

BROWN AND WILLIAMSON TOBACCO CORPORATION MASTER DOCUMENT TEXT LISTING 11/27/64		PAGE 993	
DOCUMENT ID/TEXT			
WITH P.M., CIRCULATED UNDER A COVERING LETTER OF 24TH MARCH, 1963, WHICH SHOULD BE DESTROYED.			
<p>NIS-1010-82 REPORT # NIS-1010-82 TITLE PROJECT TROUT ABSTRACT PROJECT TROUT WAS INITIATED IN DECEMBER 1961 IN RESPONSE TO THE TECHNICAL ADVANCES GAACD HAD MADE IN CONJUNCTION WITH PAPER SUPPLIERS TOWARDS THE REDUCTION OF SIDESTREAM SMOKE. A PROJECT TEAM, CONSISTING OF THE U.S. MARKETING PLANNING MANAGER, U.S. PUBLIC</p> <p>NIS-1010-83 PAGE 2 OF 4 T. OPPORTUNITY FOR SMOKERS TO SIGNAL THEIR CONCERN VIA THE PRODUCTS DEVELOPED. IT HAS DECIDED AT A RELATIVELY EARLY STAGE THAT THE PROJECT WOULD BE EXCLUSIVE TO B.A.T. &amp; WOULD BE DEVELOPED WITH THE U.S. DOMESTIC MARKET IN MIND. BRAND DEVELOPMENT WOULD CONCENTRATE ON A SINGLE HIGH BRAND DEVELOPMENT &amp; BOTH LOW &amp; LOW-TO-MIDDLE TAR OPPORTUNITIES WOULD BE EXPLORED.</p>		<p>NIS-1010-83 PAGE 2 OF 4 RELATIONS MANAGER, BAT (UNL) PRODUCT DEVELOPMENT MANAGER, A REPRESENTATIVE FROM THE ADVERTISING AGENCY (FCB) &amp; A TECHNICAL EXPERT FROM GAACD, WAS SET UP IN JANUARY 1962. THE PROJECT BRIEF WAS TO: 1. ASSESS THE PRODUCTS DEVELOPED AT THAT TIME AMONGST CONSUMERS THROUGH MARKET RESEARCH. 2. DETERMINE THE DISTRIBUTION OF ATTITUDES AMONGST U.S. SMOKERS TO SIDESTREAM SMOKE. 3. EVALUATE</p> <p>NIS-1010-83 PAGE 4 OF 4 DEVELOPMENT ACTIVITIES ON CONCEPT, PRODUCT &amp; BRANDING TOGETHER WITH THE P.R. IMPLICATIONS CONTINUED THROUGH 1962.</p>	
<p>NIS-1020-81 REPORT # NIS-1020-81 TITLE EXPANDED TOBACCO LEVELS OF INCLUSION IN U.S. CIGARETTE BRANDS ABSTRACT THE DATA PRESENTED HERE RELATES TO THE PERCENTAGE BY WEIGHT OF EXPANDED TOBACCO MEASURED IN THE BLEND OF SOME U.S. DOMESTIC &amp; EXPORT CIGARETTE BRANDS. INFORMATION RELATING TO THE DOMESTIC BRANDS WAS SUPPLIED DIRECT BY BROWN &amp;</p>		<p>NIS-1020-81 PAGE 2 OF 2 WILLIAMSON WHEREAS THAT ON EXPORT BRANDS HAS EXTRACTED FROM THE MOST RECENT PROJECT COLUMEL REPORT.</p>	

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