

PROJECT ART TEST  
MARKETING PLAN  
JULY 1989

BACKGROUND

Beginning July 17, 1989 Philip Morris will test market NEXT, the world's first de-nicotined cigarette. NEXT is the first cigarette which offers smokers rich tobacco flavor and less than 0.1 mg. nicotine. NEXT will be tested with different packing configurations, in three markets: Omaha, Toledo and Hartford.

In addition to this free standing product, a Merit version, Merit De-Nic, will be tested in Spokane beginning August 14 to determine the viability of this product/concept as a line extension.

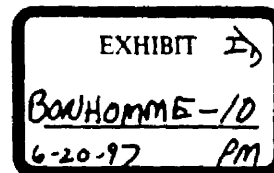
	<u>NEXT De-Nic</u>			<u>MERIT De-Nic</u>
	<u>OMAHA</u>	<u>TOLEDO</u>	<u>HARTFORD</u>	<u>SPOKANE</u>
% U.S. POP	0.8	0.4	1.0	0.4
Tar Level	Ultra Low only	Flavor Low/ Ultra Low	Flavor Low only	Flavor Low/ Ultra Low
Packings	Kings/100 Regular/ Menthol	King size only Regular/ Menthol	Kings/100 Regular/ Menthol	King Size only Regular/ Menthol

We specifically chose small markets in an attempt to limit publicity exposure so as not to dilute the possible impact we could make during a National launch.

In all four test markets, the product will be packaged in soft packs only and the tipping will be cork across all packings.

RATIONALE

The Surgeon General of the United States has received widespread coverage of his recent report on smoking and nicotine.



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TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

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PENNSYLVANIA TOBACCO LITIGATION

### Research Support

Tracking: Our own research confirms that smokers are indeed interested and concerned about the nicotine issue. For example, as part of our 1988 Continuous Tracking Study, two thousand smokers were asked a series of questions to determine consumer interest in a cigarette with the nicotine removed vis-a-vis a cigarette with the tar removed.

The two cigarette concepts seemed to have equal consumer appeal. About half the smokers preferred nicotine removal while the others preferred tar removal.

In addition, purchase interest in a nicotine-free cigarette with the same level of tar as their current brand generated wide appeal. However, when told of a possible taste compromise, the same smokers indicated a much lower purchase interest. This suggests that smokers may be unwilling to make a taste compromise for a nicotine-free cigarette.

Ad/Pack: We are presently conducting an Ad/Pack test from which we have received partial top line data. The structure of this Ad/Pack is unique in that the participants will be tracked after they try two packs, five packs, as well as after they smoke a full carton.

The top line data confirm that there is considerable consumer interest in the concept of a low nicotine cigarette. After trying two packs, there is a drop in interest to continue the test (fall-off rate of about 25%). Since we are still awaiting the completion of this test, we cannot accurately predict how smokers will react after five packs and after they smoke a full carton.

Given the uniqueness of this product, normal criteria for estimating the in-market potential of Project ART may not apply. Therefore, two key steps a longer term use test and a full test market are essential to evaluating the viability of this product prior to a national introduction.

Summary: All research confirms that flavor delivery and smoking performance (i.e., RTD and general handling) will be important elements in the success or failure of this product. However, we believe the concept of a cigarette made from de-nicotined tobaccos that delivers rich flavor would have appeal to a wide range of smokers.

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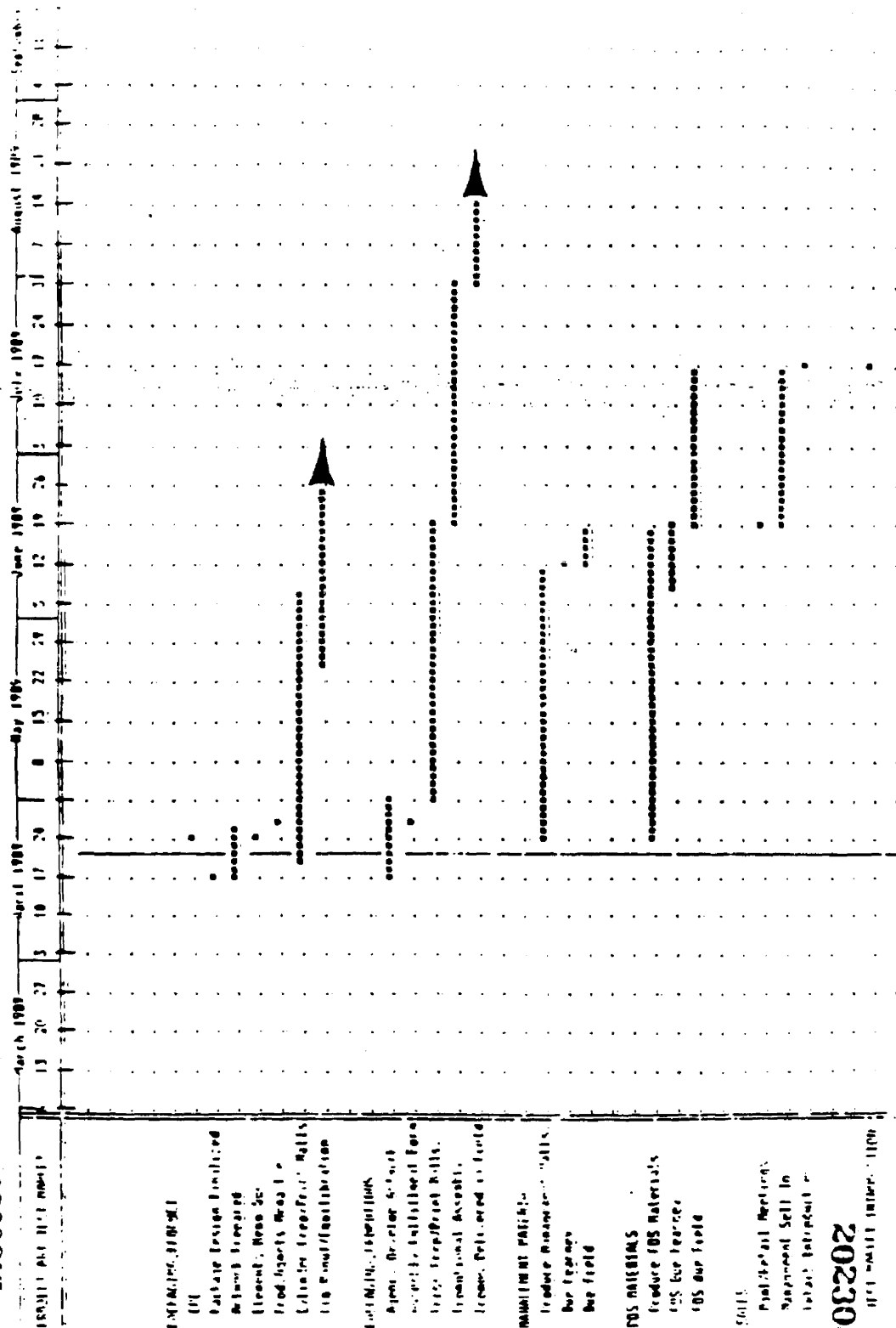
**CONFIDENTIAL**

**DISCUSSION DRAFT**

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PROJECT ART TEST MARKET



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#### NEXT MARKETING PLAN

Our overall objective is to maximize consumer awareness and trial while establishing and maintaining high levels of retail visibility and availability, building towards converting smokers to NEXT.

Our strategy involves utilizing a full complement of marketing vehicles to quickly build interest in and awareness of this breakthrough product. Specifically, we will:

1. Maximize consumer awareness through impactful advertising and retail materials which communicate the basic product proposition: "Rich flavor/De-nicotined tobaccos/A cigarette you'll want to smoke." We will utilize outdoor and ROP as media vehicles early in the introduction to build extensive reach, and use magazines later to extend reach and build frequency.

2. Induce a high level of consumer trial through: an extensive sampling program, an aggressive direct marketing effort and a series of compelling retail promotions. While conceptually, during the introductory period we want to move the consumer from samples, to single pack purchases to multiple pack purchases and finally to carton purchases, practically, we must ensure cartons are couponed early since some people may move quickly to volume purchase, given the strength of interest in the concept.

3. Develop and maintain a high level of retail visibility and availability through: unique p.o.s. materials which capitalize on the "follow the arrow" graphic targeted consumer promotions scheduled throughout the introductory period to extend our presence at the point of purchase and trade programs designed to achieve early acceptance and adequate inventory levels.

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## MARKETING PLAN ELEMENTS

### I. Media

The following objectives and strategies are based on a national launch which will be translated as closely as possible to the four test markets. A detailed national "theoretical" media plan is attached.

#### OBJECTIVES:

- A) Generate broad reach (98% of target) and high frequency (5-6 times per month) during months 1-3 in order to seed the message and to build continuity thereafter.
- B) Achieve "Big Brand/New News!" media impact during the launch and high sustaining share of voice throughout year one.

