Online Supplementary Table. Document descriptions and summaries.

| **Ref.** | **Document Type\*, Year, and Title** | **Document Summary** | **Effects Described** |
| --- | --- | --- | --- |
| (22) | Market Research Report, 1994, Share Trend Tables (Averages of May & November 1994) | Presented data from a research study tracking reasons for cigarette smokers’ brand and pack size preferences, including for 10- and 14-pack cigarettes. For example, top reasons for preferring a 10-pack included: ‘More economical/cheaper’ (45%), ‘I smoke less’ (37%), ‘The amount I smoke in a day’ (20%), and ‘Size is easy to carry/store’ (17%).  | Small Quantity, Cheaper; Matching and Influencing Consumption Rates; Small Quantity, Easier to Carry |
| (23) | Market Research Report, 1993, Consumer Research Summaries. Year-End Report | Provided year-end reports and conclusions from various cigarette consumer research projects. For example, one project evaluated the potential effect of marketing a new 20-pack of a particular brand in Belgium, which would perform differently than the standard 25-pack.  | Small Quantity, Cheaper; Context and Consumer Demographics |
| (24) | Marketing Ideas Memo, 1989, Program: Package Size Configurations | Outlines a program to offer various package configurations, “targeted to outlets, ethnic groups and age groups.” For example, “Camel would introduce a 5 or 10 sticks per pack configuration targeted to Hispanics and high potential younger adult smoker outlets In Emphasis and Opportunity areas.” | Matching Consumption Patterns; Smaller Quantity, Novel; Larger Quantity, Greater Value; Context and Consumer Demographics |
| (25) | Market Research Report, 1993, Consumer Research Report - 1993 Islandwide Tracking Study | Included reasons for cigarette pack size preference in Puerto Rico. | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates; Small Quantity, Matching Consumption Rates; Small Quantity, Smoke Less |
| (26) | Market Research Presentation, 1985, Cigarette Pricing and Strategic Brand Positioning Study in Japan Management Presentation Presented: Hong Kong | Presented findings from interviews with Japanese smokers to understanding their smoking behavior and attitudes and the potential impact of cigarette pricing and marketing strategies. Concluded that Japanese smokers had little interest in 14- and 25-packs of cigarettes, but that these alternative pack quantities (particularly 25’s) may be useful as a line extension because of their increased convenience.  | Matching Consumption Patterns |
| (27) | Market Research Report, 1985, Cigarette Market Structure and Brand Leverage Study Management Presentation | Presented results of research on German smokers, including their interest in cigarette pack sizes with 10, 25, and 100 cigarettes.  | Matching and Influencing Consumption Patterns; Large Quantity, Greater Value |
| (28) | Market Research Report, 1983, Pack Count Exploratory Study 23’s 25’s Five Pack Six Pack | Described focus group research to generate hypotheses about various packaging and pricing combinations. All received mixed reactions tied to the price, perception of product value, and belief that a change in cigarettes-per-pack would influence one’s smoking rate. | Price, Value, Matching and Influencing Consumption Patterns |
| (29) | Market Research Report, 1990, The Cigarette Segmentation Study Volume V – Summary Manual | Summarized findings from in-depth interviews with smokers, such as that large pack quantities were seen as offering value-for-money among certain segments of the smoker market.  | Large Quantity, Greater Value |
| (30) | Market Research Report, 1994, New Product Introduction Marlboro RYO | Presented a summary of findings from qualitative and quantitative research on RYO tobacco products. Noted that that “the 35g pouch was viewed as ideal when the smoker was short of money, and a convenient size for social occasions, rather than the bulky 50g pouch.” | Smaller Quantity, Cheaper; Smaller Quantities, Easier to Carry |
| (31) | Market Research Report, 1990, Evaluation of Opportunities in the Value Segment of the Cigarette Market | Described findings from a qualitative study on the attitudes, perceptions, and purchase decision processes of value brand cigarette smokers.  | Appeal of Matching and Influencing Consumption Patterns; Large Quantity, Greater Value |
