

PRIVATE AND  
CONFIDENTIAL

PROJECT  
CODE  
NUMBER \*

3261

(\* To be obtained from MILLBANK)

PALL MALL K.S. FILTER  
- ARGENTINA.

BRAND  
INITIATION  
FORM

ROYALTY (where applicable)

Royalty 20p per mille.

Operative date 21<sup>st</sup> June 1974

Reduced to 5% of net selling price.

Duration of Red'n until further notice

Ref. CBI V/1  
Amended October 1970

466501211

|                       |   |                                |                                  |
|-----------------------|---|--------------------------------|----------------------------------|
| BRAND NAME            | PALL MALL KING SIZE FILTER                | IMMEDIATE<br>FOR<br>XXXXXXXXXX | TARGET LAUNCH<br>DATE<br>May '77 |
| INITIATING<br>COMPANY | COMPANIA NOBLEZA DE TABACOS S.A.I.C. y F. |                                |                                  |

#### MAIN PRODUCT CHARACTERISTICS

Style of Pack ..... Soft-Cup ..... Retail Price per Unit ..... \$140,- ..... Price Group ..... High  
 Number to Pack ..... 20 ..... or (for Tobaccos) Weight and Contents of Pack .....  
 Cigarette Length and Circumference ..... 84 mm x 24.8 mm .....  
 Type and Length of Filter ..... Acetate 20 mm ..... Type and Length of Tipping ..... white 25 mm (with two gold lines)  
 Cigar or Cigarillo shape and size .....  
 Smoking Tobacco Type Group .....  
 Blend Type ..... U.S.T. ..... and Comments ..... Leaf growths by origin .....  
 on any special characteristics and TPM/Nicotine targets ..... 100% Domestic ..... %  
 Smoking Characteristics similar to 100 mm version ..... %  
 T. P. M. x cig. 24 mgr. .... %  
 Total Nic. x cig. 0,77 mgr. .... %

#### BRAND OBJECTIVES

- To contribute to the strengthening of the prestige of the PALL MALL BRAND name, by introducing a version in the progressive International King Size segment.
- To arrest the growth of PARLIAMENT KFWIRE.

#### TARGET CONSUMERS

Demographic: Age: 20/35 years; sex: 50% Male and 50% Female  
 Class: High and Middle.  
Attitudinal: Current smokers of International King Size Brands, looking for a more renowned, classy brand.  
Current Smokers of: Parliament KFWIRE.

#### NATURE, SHARES AND TRENDS OF COMPETITION (with prices of competition brands)

Average Monthly Sales (Million Cigarettes).

| BRAND             | PRICE | OCT/DIC '75 | % OF TOTAL |             | % OF TOTAL |  | TREND       |
|-------------------|-------|-------------|------------|-------------|------------|--|-------------|
|                   |       |             | MARKET     | OCT/DIC '76 | MARKET     |  |             |
| Parliament KFWIRE | 130   | 97          | 3          | 121         | 3.9        |  | Progressive |

LOCAL HISTORY AND BACKGROUND OF BRAND AND REASON FOR CHOICE OF PARTICULAR BRAND NAME PALL MALL SLFWT was launched in October 1974 and is now selling at an average of 36 million cigarettes per month. The brand has achieved an image of class and good quality cigarette and it is felt that with a more distinguished and refined label, this image can be reinforced and have a stronger appeal to the potential international brands consumer. The King Size version gives us the opportunity of initiating our participation in the international king size segment, with a brand that possesses an awareness of international quality.

#### TARGET IMAGE AND SELLING PROPOSITION(S)

PALL MALL King Size, the new and even more distinguished version of a traditional high quality international brand.

ADVERTISING PLANS AT THIS STAGE Gowland-McCann Erickson S.A. de Publicidad has been briefed on the international campaign received from Millbank, and it's adaptation is being tested. Results will be duly forwarded to Millbank under separate cover.

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| RESEARCH  |  | DONE                                | INTENDED                            | NOT INTENDED             |
|---|--|-------------------------------------|-------------------------------------|--------------------------|
| Internal blend discrimination panel   |  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Consumer preference tests:-   |  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| a) against own brands   |  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| b) against competition brands   |  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Pack acceptance and image<br>(against objectives stated under target image) |  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Pre-launch test of advertising  |  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Other research done or in view:-  |  |                                     |                                     |                          |

| TRADE MARK DETAILS                     |  |
|--|--|
| Registered as a trade mark in class 21 |  |

|  |   |                             |
|--|---|-----------------------------|
| IS MANUFACTURING AGREEMENT REQUIRED?   | YES <input checked="" type="checkbox"/> | NO <input type="checkbox"/> |
| IF YES, STATE WITH WHICH COMPANY C.N.T. already have in their possession a Manufacturing Agreement with B.A.T. (Export) Ltd. |   |                             |

| GROUP BRAND GOODWILL CLASSIFICATION   |   | A                                   | B                        | C                        | D                        |
|---|---|-------------------------------------|--------------------------|--------------------------|--------------------------|
|   |   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Will brand comply in all necessary respects<br>If NO, state proposed deviations | YES <input checked="" type="checkbox"/> | NO <input type="checkbox"/>         |                          |                          |                          |

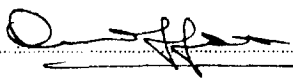
  

|                       |           |              |                   |
|-----------------------|-----------|--------------|-------------------|
| INTENDED MARKET       | Argentina | (a) Domestic | (b) For Export to |
| ORIGIN OF MANUFACTURE | Argentina | (a) Domestic | (b) Imported from |

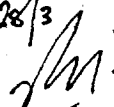
| BRAND NAME PRECAUTIONS                        |  |
|---|--|
| Tested for pronunciation<br>in local language | <input checked="" type="checkbox"/> Tested for accepted<br>translation <input type="checkbox"/> Tested for freedom from<br>obnoxious associations <input type="checkbox"/> |

|  |                    |
|--|--------------------|
| Signed  | Date March 4, 1977 |
|--|--------------------|

| COMMENTS BY MILLBANK ADVISORY SERVICES  |                    |
|---|--------------------|
| TERRITORIAL<br>H. Peatfield<br>23/3/77  |                    |
| C.B.I.<br>OK Halmus   | LEGAL<br>OK Halmus |
| MARKETING RESEARCH<br>C.H.B.<br>25/3/77   |                    |
| LEAF BLENDING<br>Oullin 24/3/77   |                    |
| BRAND PLANNING/DEVELOPMENT<br>INT BRAND MANAGEMENT<br>Amendments to 20's label are in hand with CNT. 28/3 |                    |

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REGIONAL MARKETING ADVISER

MARKETING CO-ORDINATION

COMMENTS OF TERRITORIAL DEPT. ON DEPARTMENTAL QUERIES

TERRITORIAL DIRECTOR/CO-ORDINATOR

A. Pearfield  
P.P.T.S. Tice 29/3/77

Approved Subject to improved price quality  
(already referred to Argentina)

Approved for Marketing Committee.....

P. L. Short.

date.....19/4/77.....

Approved for Tobacco Division Board.....

P. Sheehy.

date.....20/4/77.....

RETURNED TO C.B.I. FOR FILING ON 22.4.77 19

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