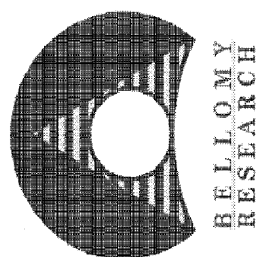




# Tobacco Tablet Concept Test



**Bellomy Research, Inc.**  
**June, 2005**



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# Background



## Background

A concept test was conducted in April 2004 among Full Price Non Menthol smokers (including a small sample of Doral NM smokers) to evaluate EW, Eclipse, a tobacco tablet, a flavor capsule filter and a flavored sleeve filter

Each concept was branded as either Camel, Marlboro or a new brand name

The BU is interested in determining the trial potential of the tobacco tablet branded as Kool versus Option (new brand name) among Full Price Menthol smokers and to reconfirm the Camel tobacco tablet trial potential among Savings NM smokers



# Objectives



## Objectives

The primary business objectives of this study are to:

- Determine the trial rates for a Kool Tobacco Tablet concept and for the new brand (Option) among FP Menthol smokers
- Re-confirm the trial potential for the Camel Tobacco Tablet, EW and Eclipse concepts among Savings NM smokers
- Collect other concept diagnostic measures such as believability and uniqueness to help diagnose any differences in trial rates
- Profile triers on demographics, current brand usage and other dimensions



# Methodology



- Conducted online interviews using RJR database smokers
  - Incentive of \$5.00 offered for completion of survey
- Full Price Menthol and Savings NM smokers evaluated three new product concept ideas
  - EW
  - Eclipse
  - Tobacco Tablet
- The following cell design, which dictated how each of the concepts were branded, was used for this study:

Product Idea	Cell 1: Kool UB/Non-RJR FP Menthol	Cell 1: Kool UB/Non-RJR FP Menthol	Cell 3: Doral UB/Non-RJR Savings NM
EW	Kool	Venture	Camel
Eclipse	Kool	Intrigue	Camel
Tobacco Tablet	Kool	Option	Camel
Total Completes	222	212	219

\*Weighting was used to ensure all cells reflect current Brand Tracker gender and age proportions



## Methodology (cont'd)



- Trial Rate estimates in this study defined as percent of smokers:
  - Top 3 Box PI, and
  - Top 3 Box Importance, and
  - Top 4 Box Believability, and
  - Top 4 Box Uniqueness
- Used 10-point scale, instead of standard 5-point scale for metrics from which Trial Rate is derived (PI, Importance, Believability, Uniqueness)
- For comparison purposes, Trial Rate definitions are an exact match to the EW Concept Test conducted in 2004



# EW Concept Statements



## CAMEL

Camel has developed a new cigarette that dramatically reduces exposure to certain disease causing smoke compounds. This new low tar cigarette features a unique tobacco blend and a new way to filter smoke, but has the good tobacco flavor you would expect from Camel.

This new product represents a real breakthrough in cigarette design. Its unique blend of special tobaccos combined with its advanced, multi-stage filter delivers true smoking pleasure, while helping to decrease exposure to compounds in tobacco smoke that may cause cancer, bronchitis, or respiratory irritation. For example, scientific studies have shown that the smoke from this new cigarette contains 70% less of the compounds believed to have the potential to cause cancer.

Does this mean that this new cigarette is safer? There is no way to prove that at this time, but it does make sense that reducing exposure to carcinogens and to other compounds in tobacco smoke is a step in the right direction. As everyone knows, all cigarettes pose health risk, including this one. Quitting is the only sure way to lower your risk.

## KOOL

KOOL has developed a new cigarette that dramatically reduces exposure to certain disease causing smoke compounds. This new low tar cigarette features a unique tobacco blend and a new way to filter smoke, but has the good tobacco and menthol flavor you would expect from KOOL.

This new product represents a real breakthrough in cigarette design. Its unique blend of special tobaccos combined with its advanced, multi-stage filter delivers true smoking pleasure, while helping to decrease exposure to compounds in tobacco smoke that may cause cancer, bronchitis, or respiratory irritation. For example, scientific studies have shown that the smoke from this new cigarette contains 70% less of the compounds believed to have the potential to cause cancer.