#### STRATEGIES:

- A) Use the full complement of available media vehicles to reach our target audience of: Adults 25-54, 50/50 split of Males and Females, Upper Income/Higher Educated.
- B) Front load the introductory media plan to deliver 70% of the support in the critical first quarter of the launch period.
- C) Plan heavy utilization of Outdoor and ROP to quickly build extensive reach.
- D) Limit multi-page units and spreads to maximize efficiency.

#### RECOMMENDED MEDIA VEHICLES:

- Magazines
- Supplements
- Newspapers (including USA Today- 4/color)
- Outdoor
  - o Paint, Posting, Transit/Miscellaneous
  - o Posting showing increased to 100
  - o Expanded Transit program

BUDGET: \$76 million for 12 months  
\$10 million production Budget (Agency and Philip Morris)

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## II. Retail

### OBJECTIVES:

- A) Gain immediate trade acceptance of all four packings, and build-in adequate levels of inventory to satisfy our "pull" consumer programs.
- B) Develop and maintain high levels of retail visibility.

### STRATEGIES:

- A) Offer attractive trade terms:
  - o \$24.00 per case up to allocation
  - o Offer an early acceptance allowance of \$24.00 per case.
  - o Offer a bonus of \$12.00 per case for accepting all 4 packings of NEXT.
  - o Include a Distribution Sales Rep Incentive program to be worked prior to the down-the-street date of July 17.
  - o Offer an Automatic Distribution Allowance of \$24.00 per case (all cases above allocation) as part of the Distributor Incentive program.
- B) Plan an aggressive retail introduction (see attached plan)

## III. Direct Marketing

### OBJECTIVES:

- A) Generate awareness and excitement for NEXT and its breakthrough positioning.
- B) Obtain trial among a broad segment of competitive smokers in the direct marketing database who may have an interest in NEXT and among all smokers who express an interest in NEXT by responding to an ad communicating the breakthrough positioning.
- C) Deliver purchase continuity offers to smokers who have had the opportunity to try NEXT.

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- D) Analyze conversion among program participants to determine most optimal targets for national roll out.

STRATEGIES:

- A) Within each test market, identify broad segment of competitive smokers in the direct marketing database who may be interested in NEXT. Use outbound telemarketing to identify additional competitive smoker prospects.
- B) Run ROP "teaser" ads one month before introduction. Ads should pique curiosity of smokers by (a) communicating excitement over the breakthrough process and (b) create aura of mystery by not revealing the brand name. Interested smokers will be asked to call an 800# or return a reply form.
- C) To all responders to the ad and to all competitive smokers identified in the database, deliver a teaser letter which previews the trial kit they will receive in the mail shortly.
- D) Deliver trial kit containing product sample (2 packs), multipack check coupon, and a response device (BRC with 800# option) for giving their opinion on the product.
- E) Deliver follow-up purchase continuity offer (three \$3.00 off carton check coupons). Expiration dates should be short and should motivate smokers to use coupons over three successive weeks.
- F) Market Research should analyze conversion among smokers to determine (a) best category and competitive targets (b) whether respondents to the trial kit BRC/800# (vs. non-respondents) were significantly different (c) whether redeemers of coupons (vs. non-redeemers) were significantly different (d) whether smokers from the database vs. from the teaser ad were significantly different.

DIRECT MARKETING TEST BUDGET: \$10 million

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#### IV. Publicity Plan

Since keeping a low profile in test is a primary objective, we have not developed a publicity plan for the test market introduction. However, a positioning statement will be developed in order to address any press inquiries generated from the test effort. For the national launch, an aggressive publicity plan will be developed.

#### V. Research Plan

##### A. Test Market Tracking

The following summarizes the research tracking sources which will be utilized to track the test market activity of project "Art."

- o Retail Audit Panel: The panel consists of 50 stores per market representing a cross section of all trade classes and reports sales, inventory, pricing, promotional and couponing information.
- o InfoScan Reports: Supermarket scanning data by market. Available information includes volume, share, price and carton-to-pack sales ratios.
- o ICC Distributor Sales to Retailers: Distribution shipments provide information on retail buying patterns and generally provide a consumer sales level several months prior to shipment data.
- o MSA Industry Shipment Data: This information will be the primary data source for evaluating initial buying dynamics within the four markets, but will not likely provide trend data reflecting actual consumer take-away for several months.
- o ACB Media-Delivered Coupon Distribution: Weekly tracking of media-delivered coupon distribution (number and type of ads) as well as advertising.

##### B. Consumer Research Plan

- o Pre-wave on health concerns and interest in nicotine.
  - National (1,000 smokers) vs. test markets (500 per market)
- o Pre-test market telephone tracking study prior to Merit De-Nic intro into Spokane to measure attitudes, impressions and experience with Merit.
  - Random sample of 100 smokers

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- o Continuous telephone test market tracking study beginning four weeks after intro in all four markets. Results to be available weekly.
  - Random sample every week of 500 smokers per market (8 weeks)
    - . Recontacts of triers/purchaser/switchers bi-weekly in order to measure staying power
  - 300 non-smoker interviews per market
    - . 100 former smokers per market
    - . 3 waves weeks 4, 7 and 11
- o Store Exit Interviews among smokers
  - To get a better understanding of why they either bought or did not buy Art
- o Qualitative research in all four test markets to better understand personal experiences with Art and evaluate ad campaign
  - One-on-one in depth interviews
  - Focus groups

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PROJECT ART  
NATIONAL INTRODUCTION BUDGET

HIGHLIGHTS

- o Total Intro Budget: \$151 million
- o Media: \$86 million
- o Direct Marketing: \$10 million
- o All other non-media: \$55 million

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MERIT  
NATIONAL INTRODUCTION  
12 MONTH BUDGET  
(IN THOUSANDS OF DOLLARS)

ADVERTISING

MEDIA	\$ 76,000
PRODUCTION	10,000
TOTAL ADVERTISING	<u>\$ 86,000</u>
DIRECT MARKETING	\$ 10,000

ALL OTHER NON-ADVERTISING

SUPPLEMENTAL DISPLAY PROGRAM	\$ 24,400
COUPONING	3,200
SAMPLING	2,300
TRADE PROGRAMS	11,100
POS MATERIAL	4,000
ALL OTHERS	10,000
TOTAL OTHER NON-ADVERTISING	<u>\$55,000</u>
TOTAL 12 MONTH COST	\$151,000

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PROJECT ART  
RETAIL INTRODUCTION

HIGHLIGHTS

- o Down-The-Street: 7/17/89
- o Management Meetings: 6/19/89
- o Management Sell-in (4 weeks): 6/19-7/17
- o Product Allocation: 1.2% split evenly among all four packings (0.3% each)

- Trade Programs

- . Introductory allowance period (6/26-8/11)
  - \$24.00 per case up to allocation
- . Early acceptance allowance (6/26-7/21)
  - \$24.00 per case up to allocation if ordered before 7/21.
- . Bonus for accepting all 4 packings (6/26-8/11)
  - \$12.00 per case up to allocation if all packings are accepted during the introductory period.

- Distributor Sales Rep Incentive Program (6/19-8/4)

- . To qualify, our AM or SAM must be permitted to present the program to Distributor Reps.
- . Distributor Reps will be given a quantity of 20 pack set/sells. For each display placed, the Distributor Rep will receive \$2.00 (\$1.00 paid to the retail account for placing the display and \$1.00 for the Distributor Rep to keep).
- . Automatic Distribution Allowance (ADA). The Distributor will be offered an ADA program as part of the Distributor Sales Rep Incentive Program.
  - \$24.00 per case on all cases ordered and shipped above their initial allocation.
  - From this \$24.00/case the Distributor should pay his Sales Reps \$0.20 per carton for every carton the Rep sells.

- Retail Promotions (7/17-11/3)

- . In an effort to get an early read on NEXT's sales performance in test, retail introductory promotions have been compressed into the first two months of the launch. In the third and fourth months (October/November) no special promotions/trial devices will be scheduled. Pack and carton promotions will resume in month five (December).
- . Additionally, \$2 off carton coupons will be made available for all cartons merchandised during the first two months of the launch.

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- . Gratis: 10% if 1 to 3 packings accepted 20% if all four packings accepted (one time only offer).

Weekly Carton Volume	Maximum Sell-in (Cartons)	Minimum Gratis (Cartons)	
		By # Packings Accepted	
		1-3 Packings	All Four
		10%	20%
1-199	10	1	2
200-499	20	2	4
500+	40	4	8

- . Single Pack Outlets

- 2 for 1's (20 deal and 40 deal displays)
  - . During the first 3 weeks, a limited supply would be made available to use in accounts where distribution cannot be achieved by any other means.
  - . The second wave of 2 for 1's would begin week 4.
  - . After a 2-month hiatus, the third wave of 2 for 1's would begin, week 17.
- 5 for 2's (30 deal display)
  - . The 5 for 2 offer would follow the second wave of 2 for 1's, beginning week 7.