| (32) | Market Research Report, 1995, Marlboro (RYO) Pouch Tobacco 30 & 50 Grams | Described marketing approach for RYO tobacco in 50-gram and 30-gram varieties. Noted that research found that there were opportunities for Marlboro RYO products in Australia, noting that the 35-gram pouch size was “good for ‘poor days’” and the 50-gram pouch size was “seen as a good everyday size, and the size real RYO smokers use.” | Small Quantity, Cheaper |
| (33) | Marketing Rationale for Sales Managers, 1984, New Marlboro 25’s Leader’s Guide | Summarized the rationale for introducing a 25-pack of cigarettes. Described some findings from in-depth interviews to support smoker preference for 25 packs, such as convenience. Gave information to assist sales managers in their retail meetings. | Matching Consumption Patterns |
| (34) | Market Research Report, 1995, Conversion Model Study – Summary Report | Summarized telephone interviews with current smokers to assess brand commitment and found that “committed users are less price-sensitive.” Described cigarette quantity in terms of its association with price.  | Larger Quantity, Greater Value |
| (35) | Market Analysis Report, 1984, Analysis of Price and Value for Money in the Cigarette Market | Discussed the effects of cigarette price changes and value-for-money strategies on market share in various markets and described the evolving influence of quantity as it relates to price in various markets by country. | Small Quantity, Lower Price; Large Quantity, Greater Value |
| (36) | Marketing Plan Document, 1984, Direct Marketing Plan | Noted that 25- and 10-packs have been tested because "increased cigarette prices have made smokers cost conscious."  | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (37) | Marketing Plan Document, 1983, Strategic Plan. | Described large and small pack sizes as a potential way to gain market share in a marketplace in which smokers were increasingly price conscious because of excise tax increases and the introduction of other generics and 25-packs.  | Pack Size and Price; |
| (38) | Speech Q&A Transcript, 1983, Maxwell Seminar - Questions/Answers | Included a question about how cigarette packs with larger numbers of cigarettes may have affected consumption rates. The speaker responds that cigarette excise taxes had driven up the price of cigarettes, "which can increase the quit rate and also decrease the consumption of cigarettes per day." The speaker suggested that larger cigarette pack sizes offer value. This, in turn, was expected to "address the quitting issue to a degree and also address the rate per day by offering this value."  | Large Quantity, Greater Value;  |
| (39) | Marketing Plan Document, 1985, PM USA Corporate Affairs Five-Year Plan | Described “restrictions on the type of cigarettes we market and how we market them,” including “tax-based constraints on pack-size.”  | Pack Size Constraints |
| (40) | Fax Sheet, 1998, Facsimile Cover Sheet Pack Size Legislation | Fax describing the numbers of countries with legislation prohibiting single stick cigarette sales and regulating other pack sizes. | Limits on Pack Quantity Changes; |
| (41) | Marketing Plan Document, 1988, B&W Plan Followup With P Sheehy - Domestic Marketing | Noted that, "A small pack [such as 10's] would minimize the consumer outlay among the younger adult group, particularly among the more downscale and ethnic smokers where income is limited." However, the document noted that there were logistical problems because of tax stamping requirements, and the smaller pack size "also does not do much to change perceptions." | Small Quantity, Lower Price |
| (42) | Market Research Report, 1997, Analysis of Industry Pricing Dynamics and Recommended Strategies | Described the market for cigarette 25's packings as including "value 25's" and "convenience 25's." The former were sold at a lower per-stick price. The latter (e.g., Marlboro 25's) had "a convenience rather than a value positioning." There were several problems with 25's, including that consumers wished to reduce their out-of-pocket costs and to cut down on smoking, which "ran counter" to the 25's packing. Tax stamping was also more costly because they had to be hand-applied. Smaller pack sizes were used to reduce out-of-pocket costs/ transaction costs.  | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates; Small Quantity, Lower Price; Pack Size Constraints |
| (43) | Marketing Memo, 1983, Increased Pack Size | Described the state and federal tax implications for cigarettes in pack sizes larger than 20 sticks.  | Pack Size Constraints; |
| (44) | Tobacco Trade Journal Article, 1984, Joint Research on Blue Mould in Puerto Rico | Described changes in US cigarette tax legislation that would permit the introduction of 25-packs of cigarettes in more states. | Limits on Pack Quantity Changes; |
