

VANTAGE REGULAR 85

OBJECTIVE

DEMONSTRATE A SIGNIFICANT IMPROVEMENT OVER THE CURRENT IN-MARKET PRODUCT AMONG COMPETITIVE 25-49 YEAR OLD FFLT NM 85 SMOKERS WHO HAVE A POSITIVE PURCHASE INTENT TOWARDS VANTAGE.

ACCOMPLISHMENTS

VANTAGE 85 REGULAR DEVELOPMENT EFFORTS HAVE YIELDED A PROTOTYPE THAT IS SUPERIOR TO CURRENT VANTAGE KS AND PARITY TO MERIT.

	<u>COMPETITIVE</u>	<u>FRANCHISE</u>
CURRENT VANTAGE	48	69
966A	54	64
MERIT	52	45

NEXT STEPS

MANAGEMENT APPROVAL	COMPLETE
PHASE II	12/10/86
NATIONAL MANUFACTURING START-UP	4/87