- . Carton Outlets

- . Combination pack/carton display holding 40 packs and 30 cartons.
- . Beginning the 4th week (8/7) 2 for 1's and 5 for 2's would be offered with back-up inventory on each deal.
- . After the 2 month hiatus period, a second promotion would feature 2 for 1's and \$2 off carton coupons.
- Sampling (7/17-11/3): all sample packs will be 20's
  - . Sales Reps will utilize sample 20's from 7/17-9/15.
  - . Part-time samplers will work for 8 weeks managed by the DM: 8/21-10/13
  - . An outside sampling agency will utilize sample 20's packaged in a sleeve with a BIGIF coupon attached: 8/21-9/15
  - . Store sales will be run in key locations throughout the introductory period.
  - . CIP's will be available throughout the introductory period.

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CROSS-APPLY

1989

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
WEEK STARTS MONDAY	2 9 16 23 30	6 13 20 27	5 12 19 26	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24	7 14 21 28	4 11 18 25	9 16 23 30	13 20 27	4 11 18 25
Mgmt./Retail Meeting						X						
Mgmt. Account Sell-In												
Intro. Allowance Period												
\$24.00/Case												
Early Acceptance Allow.												
\$24.00/Case												
Four Pkng Bonus												
\$12.00/Case												
Distributor Sales Rep Incentive Program												
20 Pack Set/Sel												
ADA Program												
40c/Case												
(\$24.00/Case)												
Above Allocation												

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PENNSYLVANIA TOBACCO LITIGATION  
3990019487

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

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FORM 10-10-1-1  
 PREPARED BY  
 DATE

1989

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
WEEK STARTS MONDAY	2 9 16 23 30	6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25
PreBook/BE												
Retail Promotions												
Gratls												
Contract I/II												
Ser/Sell I												
Contract II												
Ser/Sell II												
PACK OUTLETS:												
2 For 1's (limited)												
2 For 1's												
5 For 2's												
2 For 1's												
CTM OUTLET:												
Combo Bin												
40 pk/10 cin												
Combo w/2 F 1's/5 F 2's												
40 pk/10 cin												
Combo w/2 F 1's/4 F 2's												
SAMPLING PROGRAMS:												
SR's Samp. 20's												
PT's Samp. 20's												
Outside Agency												
Store Sales-SR's												
CIP's												

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PROJECT ART  
NATIONAL THEORETICAL MEDIA PLAN

HIGHLIGHTS

- o Total media/production budget: \$86 million
- o Introductory period: reach 98%, frequency 5-6 times per month
- o Share of voice: 12% for full year, front loaded to deliver maximum reach

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PHILIP MORRIS U.S.A.  
PROJECT ART

NATIONAL THEORETICAL MEDIA PLAN

\* BASED ON \$75.0MM BUDGET LEVEL

	<u>CIRCULATION</u> (000)	<u># PAGES/# INSERTIONS</u>	<u>TOTAL COST</u>
<u>MEDIA</u>			
<u>MAGAZINES</u>			
<u>WEEKLIES</u>	31,350	27/26	\$11,875,738
<u>MONTHLIES</u>			
MAJOR CIRC.	19,850	10/9	2,217,419
WOMEN'S SERVICE	36,633	10/9	2,870,088
MEN'S	18,410	8/7	3,398,003
WOMEN'S	4,500	8/7	<u>665,646</u>
TOTAL MAGAZINE			\$21,026,894
<u>NEWSPAPERS</u>			
ABCD/USSPI 2/COLOR	69,755	3/3	\$12,215,106
ABC/USSPI 2/COLOR	67,270	3/3	11,289,319
AB 2/COLOR	46,277	2/2	5,069,438
USA TODAY 4/COLOR	1,650	8/8	<u>472,666</u>
			\$29,046,529
<u>SUPPLEMENTS</u>	71,805	8/6	\$ 4,658,290
 TOTAL PRINT			 \$54,731,713

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PHILIP MORRIS U.S.A.  
PROJECT ART

NATIONAL THEORETICAL MEDIA PLAN (CON'T)

	<u>CIRCULATION</u> (000)	<u># PAGES/# INSERTIONS</u>	<u>TOTAL COST</u>
<u>OUTDOOR</u>			
CORPORATE POSTING - # 100		2 MONTHS	\$ 7,580,032
CORPORATE POSTING - # 50		2 MONTHS	3,790,000
CORPORATE BULLETIN		4 MONTHS	5,005,864
TRANSIT/MISC.		4 MONTHS	<u>5,538,612</u>
TOTAL OUTDOOR			\$21,914,508
GRAND TOTAL			<u>\$76,646,221</u>

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PHILIP MORRIS U.S.A

**531 DEC**

SETH WILSON  
LAWYER  
1000 W. 10TH AVE  
SUITE 100  
DENVER, CO 80202  
303.733.1111  
SETH@SETHWILSON.COM

**BEVERLY**

AND

**SL130674-015**

**WILLIAMS**  
**POSTING 100 2-4-1965**

**Abstract**

**2023086501**

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CONFIDENTIAL SUBJECT TO  
CONFIDENTIALITY ORDER IN  
3000019492 PENNSYLVANIA TOBACCO LITIGATION

24 Apr 89

PHILIP MORRIS U.S.A.  
PROJECT ART  
1989 MEDIA PLAN

MEDIUM	1989		BUDGET
	PLANNED	EXPENDITURES	
MAGAZINES	\$21,026,894	27.4%	
NEWSPAPER	\$29,046,529	37.9%	
SUPPLEMENTS	\$4,658,290	5.7%	
TOTAL PRINT	\$54,731,713	71.4%	
OUTDOOR	\$21,914,508	28.4%	
TOTAL PLAN	\$76,646,221	100.0%	\$75,000,000
OVER (UNDER) BUDGET	\$1,646,221		

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24 Apr 89

PUBLICATION	RATE BASE	MEDIAN AGE	% ATTENDED		SHORTER INDEX	TOTAL PPCS/INS	AVE COST PER PAGE	TOTAL COST
			MALE	FEMALE				
R A G O Z I M E S								
WEEKLIES								
DUAL AUDIENCE								
NEWSWEEK	3,100	39.6	55.5	44.5	59.7	97	877,366	82,809,411
TIME	4,300	38.6	53.0	47.0	56.2	100	896,705	82,611,826
TV GUIDE	15,000	34.3	42.7	57.3	32.8	112	845,898	81,779,266
TOTAL	23,200					81	9239,968	86,479,682
MALE AUDIENCE								
SPORTS ILLUSTRATED	3,000	33.6	79.2	20.8	48.7	101	882,366	82,226,422
U.S. NEWS & W.R.	2,150	42.3	62.3	37.7	58.4	95	849,758	81,543,463
TOTAL	5,150					54	8132,144	83,567,885
FEMALE AUDIENCE								
PEOPLE	3,000	35.7	35.7	64.3	46.7	184	847,710	81,828,171
GROSS TOTAL WEEKLIES	31,150					162	8439,842	811,875,738

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PENNSYLVANIA TOBACCO LITIGATION

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TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

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26-Apr-89

PUBLICATION	RATE BASE	MEDIAN AGE	X ATTENDED			TOTAL OPPS/INS	AVE COST PER PAGE	TOTAL COST
			X MALE	X FEMALE	X GRADUATED COLLEGE			
PROMINENT								
MALE AUDIENCE								
CABLE GUIDE	7,200	33.2	48.4	51.6	44.3	10 / 9	844,856	\$448,560
LIFE	1,700	37.2	48.2	51.8	48.0	10 / 9	851,772	\$817,716
ENTERTAINMENT TV	5,300	33.2	50.0	50.0	44.3	10 / 9	844,440	\$446,400
TOTAL MALE AUD.	14,200					30 / 27	8161,260	\$1,412,676
MALE AUDIENCE								
SPORTS								
GOLF	1,000	41.2	71.7	28.3	57.3	8 / 7	839,576	\$316,608
GOLF DIGEST	1,310	40.8	74.5	25.5	64.4	8 / 7	858,882	\$471,832
ESPN TV SPORTS	2,000	32.8	88.0	20.0	45.0	8 / 7	929,295	\$234,360
TOTAL	4,310					24 / 21	8127,762	\$1,822,090

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24 Apr 89

PUBLICATION	RATE BASE	MEDIAN AGE	SEX			SMOKER INDEX	TOTAL PAGES/ISS	AVE COST PER PAGE	TOTAL COST
			MALE	FEMALE	CUMULATED COLLEGE				
SCIENCE & MECHANICAL									
DISCOVER	1,000	37.2	60.6	39.2	50.5	93	0 / 7	\$16,216	\$129,730
HOME MECHANIC	1,200	37.0	00.6	19.4	36.4	110	0 / 7	\$26,545	\$212,357
POPULAR MECHANICS	1,400	40.3	03.9	16.1	42.2	100	0 / 7	\$37,439	\$299,500
POPULAR SCIENCE	1,000	30.9	04.0	16.0	49.3	115	0 / 7	\$34,045	\$270,902
TOTAL	5,600					312	0 / 28	\$115,042	\$920,497
GENERAL INTEREST									
ESQUIRE	700	36.7	69.2	30.8	54.0	100	0 / 7	\$24,594	\$196,766
MONEY	1,000	39.7	64.6	35.4	69.1	100	0 / 7	\$44,404	\$515,090
PLAYBOY	3,400	32.4	03.0	17.0	45.2	125	10 / 9	\$55,275	\$552,750
PENTHOUSE	2,250	29.0	03.2	16.0	35.0	127	10 / 9	\$25,199	\$251,993
TOTAL	8,150					356	0 / 32	\$169,554	\$1,517,399
MEN'S OUTDOOR									
FIELD & STREAM	2,000	36.2	70.5	21.5	33.1	116	0 / 7	\$46,426	\$173,005
OUTDOOR LIFE	1,500	34.9	77.3	22.7	31.2	110	0 / 7	\$30,071	\$246,909
SPORTS ILLUSTRATED	500	34.9	07.6	12.4	33.7	126	0 / 7	\$15,347	\$122,770
TOTAL	4,000					256	0 / 21	\$92,844	\$742,752
TOTAL MALE MAG.	22,040					116	0 / 102	\$505,225	\$4,202,746