| (45) | Trade Magazine Article, 1985, Limiting Factors In Changing Cigarette Pack Sizes | Claimed that larger pack sizes have become popular in countries where they have been introduced because "the number of times that a consumer finds himself without cigarettes is reduced." The article speculates that, "The one, 20-piece pack a day smoker tends to become a one, 25-piece pack a day smoker," suggesting that larger pack sizes could increase a smoker's daily consumption.  | Large Quantity, Better Value; Large Quantity Matching and Influencing Consumption Rates;  |
| (46) | Marketing Memo, 1986, Parity Pricing Vs. Pack Size | Estimated the profitability of selling cigarettes in packs of 12, 13, 14, or 20 under different pricing schemes and given logistical challenges. Explored the possibility of selling a premium brand at the same per-pack price of competitor products but reducing pack quantity to maintain an acceptable profit margin. Considered the value of the different pack sizes from a smoker’s standpoint, concluding that “none of the lower pack count alternatives priced at parity to traditional cigarettes represents as good a value as the currently planned premium priced 20’s” because of the higher per-stick prices with smaller pack sizes. Because of this, the 12-, 13-, and 14-packs could lead to lower sales volumes than the premium-priced 20-pack and “might not succeed in market.” The memo thus recommended the premium pricing strategy rather than a 12-, 13-, or 14-pack priced the same as a 20-pack.  | Small Quantities Raise Logistical Concerns |
| (47) | Manufacturing Planning Document, 1992, Rationalisation of Pack Sizes | Described the production benefits of moving to common pack sizes for cigarettes: "flexible sourcing to cope with large orders, better utilization of machinery, ability to respond to a crisis at a major plant and uniformity of machine purchasing." | Limits on Pack Quantity Changes;  |
| (48) | Manufacturing Planning Document, 1993, Rationalisation of Pack Sizes | Described benefits of having common cigarette pack sizes across markets including "greater flexibility in Group product sourcing and maximising the use of production assets."  | Limits on Pack Quantity Changes; |
| (49) | Marketing Memo, 1986, New Product Introduction Raffles 100’s in 10’s Pack | Described the rationale for introducing a cigarette in a 10-stick pack, including facilitation of trial among younger smokers.  | Small Quantity, Lower Price; Appeal of Matching Consumption Patterns |
| (50) | Speech Script, 1983, International | Discussed a 25-pack of cigarettes as a way to deliver value and increase sales volume. | Larger Quantity, Greater Value |
| (51) | Marketing Plan Document, 1988, Market Analysis For 15's Format | Described interest in a cigarette 15-pack, noting that "the increasing tax burden on today's tobacco consumer has raised smokers' price consciousness and now, more than ever before, price is a prime motivator within certain segments of the industry." Increasing taxes, without matched increases in smokers' income, was said to have driven growth in smaller pack sizes such as 15-packs. The document recommended the company "more aggressively pursue the 15's segment to increase corporate market share." Test marketing was recommended to "monitor cannibalization levels." Described 15-pack sales volumes in different types of stores (drug stores vs. food/convenience stores). | Small Quantity, Lower Price |
| (52) | Market Planning Document, 1984, 840000 Viceroy Strategic Plan | Described 25-packs as a potential "volume-generating opportunity" for a cigarette brand, noting that it "appears to be an emerging segment which has proven very successful in countries such as Australia (54% SOM after five years) that an established brand may be able to capitalize on pre-emptively." A 25-pack was described as "provid[ing] value-conscious consumers an ongoing permanent positioning versus temporary trial-inducing price offers." | Larger Quantity, Greater Value;  |
