

FILE MEMORANDUM

Subject: June 20, 1979 Brand Reviews - New Brands

This summarizes the key discussion and agreements reached during the June 20 brand reviews with regard to new brands.

SB

Mr. Wilson expressed significant concern about the product characteristics of SB. Dr. Laurene reassured him that the product is in good shape with regard to aging, and with regard to tar and nicotine fluctuations.

We reviewed the proposed SB advertising with Executive Management, who reacted favorably to it. It was confirmed during the meeting that we will be running black model advertising in print and in OOH in the test markets, recognizing the opportunity SB has against the black market.

BY

Executive Management expressed significant concern that we have not been able to meet the action standards on the first round of product testing. TD expressed optimism that we will be able to meet the action standards the next time (results due in November), by which time, we will have test results of BY products that incorporate the so-called WINSTON B technology; as it applies to BY.

There was some discussion about the present system which we have with International for marks. Craig Standen and I will resolve that with International.

Mr. Wilson asked which part of the BY double action standard was critical. We told him that the key to the BY product from a product standpoint was beating Merit significantly overall among fuller flavor low tar smokers, while achieving at least parity with regard to hotness/harshness.

BJ

Mr. Wilson correctly noted that this was the first time he had seen the BJ project on one of the "line extension/new brand" summary charts. Mr. Wilson asked what was the difference between BJ and the BY project. We told him

BJ (continued)

that we saw BY as a fuller flavor low tar entry with a modern/male imagery. We see BJ as a black cigarette, with significant appeal among downscale males in large metro areas of Hispanic or other foreign backgrounds. He seemed to think that was a reasonable approach, and that they may both be viable entries.

WS

Mr. Wilson stated that he wants a superior looking and distinctive package for the WS project. We told him that accomplishing that was part of the plan on WS.


C. A. Martin

CAM:ac

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