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**ATTACHED**

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24-Apr-89

PUBLICATION	RATE BASE	MEDIAN AGE	M	FEMALE	X ATTENDED		TOTAL APCS/ISS	AVE COST PER PAGE	TOTAL COST
					MALE	SMOKE INDEX			
NEWSPAPER									
ABC/USSP1	69,755	42.3	47.2	52.8	39.6	95	3 / 3	93,257,342	99,772,005
2/COLOR PREMIUM								8016,340	92,453,021
ABC/USSP1 2/COLOR	67,270	42.3	47.2	52.8	39.6	95	3 / 3	91,010,405	99,031,455
2/COLOR PREMIUM								8752,021	92,257,064
AB 2/COLOR	66,277	42.3	47.2	52.8	39.6	95	2 / 2	92,027,775	94,053,530
2/COLOR PREMIUM								8504,044	91,013,000
USA TODAY 4/COLOR	1,650	40.0	59.2	40.8	37.2	89	8 / 8	949,004	9392,474
4/COLOR PREMIUM								80,999	979,992
TOTAL NEWSPAPER	194,952						16 / 16	910,420,611	929,046,529
SUPPLEMENTS									
USA WEEKEND	15,000	41.6	47.8	52.2	34.2	82	7 / 6	9160,977	91,102,039
IMPERIALS	2,700	41.0	50.0	50.0	43.3	104	7 / 6	877,434	8542,038
PARADE	33,104	41.1	47.7	52.3	34.9	89	7 / 6	8109,700	91,327,000
SUNDAY METRO	20,915	39.8	49.1	50.9	30.1	92	7 / 6	8229,359	91,605,513
TOTAL	71,805						28 / 24	9463,470	94,630,200
GRAND TOTAL PRINT	365,500						438 / 402	912,550,630	954,731,715

2023086507

24 Apr 89

PUBLICATION	DATE	MEDIUM	X	Y	GRADUATED	SMOKER	TOTAL	AVE COST	TOTAL
	DATE	AGE	MALE	FEMALE	CARLICE	INDEX	PPCS/TMS	PER PAGE	COST
OUTDOOR									
POSTING									
CORPORATE POOL (100 SHOWING)									
		37.1	48.0	52.0			2 MONTHS	\$3,790,816	\$7,580,032
CORPORATE POOL (50 SHOWING)									
		37.1	48.0	52.0			2 MONTHS	\$1,095,008	\$3,790,000
BULLETIN									
CORPORATE BULLETIN POOL									
		37.1	48.0	52.0			4 MONTHS	\$1,251,446	\$5,005,866
TRANSIT/MISC									
2-SHEET SUBWAY •									
		37.1	48.0	52.0			4 MONTHS	\$70,070	\$280,360
CAR CARDS									
		37.1	48.0	52.0			4 MONTHS	\$50,416	\$201,664
COMPUTER CLOCKS									
		37.1	48.0	52.0			4 MONTHS	\$120,464	\$481,856
DIRECTIONAL CLOCKS									
		37.1	48.0	52.0			4 MONTHS	\$10,700	\$42,800
2-SHEET COMPUTER RAIL •									
		37.1	48.0	52.0			4 MONTHS	\$42,932	\$171,728
BUS SHELTERS									
		37.1	48.0	52.0			4 MONTHS	\$400,340	\$1,601,360
TAXI CABS									
		37.1	48.0	52.0			4 MONTHS	\$143,724	\$574,896
EXTERIOR SIGNS									
		37.1	48.0	52.0			4 MONTHS	\$499,907	\$1,999,648
TOTAL TRANSIT/MISC									
								\$1,304,651	\$5,530,612
TOTAL OUTDOOR									
								\$6,426,135	\$21,916,508
GRAND TOTAL									
								\$10,976,765	\$37,648,221
MEDIA PLAN									

2023086508

**PHILIP MORRIS U.S.A.**

**PROJECT ART**

**SPENDING BY QUARTER (ISSUE DATE)**

	<u>QUARTER</u>				<u>TOTAL</u>
	<u>1ST</u>	<u>2ND</u>	<u>3RD</u>	<u>4TH</u>	
MAGAZINES	\$ 5,485	\$ 6,197	\$4,673	\$ 4,672	\$21,027
NEWSPAPERS	29,047	-	-	-	29,047
SUPPLEMENTS	4,658	-	-	-	4,658
TOTAL PRINT	\$39,190	\$ 6,197	\$4,673	\$ 4,672	\$54,732
OUTDOOR	12,853	9,062	-	-	21,915
TOTAL	\$52,043	\$15,259	\$4,673	\$ 4,672	\$76,647
% SPENDING	67.9%	19.9%	6.1%	6.1%	100.0%

MPHCPA.3

4/20/89

2023086509

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019500

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

202308650

3990019500

PHILIP MORRIS U.S.A.

PROJECT #

SPENDING BY QUARTER (ON SALE DATE)

	QUARTER				TOTAL
	1ST	2ND	3RD	4TH	
MAGAZINES	\$ 7,449	\$ 5,689	\$4,673	\$3,216	\$21,027
NEWSPAPERS	29,047	-	-	-	29,047
SUPPLEMENTS	4,658	-	-	-	4,658
TOTAL PRINT	\$41,154	\$ 5,689	\$4,673	\$3,216	\$54,732
OUTDOOR	12,853	9,062	-	-	21,915
TOTAL	\$54,007	\$14,751	\$4,673	\$3,216	\$76,647
% SPENDING	70.5%	19.2%	6.1%	4.2%	100.0%

MMCPA.2  
4/20/89

2023086510

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019501  
CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

20230865 (   
3990019501

PHILIP MORRIS U.S.A.  
PROJECT ART  
MEDIA PLAN DELIVERY

- o MEDIAN AGE: 37.8
- o % MALE/% FEMALE: 46.9/53.1

2023086511

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
3990019502 AMERICAN TOBACCO LITIGATION

202308651

3990019502

REACH & FREQUENCY  
INTRODUCTORY QUARTER: PRINT ONLY  
SMOKERS 25-54

	<u>REACH</u>	<u>FREQUENCY</u>
MONTH 1	98	6.74
MONTH 2	98	5.37
MONTH 3	94	4.76
INTRODUCTORY QUARTER	98	15.33

2023086512

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019503

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

2023086512

3990019503

REACH & FREQUENCY  
PRINT ONLY  
SHOKERS 25-54

	<u>REACH</u>	<u>FREQUENCY</u>
1ST QUARTER	98	15.33
2ND QUARTER	91	10.76
3RD QUARTER	90	9.18
4TH QUARTER	90	9.18
ANNUAL	99	18.62

2023086513

**PHILIP MORRIS U.S.A.**

**PROJECT ART**

**1988**

**TOP 10 BRANDS: \$/S.O.V.**

	<u>\$ MM</u>	<u>S.O.V.</u>
WARRLORD	\$142	20
BENSON & HEDGES	63	9
MERTI	55	8
SALEM	52	7
NEWPORT	50	7
WINSTON	39	5
CAMEL	38	5
VIRGINIA SLIMS	36	5
VANTAGE	32	4
CAPRI	<u>30</u>	<u>4</u>
OTHERS	\$537	74
	<u>187</u>	<u>26</u>
TOTAL	\$724	100

**2023086514**

MEMO PA. 6  
4/20/89



**PHILIP MORRIS U.S.A.**

**PROJECT ART**

**ESTIMATED SHARE OF VOICE**

PROJECT ART	QUARTER				TOTAL YEAR
	1ST	2ND	3RD	4TH	
MARLBORO	24	8	3	3	12
BENSON & HEDGES	15	18	19	19	18
MERIT	6	8	8	8	8
VIRGINIA SLIMS	6	7	7	7	7
	4	5	5	5	4
EST. TOTAL \$	\$24MM	\$19MM	\$18MM	\$18MM	\$81MM

2023086515

MMCPA.5  
4/20/89

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

202308651

3990019506

**PHILIP MORRIS U.S.A.**  
**PROJECT ART**

• % OF SPENDING IN NEWS ORIENTED MEDIA:

	<u>% SPENDING</u>	<u>CUMULATIVE</u>
NEWSWEEKLIES	15.5	15.5
NEWSPAPERS	37.9	53.4
SUPPLEMENTS	6.1	59.5

2023086516

MMCPA.4  
4/20/89

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019507

CONFIDENTIAL-SUBJECT TO

202308651 :  
3990019507

PHILIP MORRIS U.S.A.