| (53) | Marketing Plan Document, 1993, Project Silver | Described how tax increases, recessions, and changing lifestyles and values led to the growth of price-value cigarette offerings, including "pack-value offerings" such as 25 packs.  | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (54) | Marketing Plan Document, 1994, Puerto Rico/SBU. Market Overview. | Described Puerto Rico's cigarette market as having three distinct periods characterized by different levels of stability, competition, and pricing pressure. One company's 14-pack grew in volume and market share after a tax increase led to it having a price advantage. However, this hurt the company's profitability because more of the growth in the 14-pack came from consumers switching from 20-packs of the same brand (i.e., cannibalization) rather than switching from competitors' brands. Eventually, a competitor introduced its own 14-pack offering as a response to gain back market share.  | Small Quantity, Lower Price;  |
| (55) | Market Planning Document, 1994, Price War Belgium Action Plan | Described how a "branded price proposition (25's) are a valuable tool to compete" in Belgium, where "price war probability is high" because the company's competitors "have little alternative than price war to challenge our success." | Larger Quantity, Greater Value; |
| (56) | Market Research Document, 1986, BWT 870000 Strategic Planning Meeting Background Information | Described categories of smokers and how the percentages of smokers in each category changed over several years. "Loyal" was defined as "Smoked same brand/size/type over the past 12 months"; "Starter" was defined as "Began smoking for the first time within the past 12 months"; "Restarter" was defined as "Restarted to smoke again within the past 12 months"; "Switcher" defined as "Changed brand or size or type of cigarette smoked most often within the past 12 months"; and "Quitter" was defined as "Formerly smoked cigarettes but has stopped smoking within the past 12 months." Described a positive feedback loop in the price/value segment, where more companies had joined in with more products, which caused the segment to grow even more and with larger companies' entries helping "legitimize both the overall segment and its emerging categories" such as the "lower-priced 25's." Noted that smokers in each category in the segment were "skewed over 35," "skewed lower-income," and "heavy smokers." Listed disadvantages of low-price line extensions such as the risk of cannibalizing the parent (full-revenue) style, hurting the brand's image, being unable to stop the program without "taking a hit in share," and the "growing temptation to 'raise the stakes' as "competition responds to a brand's program." Noted that, "the key to long term success for a segment appears to be closely linked to rapid entry by other brands," such that "recent entries in the 25's segment ... may be good news for all current 25's brands, if the new entries help expand the total segment's appeal to consumers." | Larger Quantity, Greater Value;  |
| (57) | Marketing Plan Document, 1986, Unknown | Described alternative cigarette pack sizes (30's and 15's) as a way to increase sales volume during a price war. The 30-pack was deemed not to be a long-term option because of taxation, "vulnerability to price-offs", and other factors. The 15-pack was considered potentially viable because it allows a low price, it provides "reasonable to full margin, while advertising 'lowest price'", it maintains positive imagery, and it is seen "only as a line extension to generate incremental volume."  | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (58) | Marketing Plan Document, 1985, Rothmans of Pall Mall Limited - Operation Fireball Update | Described Operation Fireball, a planned 30-pack cigarette introduction ("at the same price as king size 25's") that would offer greater value by creating "a new segment based on pack sizes different from the traditional 25's and 20's." This was a response to the company's declining share of the market, as well as the decrease in cigarette industry sales overall, "in part due to increasing tax burdens." The document suggested another option of introducing a 15's pack, which would have a low price that is "attractive to younger and female lighter usage smokers." | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (59) | Marketing Plan Document, 1999, Pall Mall Brand Guidelines | Suggested the use of 'big-packs' with 25 cigarettes to achieve "a consumer-relevant price point." The document recommended that the company "seek to be the first to achieve this price point in order to maximize competitive advantage."  | Large Quantity, Greater Value;  |
| (60) | Marketing Plan Document, 1992, RJR-Puerto Rico 1990-1992 Strategic Plan | Described a 14-pack as a key element of a company's strategy to reduce its competitor's stronghold among young adult smokers: "The 14's style would represent a direct attack on PMI…"  | Small Quantity, Lower Price |