Does this mean that this new cigarette is safer? There is no way to prove that at this time, but it does make sense that reducing exposure to carcinogens and to other compounds in tobacco smoke is a step in the right direction. As everyone knows, all cigarettes pose health risk, including this one. Quitting is the only sure way to lower your risk.



# EW Concept Statements (cont.)



## Venture

Venture is a new cigarette brand developed by a major tobacco company that dramatically reduces exposure to certain disease causing smoke compounds. This new low tar cigarette features a unique tobacco blend and a new way to filter smoke, but has the good tobacco flavor you would expect from a leading tobacco company.

This new product represents a real breakthrough in cigarette design. Its unique blend of special tobaccos combined with its advanced, multi-stage filter delivers true smoking pleasure, while helping to decrease exposure to compounds in tobacco smoke that may cause cancer, bronchitis, or respiratory irritation. For example, scientific studies have shown that the smoke from this new cigarette contains 70% less of the compounds believed to have the potential to cause cancer.

Does this mean that this new cigarette is safer? There is no way to prove that at this time, but it does make sense that reducing exposure to carcinogens and to other compounds in tobacco smoke is a step in the right direction. As everyone knows, all cigarettes pose health risk, including this one. Quitting is the only sure way to lower your risk.





# Eclipse Concept Statements



## **CAMEL**

Camel has developed a new cigarette that makes smoking more enjoyable for you and those around you. This new cigarette primarily heats tobacco instead of burning it. This new cigarette:

- produces 80% less second hand smoke
- leaves no lingering odor on you, your clothes or in your home
- leaves no visible stain
- produces no ashes
- may present less risk of certain smoking-related diseases

This new cigarette passes hot air through choice tobaccos to create a unique and pleasant tasting smoke. But since this cigarette primarily heats tobacco instead of burning it, this new cigarette reduces many of the odor problems caused by tobacco smoke.

Now when you are out with friends or just enjoying a moment alone, you can enjoy a cigarette without having to worry about bothering your non-smoking friends or leaving an unpleasant odor on you or your clothes.

## **KOOL**

KOOL has developed a new cigarette that makes smoking more enjoyable for you and those around you. This new cigarette primarily heats tobacco instead of burning it. This new cigarette:

- produces 80% less second hand smoke
- leaves no lingering odor on you, your clothes or in your home
- leaves no visible stain
- produces no ashes
- may present less risk of certain smoking-related diseases

This new cigarette passes hot air through choice tobaccos and menthol to create a unique and pleasant tasting smoke. But since this cigarette primarily heats tobacco instead of burning it, this new cigarette reduces many of the odor problems caused by tobacco smoke.

Now when you are out with friends or just enjoying a moment alone, you can enjoy a cigarette without having to worry about bothering your non-smoking friends or leaving an unpleasant odor on you or your clothes.

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# Eclipse Concept Statements (cont.)



## Intrigue

Intrigue is a new cigarette brand developed by a major tobacco company that makes smoking more enjoyable for you and those around you. This new cigarette primarily heats tobacco instead of burning it. This new cigarette:

- produces 80% less second hand smoke
- leaves no lingering odor on you, your clothes or in your home
- leaves no visible stain
- produces no ashes
- may present less risk of certain smoking related diseases

This new cigarette passes hot air through choice tobaccos to create a unique and pleasant tasting smoke. But since this cigarette primarily heats tobacco instead of burning it, this new cigarette reduces many of the odor problems caused by tobacco smoke.

Now when you are out with friends or just enjoying a moment alone, you can enjoy a cigarette without having to worry about bothering your non-smoking friends or leaving an unpleasant odor on you or your clothes.



# Tablet Concept Statements



## **CAMEL**

Camel has developed a flavored tobacco tablet for adult smokers to use as a cigarette substitute in situations when it is not possible to smoke. This discrete tobacco tablet (about the size of a Certs mint) comes in a variety of pleasant flavors like spearmint, berry and cinnamon. These tablets would be sold in packages of 20 tablets each.

