are completed.
76-0006	WINSTON Lights "Suede Coat"	SCW	3/31/76	Test scheduled to begin 3/1.
76-0005	WINSTON Outdoor Communication Test	SCW	Topline - 3/22 Final - 4/9	Communicus (T-scope) test of seven WINSTON OOH ads. Research currently underway.

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MRD #	Project Description	Requested By	Target Date for Completion	Status
	Multiple Page Format Test	SCW	To Be Determined	Awaiting proposal.
NA	Box Potential Study	TLO	To Be Determined	Project to be initiated early March. Agency, MRD preparing some initial input.
75-0010	WINSTON Drag Race Evaluation	JOW	3/2 4/15	Topline issued to JOW - 2/2. Final report being prepared.
75-0004	Marlboro CCS	BGS	3/12 4/15	Awaiting written report.
76-0051	Marlboro CCS. Update CCS information for Marlboro and develop Marlboro user image.	SCW	Topline - 4/16	Will be tagged on to March Monitor.
75-0007 75-0021	WINSTON CCS	BGS	To Be Determined Based On Computer Schedule	Tabs for December, 1975, study still to be run. (Topline presented 1/22.) Prior studies to be rerun using revised headers.

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MRD #	Project Description	Requested By	Target Date for Completion	Status
NA	Lack of distribution versus OOS. Development of programs for remedial action require information on the extent of <u>each</u> situation at the division level.	SCW	To Be Determined	Merchandising Research to investigate means of developing both OOS and lack-of-distribution information.
75-0015	WINSTON 120 Package Test	NWG	Low priority. When time permits.	Reported verbally.