PROJECT ART

MAGAZINE LIST

WEEKLIES

NEWSWEEK  
TIME  
TV GUIDE  
SPORTS ILLUSTRATED  
U.S. NEWS & WORLD REPORT  
PEOPLE

DUAL AUDIENCE MONTHLIES

CABLE GUIDE\*  
LIFE\*  
TV ENTERTAINMENT\*

FEMALE AUDIENCE MONTHLIES

BETTER HOMES & GARDENS\*  
FAMILY CIRCLE\*  
LADIES' HOME JOURNAL\*  
MCCALL'S\*  
REDBOOK\*  
WOMAN'S DAY\*  
FIRST FOR WOMEN\*  
COSMOPOLITAN  
GLAMOUR

MALE AUDIENCE MONTHLIES

GOLF  
GOLF DIGEST  
DISCOVER  
ESQUIRE  
MONEY  
PLAYBOY\*  
PENTHOUSE\*  
FIELD & STREAM  
OUTDOOR LIFE  
SPORTS AFIELD  
ESPN TV SPORTS  
HOME MECHANIX  
POPULAR MECHANICS  
POPULAR SCIENCE

\* INCREASED SCHEDULE

2023086517

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION  
3990019508

20230865 1

3990019508

PHILIP MORRIS U.S.A.  
PROJECT ART  
CREATIVE SCHEDULING

<u>MAGAZINES</u>	<u># PAGES/# INSERTIONS</u>		<u>SPACE</u>
WEEKLIES	27	26	25 PAGES, 1 SPREAD
MONTHLIES	8	7	6 PAGES, 1 SPREAD
<u>EXCEPTIONS</u>			
CABLE GUIDE	10	9	8 PAGES, 1 SPREAD
LIFE	10	9	8 PAGES, 1 SPREAD
TV ENTERTAINMENT	10	9	8 PAGES, 1 SPREAD
PLAYBOY	10	9	8 PAGES, 1 SPREAD
PENTHOUSE	10	9	8 PAGES, 1 SPREAD
WOMEN'S SERVICE	10	9	8 PAGES, 1 SPREAD
<u>NEWSPAPERS</u>			
ABCD/USSPI	3	3	PAGE 2/COLOR
ABC/USSPI	3	3	PAGE 2/COLOR
AB	2	2	PAGE 2/COLOR
USA TODAY	8	8	PAGE 4/COLOR
<u>SUPPLEMENTS</u>	7	6	5 PAGES, 1 SPREAD

OUTDOOR                      4 MONTHS                      PAINT, POSTING, TRANSIT/MISC.

2023086518

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019509

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN

20230865 6  
3990019509

PHILIP MORRIS U.S.A.  
PROJECT ART  
ADDITIONAL OUTDOOR

- o THE FOLLOWING PROVIDES COSTS FOR 2 MONTHS ADDITIONAL OUTDOOR SUPPORT NOT INCLUDED IN MEDIA PLAN:

POSTING

CORPORATE POOL (50 SHOWING) \$3,790,000

BULLETIN

CORPORATE BULLETIN POOL 2,502,932

TRANSIT/MISC\* 2,676,898

TOTAL \$8,969,830

\* DOES NOT INCLUDE INCREASED SUBWAY OR  
COMPUTER RAIL.

2023086519

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019510  
CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

2023086519

3990019510

PHILIP MORRIS U.S.A.  
PROJECT ART  
CLOSING DATES FOR TEST MARKETS  
AUGUST WEEKLIES/SEPTEMBER MONTHLIES

<u>MAGAZINE</u>	<u>SPACE</u>	<u>CLOSE</u> <u>MATERIAL</u>
NEWSWEEK (8/7)	6/16	6/16
TIME (7/31)	6/9	6/9
SPORTS ILLUSTRATED (8/7)	6/19	6/19
PEOPLE (7/31)	6/12	6/12
TV GUIDE* (7/31)	6/17	6/17
U.S. NEWS & WORLD REPORT (7/31)	6/26	6/26
BETTER HOMES & GARDENS	6/10	6/15
FAMILY CIRCLE (9/5)	6/12	6/12
LADIES' HOME JOURNAL	6/9	6/15
MCCALL'S	6/2	6/15
REDBOOK	6/1	6/15
WOMAN'S DAY (9/5)	6/5	6/12

- \* CAN. ONLY ACCEPT BLACK & WHITE FOR REGIONAL INSERTIONS UNLESS A SUPPLIED INSERT. COPY SPLITS CAN BE 4/COLOR.

NEWSWEEK LOCAL PURCHASE ONCE A MONTH

TIME LOCAL PURCHASE EVERY OTHER WEEK CYCLE - I

SPORTS ILLUSTRATED LOCAL PURCHASE EVERY OTHER WEEK CYCLE - II

2023086520

# COMPLETION RATES

	<u>&lt;2 PACKS</u> <u><math>\frac{1}{2}</math></u>	<u>&lt;5 PACKS</u> <u><math>\frac{1}{2}</math></u>	<u>5 PACKS</u> <u><math>\frac{1}{2}</math></u>
<u>NON-MENTHOL</u>			
MERIT FREE CONTROL FLAVOR LOW SMOKERS	6	4	90
MERIT FREE 8MG FLAVOR LOW SMOKERS	16	5	79
NEXT 8MG FLAVOR LOW SMOKERS	17	7	76
MERIT FREE 4MG FLAVOR LOW SMOKERS	13	12	75
ULTRA LOW SMOKERS	13	9	78
<u>MENTHOL</u>			
MERIT FREE 8MG FLAVOR LOW SMOKERS	11	7	82
NEXT 8MG FLAVOR LOW SMOKERS	10	6	84

2023086521

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

20230865 11

3990019512

**BASED ON THE CONCEPT:**

**ABOUT ONE-FIFTH OF SMOKERS WERE INTERESTED  
IN PURCHASING ART**

2023086522

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

20230865 2

3990019513



PURCHASE INTEREST  
(BASED ON CONCEPT)

	<u>DEFINITELY BUY</u> <u>1</u>	<u>DEFINITELY NOT BUY</u> <u>1</u>
<u>NON-MENTHOL</u>		
MERIT FREE CONTROL FLAVOR LOW SMOKERS	20	2
MERIT FREE 8MG FLAVOR LOW SMOKERS	23	2
NEXT 8MG FLAVOR LOW SMOKERS	24	2
MERIT FREE 4MG FLAVOR LOW SMOKERS	24	7
ULTRA LOW SMOKERS	(28)	2
<u>MENTHOL</u>		
MERIT FREE 8MG FLAVOR LOW SMOKERS	17	1
NEXT 8MG FLAVOR LOW SMOKERS	(22)	3

2023086523

**AFTER THE INITIAL EVALUATION:**

**POSITIVE PURCHASE INTEREST DECLINED AMONG ALL  
GROUPS EXCEPT THOSE WHO RECEIVED THE CONTROL  
PRODUCT**

2023086524

3990019515  
CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

202308652

3990019515

**PURCHASE INTEREST**  
**(AFTER TWO PACKS)**

**DEFINITELY BUY**

	<b><u>CONCEPT</u></b> <b><u>1</u></b>	<b><u>PRODUCT</u></b> <b><u>1</u></b>
<b><u>NON-MENTHOL</u></b>		
MERIT FREE CONTROL FLAVOR LOW SMOKERS	20	21
MERIT FREE 8MG FLAVOR LOW SMOKERS	23	13
NEXT 8MG FLAVOR LOW SMOKERS	24	12
MERIT FREE 4MG FLAVOR LOW SMOKERS	24	16
ULTRA LOW SMOKERS	28	16
<b><u>MENTHOL</u></b>		
MERIT FREE 8MG FLAVOR LOW SMOKERS	17	11
NEXT 8MG FLAVOR LOW SMOKERS	22	16

2023086525

**SIMILARLY, NEGATIVE PURCHASE INTEREST INCREASED**

2023086526

**PURCHASE INTEREST**  
**(AFTER TWO PACKS)**

	<b><u>DEFINITELY BUY</u></b> <b><u>1</u></b>	<b><u>DEFINITELY NOT BUY</u></b> <b><u>3</u></b>
<b><u>NON-MENTHOL</u></b>		
MERIT FREE CONTROL FLAVOR LOW SMOKERS	21	13
MERIT FREE 8MG FLAVOR LOW SMOKERS	13	34
NEXT 8MG FLAVOR LOW SMOKERS	12	38
MERIT FREE 4MG FLAVOR LOW SMOKERS	16	34
ULTRA LOW SMOKERS	16	32

**MENTHOL**

MERIT FREE 8MG FLAVOR LOW SMOKERS	11	26
NEXT 8MG FLAVOR LOW SMOKERS	16	23

2023086527

**AMONG NON-MENTHOL FLAVOR LOW SMOKERS:**

- 0 AFTER TRYING TWO PACKS, ART GENERALLY  
HAD ITS GREATEST APPEAL AMONG WOMEN  
AND OLDER SMOKERS**
- 0 THE HIGHER LEVEL OF APPEAL AMONG THESE  
SEGMENTS CONTINUED AFTER THEY HAD SMOKED  
FIVE PACKS**