This is the first tobacco tablet designed for the good, clean flavor of spearmint, berry or cinnamon without the off-taste or bitter aftertaste found in tobacco tablets currently on the market. Like a hard mint or candy, this tobacco tablet is placed in the mouth, lasts 5-7 minutes and dissolves completely.

This tobacco tablet conveniently delivers 1 mg of nicotine which is comparable to smoking a Lights style cigarette when circumstances do not allow you to smoke.

## **KOOL**

KOOL has developed a flavored tobacco tablet for adult smokers to use as a cigarette substitute in situations when it is not possible to smoke. This discrete tobacco tablet (about the size of a Certs mint) comes in a variety of pleasant mint flavors like spearmint, peppermint and wintergreen. These tablets would be sold in packages of 20 tablets each.

This is the first tobacco tablet designed for the good, clean flavor of spearmint, berry or cinnamon without the off-taste or bitter aftertaste found in tobacco tablets currently on the market. Like a hard mint or candy, this tobacco tablet is placed in the mouth, lasts 5-7 minutes and dissolves completely.

This tobacco tablet conveniently delivers 1 mg of nicotine which is comparable to smoking a Lights style cigarette when circumstances do not allow you to smoke.



# Tablet Concept Statements (cont.)



## Option

Option is a flavored tobacco tablet developed by a major tobacco company for adult smokers to use as a cigarette substitute in situations when it is not possible to smoke. This discrete tobacco tablet (about the size of a Certs mint) comes in a variety of pleasant flavors like spearmint, berry and cinnamon. These tablets would be sold in packages of 20 tablets each.

This is the first tobacco tablet designed for the good, clean flavor of spearmint, berry or cinnamon without the off-taste or bitter aftertaste found in tobacco tablets currently on the market. Like a hard mint or candy, this tobacco tablet is placed in the mouth, lasts 5-7 minutes and dissolves completely.

This tobacco tablet conveniently delivers 1 mg of nicotine which is comparable to smoking a Lights style cigarette when circumstances do not allow you to smoke.



# Conclusions/Recommendations



- Trial Rate estimates for both the Kool Tobacco Tablet and Option Tobacco Tablet concepts tested among FP Menthol smokers appear to represent viable opportunities
  - Kool Tobacco Tablet Trial Rate=21%/Option Tobacco Trial Rate=22%
  - (Mary Robin – I think we need a bullet about how the above trial rates compare to norms from other new products and performance of the tobacco tablet from the A&A that Harvey did)
  - However, trial rates are lower for the Kool Tobacco Tablet when compared to the EW and Eclipse concepts which were branded as Kool (Tobacco Tablet=21% vs. EW=32% vs. Eclipse=35%)
- The Trial Rates for the Tobacco Tablet, EW and Eclipse concepts (branded as Camel) among Savings NM smokers are comparable to those seen in the 2004 EW Concept Test.
  - Tobacco Tablet: 29% in this study vs. 25% in 2004
  - EW: 31% in this study vs. 29% in 2004
  - Eclipse: 31% in this study vs. 32% in 2004

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# Trial Rate Summary



- Trial Rate estimates for the three product concepts are parity when branded as Camel (and rated by Savings NM smokers)
- When branded as Kool or a New Brand and evaluated by FP Menthol smokers, the Tobacco Tablet trial potential is the same
- For EW and Eclipse, the trial potential is much weaker as a New Brand than when branded as Camel or Kool

<u>Concepts</u>	<b>Branded As</b>		
	<u>Camel</u>	<u>Kool</u>	<u>New Brand</u>
Tobacco Tablet	<b>29%</b>	21%	22%
EW	<b>31%</b>	<b>32%</b>	16%
Eclipse	<b>31%</b>	<b>35%</b>	20%



# Comparison to 2004 Study



- Comparable trial rate estimates are seen between the two studies
  - Although rated by different smoker groups in the two studies, similar trial rate estimates are seen when each of the three new products are branded as Camel
  - Slightly lower trial rates are seen for the three concepts when branded as a New Brand in this current study

