



Inter-office Memorandum

Subject: CIGARETTE CONCEPT TO ASSURE RJR A
LARGER SEGMENT OF THE YOUTH MARKET

Date: December 4, 1973

To: Mr. R. A. Blevins, Jr.
Director, Marketing Planning

From: Frank G. Colby

Summary:

It is suggested to develop a new RJR youth-appeal brand based on the concept of going back - at least halfway - to the technological design of the WINSTON and other filter cigarettes of the 1950's.

Memorandum:

This will summarize the suggestions that I made to you by telephone yesterday.

It is apparently established beyond a doubt that Philip Morris' Marlboro cigarette has a much stronger hold on the up and coming new generation of smokers than WINSTON or our other brands. It seems to me that a "me too" brand stands very little chance of changing this situation. What is needed is a new concept.

Another condition seems to me to be a need to be able to develop such a cigarette for the immediate future and not many months hence.

My suggestion covers all these conditions. It is basically to go back as much as possible - probably at least halfway - towards the old filter cigarettes, i. e., the cigarettes of the 1950's prior to the Surgeon General's Report. These cigarettes had the following three main characteristics as distinguished from today's cigarettes:

1. They delivered more flavor (tar).
2. They delivered more "enjoyment" or "kicks" (nicotine).
3. They delivered more puffs - at least 20% more. (A fringe benefit which may or may not be promotable is that such a cigarette would develop a much less percentage of sidestream smoke compared to today's cigarette. This decrease would be roughly in proportion to the increased number of puffs.

The reasons for these differences are not so much between the tobacco of today and that of the 50's, but the paper (much more porous today) and the filter material (much more absorbent today).

In my judgment, for public relations reasons it would be impossible to go back all the way to the 1955 type cigarettes. As far as tar and nicotine in the smoke are concerned, I believe it should be possible to achieve the desired effect by going to a tar level of today's Pall Mall (non-filter type) of about 29 mg tar and 1.8 mg nicotine. Still, with an old style filter, any desired additional nicotine "kick" could be easily obtained through pH regulation.

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Mr. R. A. Blevins, Jr.

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To summarize, it should be easy to develop, within a relatively few weeks, these new youth-appeal cigarettes for market testing for which the following advertising claims could be unequivocally proven: They will deliver more flavor, more enjoyment, and more puffs for the money than any large selling cigarette on the market, or for that matter, than any other cigarette now on the market.

It is my understanding that a very limited number of cigarettes of the 50's are available from a scarce supply for test comparison purposes from the Tobacco Development Department (Tom Eskew or Del Johnson).

In our conversation yesterday, you mentioned that you were just then trying to develop a concept for a new brand appealing to the old CAMEL and other old type cigarette smoker, except having a filter. I believe that the concept outlined above can also be used for an old timers' brand with possibly a somewhat different top dressing formula.



Frank G. Colby

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P. S. In the middle 1960's WINSTON had approximately the tar and nicotine levels suggested. Additional details on this can be provided.

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