2023086528

PURCHASE INTEREST

DEFINITELY BUY

	<u>CONCEPT</u> <u>1</u>	<u>2 PACKS</u> <u>1</u>	<u>5 PACKS</u> <u>1</u>
MERIT FREE CONTROL			
<u>NON-MENTHOL</u>			
TOTAL	22	25	26
MALE	22	22	16
FEMALE	22	(26)	(35)
18-34	14	22	19
35-60	30	(27)	(33)

2023086529

PURCHASE INTEREST

DEFINITELY BUY

<u>CONCEPT</u>	<u>2 PACKS</u>	<u>5 PACKS</u>
<u>1</u>	<u>1</u>	<u>1</u>

MERIT FREE 8MG

NON-MENTHOL

TOTAL	26	16	17
MALE	24	14	19
FEMALE	28	17	15
18-34	20	10	14
35-60	33	21	20

NEXT 8MG

NON-MENTHOL

TOTAL	24	15	18
MALE	20	13	20
FEMALE	28	16	16
18-34	18	10	10
35-60	29	20	26

2023086530



# PURCHASE INTEREST

## DEFINITELY BUY

### MERIT FREE 4MG

#### FLAVOR LOW SMOKERS

	<u>CONCEPT</u> <u>1</u>	<u>2 PACKS</u> <u>1</u>	<u>5 PACKS</u> <u>1</u>
TOTAL	33	22	29
MALE	32	18	14
FEMALE	33	25	39
18-34	28	17	11
35-60	35	25	38

#### ULTRA LOW SMOKERS

TOTAL	31	23	29
MALE	33	33	33
FEMALE	28	18	27
18-34	43	29	43
35-60	29	23	27

2023086531

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019522

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

202308653  
3990019522

- 0 OLDER MENTHOL FLAVOR LOW SMOKERS EXHIBITED  
STRONG POSITIVE INTEREST IN ART AFTER  
SMOKING FIVE PACKS
- 0 HOWEVER, BY SEX, A DIFFERENCE WAS OBSERVED  
IN REACTIONS TO MERIT FREE VS. NEXT
  - WOMEN SMOKERS WERE MORE POSITIVELY  
DISPOSED TO MERIT FREE
  - MEN WERE MORE POSITIVE TO NEXT

2023086532

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019523

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

2023086532

3990019523

PURCHASE INTEREST

DEFINITELY BUY

<u>CONCEPT</u> <u>1</u>	<u>2 PACKS</u> <u>1</u>	<u>5 PACKS</u> <u>1</u>
----------------------------	----------------------------	----------------------------

**MERIT FREE MENTHOL**

TOTAL	22	18	28
MALE	25	19	22
FEMALE	19	18	33
18-34	17	7	17
35-60	26	28	39

**NEXT MENTHOL**

TOTAL	26	19	24
MALE	27	27	30
FEMALE	26	15	21
18-34	24	11	16
35-60	28	26	31

2023086533

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019524

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

2023086533

3990019524

0 MENTHOL SMOKERS WERE MORE RECEPTIVE TO  
THE TASTE OF ART

2023086534

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019525

20230865 4

3990019525

**OPINION OF TASTE  
(AFTER TWO PACKS)**

	<b>LIKE TASTE 1</b>	<b>VERY MUCH 1</b>
<b><u>NON-MENTHOL</u></b>		
MERIT FREE CONTROL FLAVOR LOW SMOKERS	68	40
MERIT FREE 8MG FLAVOR LOW SMOKERS	44	19
NEXT 8MG FLAVOR LOW SMOKERS	41	19
MERIT FREE 4MG FLAVOR LOW SMOKERS	40	22
ULTRA LOW SMOKERS	44	25

**MENTHOL**

MERIT FREE 8MG FLAVOR LOW SMOKERS	62	34
NEXT 8MG FLAVOR LOW SMOKERS	60	30

2023086535

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

20230865 5

3990019526

3990019526

0 NON-MENTHOL SMOKERS LIKED BOTH THE TASTE  
AND THE LOW NICOTINE ASPECT OF ART

- THERE IS SOME INDICATION THAT LOW  
NICOTINE BECOMES MORE IMPORTANT TO  
FLAVOR LOW SMOKERS AS THEY SMOKE MORE  
PRODUCT

2023086536

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019527

2023086536

3990019527

LIKES ABOUT THE PRODUCT  
(NON-MENTHOL SMOKERS)

	MERIT FREE CONTROL		MERIT FREE 8MG		NEXT 8MG		MERIT FREE 4MG	
	FLAVOR LOW SMOKERS	FLAVOR LOW SMOKERS	FLAVOR LOW SMOKERS	FLAVOR LOW SMOKERS	FLAVOR LOW SMOKERS	FLAVOR LOW SMOKERS	FLAVOR LOW SMOKERS	ULTRA LOW SMOKERS
	2	5	2	5	2	5	2	5
	PACK	PACK	PACK	PACK	PACK	PACK	PACK	PACK
	1	1	1	1	1	1	1	1
<u>SOMETHING LIKED</u>	88	89	80	71	75	76	81	84
<u>TASTE (NET)</u>	55	65	47	40	43	34	45	40
<u>MILD TASTING</u>	21	29	29	23	19	16	38	22
<u>SMOOTH TASTING</u>	9	11	8	7	10	6	7	6
<u>NICOTINE (NET)</u>	45	45	35	40	38	47	40	56
<u>NICOTINE FREE</u>	27	23	17	15	15	18	19	24
<u>LOW LEVEL OF NICOTINE</u>	9	12	10	18	13	15	10	22
<u>GOOD CIGARETTE FOR QUITTING/ CUTTING DOWN</u>	5	3	6	4	8	5	16	11
<u>LESS HARMFUL</u>	4	6	7	7	7	8	9	7

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019528

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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3990019528

**FOR MENTHOL SMOKERS, TASTE EMERGED AS THE ATTRIBUTE  
THEY LIKED BEST**

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PENNSYLVANIA TOBACCO LITIGATION

3990019529

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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**LIKES ABOUT THE PRODUCT**  
**(MENTHOL SMOKERS)**

	MERIT FREE 8 MG FLAVOR LOW SMOKERS		NEXT 8 MG FLAVOR LOW SMOKERS	
	2 PACK	5 PACK	2 PACK	5 PACK
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
<b><u>SOMETHING LIKED</u></b>	<b>96</b>	<b>88</b>	<b>81</b>	<b>79</b>
<b><u>TASTE (NET)</u></b>	<b>67</b>	<b>67</b>	<b>60</b>	<b>61</b>
<b>MILD TASTING</b>	<b>30</b>	<b>28</b>	<b>29</b>	<b>25</b>
<b>SMOOTH TASTING</b>	<b>10</b>	<b>7</b>	<b>10</b>	<b>6</b>
<b><u>NICOTINE (NET)</u></b>	<b>39</b>	<b>42</b>	<b>35</b>	<b>42</b>
<b>NICOTINE FREE</b>	<b>10</b>	<b>15</b>	<b>11</b>	<b>10</b>
<b>LOW LEVELS OF NICOTINE</b>	<b>16</b>	<b>14</b>	<b>18</b>	<b>24</b>
<b>EASY DRAW</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>5</b>
<b>GOOD CIGARETTE FOR QUITTING/CUTTING DOWN</b>	<b>3</b>	<b>1</b>	<b>7</b>	<b>2</b>
<b>LESS HARMFUL</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>5</b>

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CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019530

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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3990019530

ABOUT TWO-THIRDS OF SMOKERS DISLIKED SOMETHING ABOUT  
ART, MAINLY THE TASTE

THIS APPLIES TO BOTH NON-MENTHOL AND MENTHOL SMOKERS

2023086540

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019531

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

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3990019531

**DISLIKES ABOUT THE PRODUCT  
(NON-MENTHOL SMOKERS)**

	MERIT FREE CONTROL		MERIT FREE 8MG		NEXT 8MG		MERIT FREE 4MG	
	FLAVOR LOW SMOKERS		FLAVOR LOW SMOKERS		FLAVOR LOW SMOKERS		FLAVOR LOW SMOKERS	
	PACK	PACK	PACK	PACK	PACK	PACK	PACK	PACK
<b>SOMETHING DISLIKED</b>	49	49	68	68	73	75	62	62
Too MILD TASTING	12	14	24	27	29	31	26	26
No TASTE/FLAVOR	5	6	13	14	12	15	17	19
NOT SATISFYING	5	2	14	10	8	8	9	5
DOESN'T FEEL LIKE YOU'RE SMOKING	--	--	8	4	5	5	7	5
WOULD SMOKE MORE	5	7	7	7	6	5	--	--
HARD TO DRAW	--	--	4	4	8	7	5	2

2023086541

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019532

PRODUCED IN ARCH V. AMERICAN  
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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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3990019532