<u>Current Study</u>	<b>Branded As</b>		
<u>Concepts</u>	<u>Camel</u>	<u>Kool</u>	<u>New Brand</u>
Tobacco Tablet	<b>29%</b>	21%	22%
EW	<b>31%</b>	<b>32%</b>	16%
Eclipse	<b>31%</b>	<b>35%</b>	20%

<u>2004 EW Concept Test</u>	<b>Branded As</b>		
<u>Concepts</u>	<u>Camel</u>	<u>Marlboro</u>	<u>New Brand</u>
Tobacco Tablet	25%	<b>33%</b>	27%
EW	29%	<b>34%</b>	24%
Eclipse	<b>32%</b>	<b>34%</b>	25%

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# **Detailed Findings: Tobacco Tablet Concept**





# Tobacco Tablet Key Measures



- The Tobacco Tablet concept branded as Camel has significantly higher trial potential than when branded as Kool or Option
  - No difference in ratings among FP Menthol smokers when the Tablet is branded as Kool or Option

<u><b>Key Measures</b></u>	<b>Tobacco Tablet Branded As ...</b>		
	<u><b>Camel</b></u> (a)	<u><b>Kool</b></u> (b)	<u><b>Option</b></u> (c)
Trial Rate	<b>29%<sup>bc</sup></b>	21%	22%
Top 3 Box PI	<b>46%<sup>bc</sup></b>	36%	37%
Top 3 Box Importance	<b>50%<sup>bc</sup></b>	36%	31%
Top 4 Box Believability	55%	59%	59%
Top 4 Box Uniqueness	<b>67%<sup>b</sup></b>	58%	62%
Simulated Purchase	<b>69%<sup>bc</sup></b>	56%	57%

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Superscripts denote statistical significance at the 90% confidence level.

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# Tobacco Tablet Key Measures Branded as Camel



- When branded as Camel, Non-RJR Savings NM smokers rate the Tobacco Tablet directionally higher than Doral Ubers across most of the key measures

**2004 Test:  
Doral/Winston  
UBs Trial Rate  
for Tablet  
Branded as  
Camel=30%**

<b><u>Key Measures</u></b>	<b>Tobacco Tablet Branded As Camel</b>		
	<b><u>Total Savings NM</u></b>	<b><u>Doral UB</u></b> (a)	<b><u>Non-RJR Savings NM</u></b> (b)
Trial Rate	29%	26%	30%
Top 3 Box PI	46%	45%	46%
Top 3 Box Importance	50%	46%	51%
Top 4 Box Believability	55%	49%	56%
Top 4 Box Uniqueness	67%	61%	69%
Simulated Purchase	69%	60%	<b>72%<sup>a</sup></b>

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# Tobacco Tablet Key Measures Branded as Kool



- Both Kool Ubers and Non-RJR FP Menthol smokers rate the Tobacco Tablet concept branded as Kool similarly

<u>Key Measures</u>	<b>Tobacco Tablet Branded As Kool</b>		
	<u>Total FP Menthol</u>	<u>Kool UB</u>	<u>Non-RJR FP Menthol</u>
		(a)	(b)
Trial Rate	21%	22%	21%
Top 3 Box PI	36%	41%	35%
Top 3 Box Importance	36%	35%	36%
Top 4 Box Believability	59%	66%	58%
Top 4 Box Uniqueness	58%	60%	57%
Simulated Purchase	56%	55%	56%

Superscripts denote statistical significance at the 90% confidence level.

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# Tobacco Tablet Key Measures Branded as Option



- Non-RJR FP Menthol smokers rate the Tobacco Tablet concept branded as Option directionally higher on purchase intent and believability, which translates to a higher trial rate

<u><b>Key Measures</b></u>	<b>Tobacco Tablet Branded As Option</b>		
	<u><b>Total FP Menthol</b></u>	<u><b>Kool UB</b></u>	<u><b>Non-RJR FP Menthol</b></u>
		(a)	(b)
Trial Rate	21%	16%	22%
Top 3 Box PI	37%	31%	37%
Top 3 Box Importance	31%	34%	31%
Top 4 Box Believability	59%	55%	60%
Top 4 Box Uniqueness	62%	64%	62%
Simulated Purchase	57%	56%	58%

Superscripts denote statistical significance at the 90% confidence level.

