

SECRET

R. J. Reynolds Tobacco Company

Winston-Salem, N.C. 27102

919/777-5000

INTER-OFFICE MEMORANDUM

No. 68 By RJR

March 3, 1983

Dr. G. R. Di Marco

Brand R&D Weekly Status Report

ESTABLISHED BRANDS

✓ ● WINSTON KS

Results from the NFO test of two prototypes indicate that one product achieved an improvement over current from deficiency to parity vs. Marlboro among the newly defined action standard group, 18-34 year old male competitive smokers. This product incorporates a firmer filter, increased casing, a paper change to increase puff count, the flue-cured crop change, and all quality task force variables.

Attribute ratings improved over current WINSTON and adoption of this product will be recommended.

✓ ● WINSTON 100

Topline NFO results were received from two prototypes designed to improve WINSTON 100 performance from parity to superiority. One of these prototypes achieved superiority to Marlboro 100 among the former target smoker group but is at parity among the new target group of competitive males 18-34. Consequently, this represents no improvement over current WINSTON 100 among the target competitive smoker group.

✓ ● WINSTON Lights 85

Two prototypes designed to improve performance from deficiency to parity were shipped to NFO this week. Also, the prototype being adopted for CAMEL Lights is being considered for WINSTON Lights. This product is currently being tested among the WINSTON Lights 85 franchise to determine if it meets action standards.

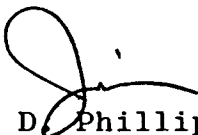
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✓ ● NOW 85 Menthol

Results from a competitive brand test indicate that product performance has slipped from superiority to parity vs. Cambridge.

✓ ● MORE Lights 100

A new, beige colored cigarette paper was evaluated on MORE Lights by NFO. Final results indicate parity with current paper and an AR is being circulated for adoption.


J. D. Phillips

/lc

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