

01/02/92

WINSTON ACTION STANDARDS FOR PRODUCT TESTING

BRAND STYLE	ACTION STANDARD	
WINSTON King	Franchise	WINSTON King 18+ males and females
	Prime Prospect	FF NM 85mm (21-34) Marlboro males
WINSTON 100	Franchise	WINSTON 100mm 18+ males and females
	Prime Prospect	FF NM 100mm (21-34) Marlboro males and females
WINSTON Lights 85	Franchise	WINSTON Lights 85mm 18+ males and females
	Prime Prospect	FFLT NM 85mm (21-34) males, excl. WINSTON, CAMEL and Savings
WINSTON Lights 100	Franchise	WINSTON Lights 100mm 18+ males and females
	Prime Prospect	FFLT NM 100mm (21-34) males and females, excl. WINSTON, CAMEL and Savings
WINSTON Ultra 85	Franchise	WINSTON ULT 85mm 18+ males and females
	Prime Prospect	FFLT NM 85mm, 4-9mg., 21-34 males and females, excl. WINSTON, CAMEL and Savings
WINSTON Ultra 100	Franchise	WINSTON ULT 100mm 18+ males and females
	Prime Prospect	FFLT NM 100mm, 4-9mg., 21-34 males and females, excl. WINSTON, CAMEL and Savings

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