# **Detailed Findings: EW Concept**



# EW Key Measures



- EW branded as Camel and Kool is rated higher than when the new brand name Venture is used

<u><b>Key Measures</b></u>	<b>EW Branded As ...</b>		
	<u><b>Camel</b></u> (a)	<u><b>Kool</b></u> (b)	<u><b>Venture</b></u> (c)
Trial Rate	<b>31%<sup>c</sup></b>	<b>32%<sup>c</sup></b>	16%
Top 3 Box PI	42%	<b>46%<sup>c</sup></b>	37%
Top 3 Box Importance	<b>58%<sup>c</sup></b>	<b>59%<sup>c</sup></b>	45%
Top 4 Box Believability	50%	<b>62%<sup>ac</sup></b>	46%
Top 4 Box Uniqueness	<b>69%<sup>c</sup></b>	<b>69%<sup>c</sup></b>	53%
Simulated Purchase	<b>79%<sup>bc</sup></b>	63%	59%

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Superscripts denote statistical significance at the 90% confidence level.



# EW Key Measures Branded as Camel



- When EW is branded as Camel, the trial rate estimate among Non-RJR Savings NM smokers is significantly higher than the trial rate among Doral Ubers

**2004 Test:  
Doral/Winston  
UBs Trial Rate  
for EW Branded  
as Camel= 33%**

<u>Key Measures</u>	<b>EW Branded As Camel</b>		
	<u>Total Savings NM</u>	<u>Doral UB</u> (a)	<u>Non-RJR Savings NM</u> (b)
Trial Rate	31%	23%	<b>33%<sup>a</sup></b>
Top 3 Box PI	42%	39%	44%
Top 3 Box Importance	58%	50%	61%
Top 4 Box Believability	50%	44%	51%
Top 4 Box Uniqueness	69%	70%	69%
Simulated Purchase	79%	78%	79%

Superscripts denote statistical significance at the 90% confidence level.



# EW Key Measures Branded as Kool



- Both Kool UBers and Non-RJR FP Menthol smokers rate EW the same when it is branded as Kool

<u>Key Measures</u>	EW Branded As Kool		
	<u>Total FP Menthol</u>	<u>Kool UB</u> (a)	<u>Non-RJR FP Menthol</u> (b)
Trial Rate	32%	30%	32%
Top 3 Box PI	46%	49%	45%
Top 3 Box Importance	59%	55%	60%
Top 4 Box Believability	62%	55%	63%
Top 4 Box Uniqueness	69%	62%	70%
Simulated Purchase	63%	61%	64%

Superscripts denote statistical significance at the 90% confidence level.





# EW Key Measures Branded as Venture



- Trial potential for EW when branded as Venture is directionally higher among Kool Ubers

<u>Key Measures</u>	EW Branded As Venture		
	<u>Total FP Menthol</u>	<u>Kool UB</u> (a)	<u>Non-RJR FP Menthol</u> (b)
Trial Rate	16%	23%	15%
Top 3 Box PI	37%	30%	39%
Top 3 Box Importance	45%	40%	46%
Top 4 Box Believability	46%	48%	46%
Top 4 Box Uniqueness	53%	59%	52%
Simulated Purchase	59%	37%	<b>62%<sup>a</sup></b>

Superscripts denote statistical significance at the 90% confidence level.