**DISLIKES ABOUT THE PRODUCT**  
**(MENTHOL SMOKERS)**

	MERIT FREE 8 MG FLAVOR LOW SMOKERS		NEXT 8 MG FLAVOR LOW SMOKERS	
	<u>2 PACK</u>	<u>5 PACK</u>	<u>2 PACK</u>	<u>5 PACK</u>
	<u><math>\frac{1}{2}</math></u>	<u><math>\frac{1}{2}</math></u>	<u><math>\frac{1}{2}</math></u>	<u><math>\frac{1}{2}</math></u>
<b><u>SOMETHING DISLIKED</u></b>	<b>61</b>	<b>63</b>	<b>74</b>	<b>76</b>
<b>TOO MILD TASTING</b>	<b>11</b>	<b>14</b>	<b>20</b>	<b>27</b>
<b>NO TASTE/FLAVOR</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>6</b>
<b>MENTHOL IS TOO STRONG</b>	<b>5</b>	<b>6</b>	<b>10</b>	<b>11</b>
<b>MENTHOL IS TOO MILD</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>7</b>
<b>NOT SATISFYING</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>11</b>
<b>WOULD SMOKE MORE</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>6</b>
<b>HARD TO DRAW</b>	<b>5</b>	<b>1</b>	<b>--</b>	<b>--</b>

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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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3990019533

- 0 ABOUT ONE-FOURTH OF THOSE WHO FINISHED SMOKING FIVE PACKS EXPRESSED AN INTEREST IN RECEIVING A FREE CARTON OF ART INSTEAD OF A FREE CARTON OF THEIR REGULAR BRAND.
- THIS PERCENTAGE IS LOWER THAN FOR THE CONTROL GROUP

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CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019534

PRODUCED IN ARCH V. AMERICAN  
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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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INTERESTED IN RECEIVING A CARTON

	<u>TOTAL</u> <u>1</u>
<u>NON-MENTHOL</u>	
MERIT FREE CONTROL FLAVOR LOW SMOKERS	44
MERIT FREE 8MG FLAVOR LOW SMOKERS	24
NEXT 8MG FLAVOR LOW SMOKERS	23
MERIT FREE 4MG FLAVOR LOW SMOKERS	23
ULTRA LOW SMOKERS	25
<u>MENTHOL</u>	
MERIT FREE 8MG FLAVOR LOW SMOKERS	23
NEXT 8MG FLAVOR LOW SMOKERS	24

2023086544

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019535

PRODUCED IN ARCH V. AMERICAN  
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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

2023086544

3990019535

**THOSE WHO SELECTED A CARTON OF ART HAD BEEN MORE  
INTERESTED IN THE PROPOSITION EVEN AT THE CONCEPT  
PHASE**

**CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PL PENNSYLVANIA TOBACCO LITIGATION**

**PRODUCED IN ARCH V. AMERICAN  
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3990019536

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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**3990019536**

PURCHASE INTEREST BASED ON CONCEPT

	DEFINITELY BUY	
	TOTAL	TOOK A CARTON
	<u>1</u>	<u>1</u>
<u>NON-MENTHOL</u>		
MERIT FREE CONTROL FLAVOR LOW SMOKERS	20	26
MERIT FREE 8MG FLAVOR LOW SMOKERS	23	37
NEXT 8MG FLAVOR LOW SMOKERS	24	30
MERIT FREE 4MG FLAVOR LOW SMOKERS	24	44
ULTRA LOW SMOKERS	28	42
<u>MENTHOL</u>		
MERIT FREE 8MG FLAVOR LOW SMOKERS	17	23
NEXT 8MG FLAVOR LOW SMOKERS	22	33

2023086546

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019537

PRODUCED IN ARCH V. AMERICAN  
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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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3990019537



- 0    ADDITIONALLY, THEIR INTEREST IN ART INCREASED AS  
THEY SMOKED MORE CIGARETTES.
- 0    CAUTION: THE APPARENT HEIGHTENED INTEREST AMONG  
FLAVOR LOW SMOKERS GIVEN THE 4MG PRODUCT  
IS NOT STATISTICALLY SIGNIFICANT

2023086547

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
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**PURCHASE INTEREST**  
(AMONG THOSE WHO TOOK A CARTON)

	<u>DEFINITELY BUY</u>		
	<u>CONCEPT</u> <u><math>\frac{1}{2}</math></u>	<u>2 PACKS</u> <u><math>\frac{1}{2}</math></u>	<u>5 PACKS</u> <u><math>\frac{1}{2}</math></u>
<b><u>NON-MENTHOL</u></b>			
MERIT FREE CONTROL FLAVOR LOW SMOKERS	26	37	41
MERIT FREE 8MG FLAVOR LOW SMOKERS	37	30	43
NEXT 8MG FLAVOR LOW SMOKERS	30	31	44
MERIT FREE 4MG FLAVOR LOW SMOKERS*	44	52	65
ULTRA LOW SMOKERS*	42	41	55
<b><u>MENTHOL</u></b>			
MERIT FREE 8MG FLAVOR LOW SMOKERS	23	30	47
NEXT 8MG FLAVOR LOW SMOKERS	33	38	51

\*CAUTION: SMALL SAMPLE SIZE

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PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
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3990019539

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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3990019539

**IMPORTANTLY, THEY LIKED THE TASTE OF ART**

**ADDITIONALLY, THEY ALSO LIKED ITS REDUCED NICOTINE**

2023086549

CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V: AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

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**LIKES ABOUT THE PRODUCT**  
(NON-MENTHOL SMOKERS WHO RECEIVED A CARTON)

	MERIT FREE		MERIT FREE 8MG		NEXT 8MG		MERIT FREE 4MG	
	CONTROL		FLAVOR LOW		FLAVOR LOW		FLAVOR LOW	
	SMOKERS	PACK	SMOKERS	PACK	SMOKERS	PACK	SMOKERS	PACK
<b>SOMETHING LIKED</b>	2	5	2	5	2	5	2	5
	PACK	PACK	PACK	PACK	PACK	PACK	PACK	PACK
	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2
	96	99	95	95	100	100	100	100
<b>TASTE (NET)</b>	69	85	64	69	69	59	59	66
<b>MILD TASTING</b>	28	41	43	40	31	30	61	35
<b>GOOD TASTE</b>	22	19	5	10	20	17	4	7
<b>SMOOTH TASTING</b>	13	17	10	12	13	9	4	7
<b>NICOTINE (NET)</b>	50	50	39	45	53	56	35	59
<b>NICOTINE FREE</b>	30	26	19	21	25	27	22	24
<b>LOW LEVEL OF NICOTINE</b>	12	13	15	19	16	19	9	21
<b>GOOD CIGARETTE FOR QUITTING/CUTTING DOWN</b>	4	3	6	5	11	7	17	3
<b>055980C202</b>								
<b>LESS HARMFUL</b>	5	8	10	9	8	9	4	10

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PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019541

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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**LIKES ABOUT THE PRODUCT  
(MENTHOL SMOKERS WHO RECEIVED A CARTON)**

	MERIT FREE 8 MG FLAVOR LOW SMOKERS		NEXT 8 MG FLAVOR LOW SMOKERS	
	2 PACK $\frac{1}{2}$	5 PACK $\frac{1}{5}$	2 PACK $\frac{1}{2}$	5 PACK $\frac{1}{5}$
<b><u>SOMETHING LIKED</u></b>	<b>98</b>	<b>100</b>	<b>100</b>	<b>97</b>
<b><u>TASTE (NET)</u></b>	<b>83</b>	<b>83</b>	<b>87</b>	<b>82</b>
<b>MILD TASTING</b>	<b>50</b>	<b>45</b>	<b>44</b>	<b>31</b>
<b>SMOOTH TASTING</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>13</b>
<b><u>NICOTINE (NET)</u></b>	<b>43</b>	<b>53</b>	<b>41</b>	<b>49</b>
<b>NICOTINE FREE</b>	<b>10</b>	<b>15</b>	<b>8</b>	<b>13</b>
<b>LOW LEVELS OF</b>	<b>25</b>	<b>20</b>	<b>26</b>	<b>33</b>
<b>NICOTINE</b>				
<b>EASY DRAW</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>10</b>
<b>GOOD CIGARETTE FOR</b>				
<b>QUITTING/CUTTING DOWN</b>	<b>5</b>	<b>--</b>	<b>8</b>	<b>3</b>
<b>LESS HARMFUL</b>	<b>--</b>	<b>3</b>	<b>3</b>	<b>3</b>

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**IN SUMMARY,**

**RESPONDENTS WHO OPTED FOR A CARTON OF ART OVER  
THEIR REGULAR BRAND WERE MORE INTERESTED IN THE  
PRODUCT AT EVERY PHASE OF THE RESEARCH.**

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CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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**PURCHASE INTEREST -- SUMMARY**

DEFINITELY BUY						
	CONCEPT		2 PACKS		FIVE PACKS	
	TOTAL	REC'D CARTON	TOTAL	REC'D CARTON	TOTAL	REC'D CARTON
NON-MENTHOL						
MERIT FREE CONTROL FLAVOR LOW SMOKERS	1294 1	340 1	1294 1	340 1	770 1	340 1
MERIT FREE 8MG FLAVOR LOW SMOKERS	20	26	21	37	26	46
NEXT 8MG FLAVOR LOW SMOKERS	23	37	13	30	17	43
MERIT FREE 4MG FLAVOR LOW SMOKERS	24	30	12	31	18	44
ULTRA LOW SMOKERS	24 28	44 42	16 16	52 41	29 29	65 55
MENTHOL						
MERIT FREE 8MG FLAVOR LOW SMOKERS	17	23	11	30	28	47
NEXT 8MG FLAVOR LOW SMOKERS	22	33	16	38	24	51

