

LUCKY STRIKE LIGHTS INTERNATIONAL CPT/MASQ REPORT EUROPE

Country/ Project	Date Tested	Benchmark Brand	Blend Type	Smoker Groups	Action Standards	Products in Test	Key Results
Belgium	Sep'95	Marlboro Lts		214 smokers Age = 50/50 18-24, 25-30 Sex = 50/50 Male & Female Language = 60% Flemish = 30% Walloon = 10% Bilingual	To assess both: (a) the relative consumer acceptability and (b) the product performance profiles of five blends, i.e. 4 LS Lts blends and the current MB Lts blend.	LS Lts - Swiss (J827) LS Lts - Belgian (N625) LS Lts - Test Blend A (Q364) LS Lts - Test Blend B (S483) MB Lts - V547	None of the possible Lucky Strike Lights blends is rejected. There seem to be two "winners" among the 5 tested blends: N625 and V547. Only these 2 have significantly better judgments than the Q364 blend. These are the best blend for a line extension of the LS Parent.
Czech Rep. RAIN	Dec'97	Marlboro Lts		MB Lts & LS Lts: 103 Czech Male & Female, (50-50% gender split, aged 18-24 (70%), 25-34 (30%). SOB: (Petra Lts, Sparta Lts, L&M Lts) 106 Czech Male & Female, (50-50% gender split, aged 18-24 (70%), 25-34 (30%).	1) To adopt the Dev. Prod. that achieves parity with MB Lts among a representative sample of young SOB smokers including current LS Lts smokers in terms of the selected key attributes: Mouthful of Smoke, Mouth & Throat Irritation, Taste Quality. 2) If both achieve point 1, to adopt the Div. Prod. that performs better than the other in terms of the selected key attributes. 3) If point 1 is not achieved by either of the Dev. Prod., start product redevelopment.	LS Lts Dev. I 8mg LS Lts Dev. II 6mg MB Lts 8mg	Both LS Lts Dev. I 8mg & LS Lts Dev. II 6mg achieved the 1st Action Standard of at least parity on key attributes with MB Lts 8mg on tot. sample. As for Action Standard 2, LS Lts Dev. II 6mg performed better for LS Lts and MB Lts smokers while LS Lts Dev. I 8mg was rated better by SOB smokers.
Germany (Former W. Germany)	1998	Marlboro Lts		Independent matched sample MASQ (pure monadic) with smoker from a Nationwide panel (separate for former West & East Germany). Mail Survey, 1 pack per respondent.	To achieve parity in Likeability versus Own Brand with Marlboro Lts among Marlboro Lts & Source of Business smoker.	Lucky Strike Lts Marlboro Lts	The design modification (launched around March 1998) improved the test results of the former LSF Lts (last 2 results) for the likeability/acceptability attributes. The LSF Lts (improved) ratings vs. MB Lts for the likeability/acceptability attributes are directionally lower, however the differences are statistically not significant. Actions: Further test results of the (improved) LSF Lights are required before we can definitely say that a further improvement is needed to achieve the parity action standard.
Germany (Former E. Germany)	1998	Marlboro Lts		Independent matched sample MASQ (pure monadic) with smoker from a Nationwide panel (separate for former West & East Germany). Mail Survey, 1 pack per respondent.	To achieve parity in Likeability versus Own Brand with Marlboro Lts among Marlboro Lts & Source of Business smoker.	Lucky Strike Lts Marlboro Lts	LSF Lts (improved) is rated directionally lower in overall acceptability and taste pleasantness. Actions: No actions other than those already planned.

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Greece	Jul'97	Marlboro Lts Camel Lts		Marlboro Lts = 150 Other International Lts = 150	To achieve at least parity with MB Lts in Overall Acceptability among SOB smokers.	LS Lts - Germany (G812) MB Lts - Greece (K921)	Achieved Action Standard. LS Lts achieved parity in preference among SOB smokers as well as among MB and other Int'l Lights smokers. There are no significant differences in Overall Acceptability between LS Lts & MB Lts in the total consumer sample, among MB Lts smokers & smokers of other Int'l Lts brands.
Hungary KINGSTON		Marlboro Lts PMI Multfilter Extra Lts	Belgian LS Parent	150 respondents equally of both PMI Multfilter Extra Lts and MB Lts 50 LS Lts	Locally produced Lucky Strike has equal acceptability compared to Belgian Lucky Strike Parent	Belgian LS Lts US LS Lts LS Lts Local	In case of all smoker groups, the acceptabilities of both Belgian and Hungarian LS Lts were evaluated at the same level. Among PMI Extra Lts smokers, and MB Lts smokers, no significant differences were found between the Belgian LS Lts & the Hungarian LS Lts.
Netherlands	1997	Marlboro Lts	Belgian LS Lts German LS Lts	Marlboro Lts	Current Lucky Strike Lights: 1) If LS Lts achieves inferiority / parity to MB Lts in Overall Acceptability, actionable product improvements have to be indicated, to achieve at least product parity & preferably superiority to MB Lts. 2) If LS Lts achieves superiority to MB Lts in Overall Acceptability, the product consistency has to be monitored, to maintain superiority over time. New Lucky Strike Blends: Any new test blend should achieve superiority vs the current LS blend on Overall Acceptability, & at least parity vs MB Lts to be considered for a possible blend change.	LS Lts - Netherlands LS Lts - Belgium LS Lts - Germany	In terms of Overall Acceptability, the currently available LS Lts achieved parity against MB Lts and against German LS Lts test blend. Regarding the CPT, the German LS Lts test blend achieved parity to the current LS Lts as well as MB Lts on Overall Acceptability. The German test blend does not differ on any statement from current LS Lts nor from MB Lts. The Belgian LS Lts blend achieved inferiority to the other three test blends on Overall Acceptability.
Poland HAPPY Lts 2	Sep'97	Marlboro Lts		MB Lts both sex, age 18-39 SOB: JHS Lts, Camel Lts, L&M Lts, West Lts, Golden Arn. Lts both sex, age 18-39 MB Lts = 200 SOB = 200	The chosen Happy Lts should have at least equal acceptance & preference to MB Lts among MB Lts smokers and SOB smokers. This preference should be caused good / better taste & aftertaste quality, lower/equal impact & irritation.	Happy 2 Lts ver 1 (HAP810J8) MB Lts (R631)	Action Standards were fulfilled by Happy 810 8mg paring to MB Lts among MB Lts smokers in Acceptance, Taste Quality, Aftertaste Quality, significantly lower irritation and impact. Among SOB lights smokers the situation was similar where Happy Lts 810 8mg reached parity to MB Lts in Acceptance, Taste Quality, Aftertaste Quality, Irritation and Impact.
Switzerland				504 smokers: 91 Marlboro Red 92 Camel Filter/Medium 321 SOB (6 to 9mg) Male/Female = 52/48% Age: 18-24 = 49% 25-34 = 51%	1) Evaluate the blend (PM Lts/LS Lts Blend) vs key competitors. 2) Compare the magnitude levels of detailed sensory attributes. 3) Determine relative preference / acceptability	PM Lts/LS Lts = D823 Marlboro Lights = J675 Chesterfield Mild = W364 Parisienne Mild = S256	1) PM Lts/LS Lts blend is systematically the least well noted on all key attributes. 2) Overall PM/LS Lts blend is slightly better judged by MB Lts smokers than their own brand, but still doesn't reach Parisienne Mild performances

GREEN = ACTION STANDARD ACHIEVED

RED = ACTION STANDARD NOT ACHIEVED