# **Detailed Findings: Eclipse Concept**



# Eclipse Key Measures



- Eclipse branded as Camel or Kool has higher trial potential than when it is branded as Intrigue

<u><b>Key Measures</b></u>	<b>Eclipse Branded As ...</b>		
	<u><b>Camel</b></u> (a)	<u><b>Kool</b></u> (b)	<u><b>Intrigue</b></u> (c)
Trial Rate	<b>31%<sup>c</sup></b>	<b>35%<sup>c</sup></b>	20%
Top 3 Box PI	<b>56%<sup>bc</sup></b>	48%	42%
Top 3 Box Importance	<b>63%<sup>c</sup></b>	57%	53%
Top 4 Box Believability	<b>49%<sup>c</sup></b>	<b>49%<sup>c</sup></b>	36%
Top 4 Box Uniqueness	87%	85%	86%
Simulated Purchase	<b>85%<sup>bc</sup></b>	<b>69%<sup>c</sup></b>	61%

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# Eclipse Key Measures Branded as Camel



- Eclipse branded as Camel has significantly higher trial potential among Non-RJR Savings NM smokers than Doral Ubers

**2004 Test:  
Doral/Winston  
UBs Trial Rate  
for Eclipse  
Branded as  
Camel= 22%**

<u><b>Key Measures</b></u>	<b>Eclipse Branded As Camel</b>		
	<u><b>Total Savings NM</b></u>	<u><b>Doral UB</b></u> (a)	<u><b>Non-RJR Savings NM</b></u> (b)
Trial Rate	31%	23%	<b>34%<sup>a</sup></b>
Top 3 Box PI	56%	44%	<b>60%<sup>a</sup></b>
Top 3 Box Importance	63%	59%	64%
Top 4 Box Believability	49%	41%	51%
Top 4 Box Uniqueness	87%	80%	<b>89%<sup>a</sup></b>
Simulated Purchase	85%	78%	<b>88%<sup>a</sup></b>

Superscripts denote statistical significance at the 90% confidence level.



# Eclipse Key Measures Branded as Kool



- Eclipse branded as Kool has directionally higher trial potential among Non-RJR FP Menthol smokers than Kool Ubers

<u>Key Measures</u>	<b>Eclipse Branded As Kool</b>		
	<u>Total FP Menthol</u>	<u>Kool UB</u> (a)	<u>Non-RJR FP Menthol</u> (b)
Trial Rate	35%	29%	36%
Top 3 Box PI	48%	51%	47%
Top 3 Box Importance	57%	53%	58%
Top 4 Box Believability	49%	49%	49%
Top 4 Box Uniqueness	85%	79%	86%
Simulated Purchase	69%	64%	70%

Superscripts denote statistical significance at the 90% confidence level.



# Eclipse Key Measures Branded as Intrigue



- Non-RJR Savings NM smokers and Doral UBers rate Eclipse branded as Intrigue the same

<u>Key Measures</u>	<b>Eclipse Branded As Intrigue</b>		
	<u>Total FP Menthol</u>	<u>Kool UB</u> (a)	<u>Non-RJR FP Menthol</u> (b)
Trial Rate	20%	20%	20%
Top 3 Box PI	42%	42%	42%
Top 3 Box Importance	53%	54%	52%
Top 4 Box Believability	36%	41%	35%
Top 4 Box Uniqueness	86%	87%	86%
Simulated Purchase	61%	53%	62%

Superscripts denote statistical significance at the 90% confidence level.

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# **Product Advantages and Disadvantages**



# Advantages of Products



## Product Advantages/Benefits (Open-End) – Cells Combined

<u>Product Advantage</u>	<u>Eclipse Concept</u>	<u>EW Concept</u>	<u>Tobacco Tablet Concept</u>
Less Odor/Smell/Smoke	<b>73%</b>	3%	10%
-- Unspecified	39%	1%	6%
-- For Others	27%	2%	2%
-- On Me	15%	<1%	1%
-- On Things	7%	0%	0%
Reduced Risk	19%	<b>52%</b>	3%
No Ashes	17%	0%	1%
Compounds Reduced	<1%	23%	0%
Cigarette Substitute	4%	4%	<b>64%</b>
-- Unspecified	3%	1%	50%
-- When Flying	<1%	0%	6%
-- At Work	<1%	0%	7%
Flavor/Taste	1%	4%	7%
No Advantages/Nothing	53%	46%	51%