FINALLY,

- 0 THERE IS A SEGMENT OF SMOKERS WHO ARE DEFINITELY POSITIVE TO ART, THEY:
  - SELECTED A CARTON OF ART OVER THEIR REGULAR BRAND, AND
  - WOULD SMOKE ART AS A REPLACEMENT FOR THEIR REGULAR BRAND
- 0 THEY WERE THE MOST POSITIVE TOWARD THE ART PROPOSITION AT THE CONCEPT STAGE.
- 0 THEY REPRESENT 8% OF OUR SAMPLE\*
  - THAT TRANSLATES TO 4% OF TOTAL SMOKERS IF YOU ASSUME NO INTEREST AMONG FULL FLAVOR SMOKERS (NOT INCLUDED AS PART OF THIS TEST)

\*EXCLUDING CONTROL

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CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019545

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

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PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

**PURCHASE INTEREST  
(BASED ON CONCEPT)**

	REJECTORS		WOULD NOT TAKE CARION	TOOK A CARION	DEFINITELY BUY/REPLACE DEFINITELY SWITCH		
	TOTAL SMOKERS	< 2 PACKS	ONLY 88	599	90	NON- MENTHOL 63	MENTHOL 27
	1294	167	1	1	1	1	1
<b>POSITIVE INTEREST (NET)</b>	63	49	57	56	87	84	93
DEFINITELY BUY THEM	23	18	17	19	48	49	45
PROBABLY BUY THEM	40	31	40	37	39	35	48
<b>MIGHT OR MIGHT NOT BUY THEM</b>	28	31	26	31	11	13	7
<b>NEGATIVE INTEREST (NET)</b>	9	20	17	13	2	3	--
PROBABLY NOT BUY THEM	7	13	14	10	1	2	--
DEFINITELY NOT BUY THEM	2	7	3	3	1	1	--

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**DEMOGRAPHICALLY,**

**THESE SMOKERS TEND TO SKEW OLDER AND LESS EDUCATED  
AND THEIR BRANDS SKEW MENTHOL AND ULTRA LOW TAR.**

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CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019547

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

3990019548

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

DEMOGRAPHIC PROFILE (INDICES)									
	REJECTORS			WOULD		TOOK		DEFINITELY BUY/REPLACE	
	< 2			NOT		A		DEFINITELY SWITCH	
	TOTAL SMOKERS	PACKS ONLY	2 PACKS	CARTON	TAKE	CARTON	MENTHOL	TOTAL	MENTHOL
SEX	1294	167	88	599	349	90	63	27	
MALE	41	93	105	107	100	98	98	100	
FEMALE	59	105	97	95	100	102	102	100	
AGE	45	122	93	116	78	62	64	58	
18-34	55	82	105	87	118	131	129	135	
35-60									
EDUCATION									
HIGH SCHOOL GRADUATE OR LESS (NET)	57	95	91	96	111	116	112	123	
SOME COLLEGE OR MORE (NET)	42	110	112	105	88	81	88	71	

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TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

DEMOGRAPHIC PROFILE (CONT'D)  
(INDICES)

	<u>REJECTORS</u>		<u>WOULD NOT TAKE</u>	<u>TOOK A</u>	<u>DEFINITELY BUY/REPLACE DEFINITELY SWITCH</u>	
	<u>TOTAL SMOKERS</u>	<u>&lt; 2 PACKS</u>	<u>ONLY</u>	<u>CARTON</u>	<u>NON- MENTHOL</u>	<u>MENTHOL</u>
	1294	167	88	599	349	27
	1				90	63
<u>INCOME</u>						
<u>UNDER \$30,000 (NET)</u>	43	81	74	100	105	86
<u>\$30,000 AND OVER (NET)</u>	43	116	123	100	95	95
<u>FLAVOR TYPE</u>						
<u>NON-MENTHOL</u>	74	106	101	107	104	95
<u>MENTHOL</u>	26	81	96	81	88	115
<u>TAR LEVEL</u>						
<u>FLAVOR Low</u>	91	100	97	102	99	92
<u>ULTRA Low</u>	9	100	133	78	111	178
<u>SIZE SMOKED</u>						
<u>KINGS</u>	42	102	107	112	86	95
<u>100's</u>	58	98	95	91	110	103
					98	102
						88
						109

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WHAT THEY LIKED ABOUT ART WAS THE TASTE, ABOUT  
THREE-FOURTHS OF THEM CITED TASTE

HALF ALSO MENTIONED THAT THEY LIKED THE LOW  
NICOTINE

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CONFIDENTIAL-SUBJECT TO  
CONFIDENTIALITY ORDER IN  
PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)

3990019550

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**LIKES ABOUT THE PRODUCT  
(NON-MENTHOL SMOKERS)  
DEFINITELY BUY/REPLACE/DEFINITELY SWITCH**

	TOTAL			NON-MENTHOL			MENTHOL		
	2 PACK 1	5 PACK 1		2 PACK 1	5 PACK 1		2 PACK 1	5 PACK 1	
<b><u>SOMETHING DISLIKED</u></b>	98	100		98	100		96	100	
<b><u>TASTE (NET)</u></b>	76	78		71	75		85	85	
<b><u>MILD TASTING</u></b>	51	46		51	46		52	44	
<b><u>GOOD TASTE</u></b>	8	14		8	18		7	7	
<b><u>SMOOTH TASTING</u></b>	11	10		10	10		15	11	
<b><u>NICOTINE (NET)</u></b>	51	58		51	60		52	52	
<b><u>NICOTINE FREE</u></b>	21	27		27	33		7	11	
<b><u>LOW LEVEL OF NICOTINE</u></b>	21	19		14	18		37	22	
<b><u>EASY DRAW</u></b>	9	8		6	3		15	19	
<b><u>GOOD CIGARETTE FOR QUITTING/CUTTING DOWN</u></b>	8	2		8	3		7	--	
<b><u>LESS HARMFUL</u></b>	7	6		10	8		--	--	

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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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**MOST DISLIKED NOTHING, THE ONLY CRITICISM WAS THE  
CIGARETTE'S LENGTH.**

**THIS IS NOT SURPRISING SINCE 60% OF THESE PEOPLE  
NORMALLY SMOKE A 100MM CIGARETTE.**

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**CONFIDENTIAL-SUBJECT TO  
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PENNSYLVANIA TOBACCO LITIGATION**

**PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5903-CN (E.D. PA.)**

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DISLIKES ABOUT THE PRODUCT  
(NON-MENTHOL SMOKERS)

	<u>DEFINITELY BUY/REPLACE/DEFINITELY SWITCH</u>			
	<u>TOTAL</u>		<u>NON-MENTHOL</u>	
	<u>2</u>	<u>5</u>	<u>2</u>	<u>5</u>
	<u>PACK</u>	<u>PACK</u>	<u>PACK</u>	<u>PACK</u>
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
<u>SOMETHING DISLIKED</u>	33	36	35	33
<u>TOO SHORT/PREFER 100'S</u>	14	17	16	19
<u>TOO MILD TASTING</u>	3	3	5	3
<u>NO TASTE/FLAVOR</u>	2	--	3	--
<u>NOT SATISFYING</u>	--	1	--	2
<u>DOESN'T FEEL LIKE YOU'RE SMOKING</u>	1	1	--	2
<u>WOULD SMOKE MORE</u>	2	4	2	3
<u>HARD TO DRAW</u>	5	1	5	2

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AS A POINT OF CONTRAST, SMOKERS WHO REJECTED ART  
MAINLY CRITICIZED ITS TASTE.

CONFIDENTIAL-SUBJECT TO  
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PENNSYLVANIA TOBACCO LITIGATION

PRODUCED IN ARCH V. AMERICAN  
TOBACCO CO., NO. 96-5983-CN (E.D. PA.)

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Source: <https://www.industrydocuments.ucsf.edu/docs/hzjp0180>

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**DISLIKES AMONG THOSE  
WHO REFUSED TO CONTINUE SMOKING**

	<b>REFUSED TO SMOKE 2 PACKS</b>	<b>REFUSED TO SMOKE MORE THAN 2 PACKS</b>
	<b><math>\frac{1}{2}</math></b>	<b><math>\frac{1}{2}</math></b>
<b>TOO MILD TASTING</b>	<b>47</b>	<b>34</b>
<b>NO TASTE/FLAVOR</b>	<b>31</b>	<b>31</b>
<b>NOT SATISFYING</b>	<b>17</b>	<b>10</b>
<b>DOESN'T FEEL LIKE YOU'RE SMOKING</b>	<b>5</b>	<b>10</b>
<b>WOULD SMOKE MORE</b>	<b>7</b>	<b>5</b>
<b>HARD TO INHALE</b>	<b>8</b>	<b>5</b>

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