

## M E M O R A N D U M

*The American Tobacco Company*  
A DIVISION OF AMERICAN BRANDS, INC.

DATE	April 23, 1986
TO	Mr. R. D. Chumney
FROM	R. S. Sprinkle, III
REF	Project NFLT

Consumer product testing of PALL MALL Unfiltered Lights Cigarettes has not been as encouraging as one would like, particularly results from branded testing. Marketing has concern for the advertisement which was inserted in the recent branded consumer test study. They feel it may have missed the mark and are planning to prepare two additional pieces for testing. Therefore, we should proceed to have SIR locate 200 additional regular PALL MALL Famous smokers as soon as possible for further branded product testing. The two additional advertisements will be available for our use by the end of next week. This additional consumer testing will consist of one pack of branded cigarettes and one of the ads being placed with 100 PALL MALL smokers. The other 100 smokers will receive a branded pack and the second ad. Each panelist will receive the identical SIR cover letter and questionnaire utilized with the recently completed branded studies. Product produced and packaged by Reidsville will be satisfactory if it meets quality standards.

mwt



cc: DRB, JFA, JGB, RSS ✓

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