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# Disadvantages of Product



## Product Disadvantages/Drawbacks (Open-End) – Cells Combined

<b><u>Product Disadvantage</u></b>	<b><u>Eclipse Concept</u></b>	<b><u>EW Concept</u></b>	<b><u>Tobacco Tablet Concept</u></b>
No Disadvantages/Nothing	53%	41%	45%
Concern/Doubt	35%	44%	29%
-- Taste/Flavor	<b>22%</b>	<b>19%</b>	14%
-- Satisfaction	8%	3%	11%
-- Operation	2%	3%	1%
-- Claims Made	5%	<b>19%</b>	2%
Expense/Cost	6%	5%	5%



# Retention Issues



## Retention Issues

- Majority of smokers say they *are willing* to have ULT taste to get benefits of EW and Eclipse
  - More willingness to trade-off taste of ULT when branded as Camel
- Majority of smokers *not willing* to pay more (\$.25 more per pack than UB) to get benefits of EW and Eclipse

	<u>EW as Camel</u>	<u>EW as Kool</u>	<u>EW as Venture</u>
Willing to have taste of ULT cigarette to get benefits of EW	<b>66%</b> ←	56%	56%
Willing to pay 25 cents more per pack than UB to get benefits of EW	46%	44%	42%
	<u>Eclipse as Camel</u>	<u>Eclipse as Kool</u>	<u>Eclipse as Intrigue</u>
Willing to have taste of ULT cigarette to get benefits of EW	<b>67%</b>	55%	59%
Willing to pay 25 cents more per pack than UB to get benefits of EW	<b>40%</b>	33%	40%

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# Trier Profiles



# Trier Profiles



## Trier Profiles

- Cells combined due to limited number of triers per branded concepts
- There are no strong skews among Tobacco Tablet triers, but do skew somewhat to:
  - Females
  - 21-34 age group
  - Lights smokers
  - Length 100 smokers
  - Lower income (< \$25,000)
- EW triers skew toward Lights smokers and directionally to ULT and 100's smokers
- Eclipse smokers skew strongly to 100's smokers and slightly to the 35-49 age group and ULT smokers



# Trier Profiles



	Eclipse			EW			Tobacco Tablet		
	Triers	Total	Index	Triers	Total	Index	Triers	Total	Index
<b>Gender</b>									
Male	45%	48%	94	44%	48%	92	42%	48%	88
Female	55%	52%	106	56%	52%	108	58%	52%	112
<b>Age</b>									
21-34	23%	23%	100	22%	23%	96	27%	23%	117
35-49	42%	37%	114	39%	37%	105	38%	37%	103
50-70	36%	40%	90	39%	40%	98	35%	40%	88
<b>Education</b>									
HS Graduate or less	29%	28%	104	29%	28%	104	30%	28%	107
Tech or Some College	48%	47%	102	46%	47%	98	49%	47%	104
College Grad or Beyond	23%	25%	92	25%	25%	100	21%	25%	84
<b>Income</b>									
Less than \$25,000	13%	15%	87	11%	15%	73	19%	15%	127
\$25,000 - \$49,999	48%	42%	114	43%	42%	102	46%	42%	110
\$50,000 or more	39%	43%	91	46%	43%	107	35%	43%	81

**BOLDED** indices indicate a significant difference at the 90% confidence level between Triers and Total Sample.

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# Trier Profiles



	Eclipse			EW			Tobacco Tablet		
	Triers	Total	Index	Triers	Total	Index	Triers	Total	Index
<b>Rate Per Day</b>									
10 or less	18%	20%	90	17%	20%	85	16%	20%	80
11 - 20	41%	43%	95	46%	43%	107	47%	43%	109
21 or more	41%	37%	111	37%	37%	100	37%	37%	100
<b>UB Length</b>									
85s	39%	50%	78	41%	50%	82	41%	50%	82
100s	61%	50%	<b>122</b>	59%	50%	118	59%	50%	118
<b>UB Style</b>									
Ultra lights	23%	17%	135	20%	17%	117	17%	17%	100
Lights	34%	31%	110	40%	31%	<b>129</b>	35%	31%	112
Mediums/Full Flavor	43%	52%	83	40%	52%	<b>77</b>	48%	52%	92

**BOLDED** indices indicate a significant difference at the 90% confidence level between Triers and Total Sample.

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