

## PRODUCT DEVELOPMENT REQUEST

### DORAL "Ultra" Non-Menthol 100mm

This requests that Tobacco Development initiate a development program on a DORAL 100mm non-menthol product which has a conventional estron filter.

#### I. Reason for Request

New Brand/Line Extension - A strategic implications overview shows DORAL to have a propensity to establish a 100mm brand in the underdeveloped ultra low tar category. This 100mm product is to replace Parent DORAL (menthol and non-menthol) in the market. A preliminary product development plan has been approved.

#### II. Action Standards

##### A. Minimum

1. Parity versus Kent III 100mm among female ultra low tar 100mm non-menthol smokers aged 25 and older.
2. Parity versus Kent III 100mm among female fuller flavor low tar 100mm non-menthol smokers aged 25 and older.
3. Tar Level: 5 mg. or less  
CO Level: Competitive with Kent III 100mm

##### B. Desired

1. Superiority versus Kent III 100mm among female ultra low tar 100mm non-menthol smokers aged 25 and older.
2. Parity versus Kent III 100mm among female fuller flavor low tar 100mm non-menthol smokers aged 25 and older.
3. Tar Level: 5 mg. or less  
CO Level: Parity with Kent III 100mm

III. Overview of Tar and CO Reduction Request

	<u>Tar Level</u>	<u>CO Level</u>
1981		
1982		
1983		
1984		
1985		

IV. Physical Characteristics

- A. Length - 100mm
- B. Tipping Color - White\*
- C. Paper Color - White\*
- D. Name Placement - TBD

\*White selected for tipping and paper color at this time for development and testing purposes only. Final color to be selected after product design exploratory.

V. Priority Grouping

VI. Critical Dates/Project Feasibility

- A. Prototypes available .
- B. Product available for NFO testing
- C. Project feasibility confirmed

VII. Project Personnel

<u>Name</u>	<u>Title</u>	<u>Department</u>	<u>Initial Agreement</u>
K. V. McCaffrey	Brand Manager	Brand Management	_____
J. L. Dodd	Project Manager	Tobacco Development	_____
M. D. Harris	Brand Research Mgr.	Marketing Research	_____

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K. V. McCaffrey, Brand Manager

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H. J. Lees, Group Brand Manager

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N. W. Glover, Director, Brand Management

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G. H. Long, Executive Vice President

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D. P. Johnson, Manager, Tobacco Development

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J. D. Barnhill, Director, Tobacco Development

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A. H. Laurene, Vice President, Tobacco Dev.

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C. G. Tompson, Executive Vice President

3/25/80  
ATS:tg