| (61) | Market Planning Document, 1991, Marketing Plans 1992 | Described Project Orville, which involved the launch of a low cost RYO product as well as a "value added (Bonus)" RYO product. The value added product was expected to "erode RBH's [Rothmans, Benson & Hedges‘] current share performance," which would cause RBH to introduce their own high yield products. | Larger Quantity, Greater Value; Smaller Quantity, Less Expensive;  |
| (62) | Market Planning Document, 1990, Value Segment Synopsis – The Australian Market | Market planning document describing Australia's cigarette value segment. | Larger Quantity, Greater Value; Influencing Consumption Rate; |
| (63) | Marketing Plan Document, 1994, Americas Strategic Plan Review 1994-1998 Agenda | Suggested that the company develop alternative pack sizes (17- and 25-packs) to use as a response if competitors would continue their aggressive pricing policies and other competitive actions.  | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (64) | Marketing Plan Document, 1996, General Manager's Monthly Review - Australia | Mentioned the use of a 30-pack to "strategically combat Marlboro & Freedom deep price cuts & gain consumer trial."  | Large Quantity, Greater Value;  |
| (65) | Market Research Report, 1992, Exploring Consumers' Reactions to Camel Wides - A Qualitative Research Study | Reported finding that many smokers were inclined to buy a Marlboro 25-pack of cigarettes because it "seems to readily convey 'better value,' even if priced 'just a little above' a 20's. Stated that the 25-pack was being explored "particularly as a defensive measure in an increasingly price/value sensitive market." | Large Quantity, Greater Value;  |
| (66) | Marketing Plan Document, 1991, Puerto Rico 1991 (910000) Operating Plan. | Described how a 10-pack was being widely distributed at a low price to prevent gains in competitors' products (including an economy brand and a low-priced 14's pack) following anticipated price increases.  | Small Quantity, Lower Price;  |
| (67) | Marketing Plan Document, 1994, Philip Morris Asia / Pacific Three Year Plan | Described a company's development of 10- and 14-packs of cigarettes as part of its key actions to "gain volume at the expense of our competitors" in an environment characterized by retail price increases.  | Small Quantity, Lower Price;  |
| (68) | Market Research Report, 1992, Business Review 92/93 | Described how the availability of a cigarette 15-pack in a particular brand prevented the loss of consumers who otherwise "would have probably gone to another trademark to accommodate their "cash outlay" or "convenience" needs, in the absence of their regular brand in a 15's pack." The document suggested that 15's were especially popular among younger smokers: "The younger the skew of the brand's smokers, the higher the contribution of 15's within that brand."  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates;  |
| (69) | Marketing Plan Document, 1992, Unknown | Described how the growth of the price-value segment prompted Marlboro's marketing department "to explore concepts designed to provide Marlboro smokers a less expensive Marlboro product option." Stated that smaller pack sizes, including a 14-pack or 10-pack, were considered "for times when Marlboro smokers are short of money and might otherwise buy a Price-Value brand." | Small Quantity, Lower Price;  |
| (70) | Marketing Plan Document, 1994, Action Points - France | Described new pack size introductions (14's and 10's) in France under the heading of "Pricing," and discussed these pack sizes as a way to "counteract the competitors' introduction of different pack sizes," to retain market share.  | Small Quantity, Lower Price;  |
| (71) | Market Planning Document, 1984, 840000 KOOL Operational Plan | Described a KOOL 10-pack of cigarettes as a way to "minimize premium cost to consumer while maintaining variable margin," thus "reduc[ing] brand outflow and induc[ing] switching from key competitors for economic reasons. The document stated that "Widespread availability of 10's may result in slightly lower industry volume, although we cannot quantify the effects." "Light smokers may consume less, given a convenient rationing unit." However, "Offsetting factors may include some smokers postponing quitting, given a rationing unit," and there could be "some consumption increases among very light smokers and potentially increased weekend smoking." | Smaller Quantity, Less Expensive; Small Quantity, Help with Self-Control; |
| (72) | Market Planning Document, 1994, Marlboro Medium 10’s – Korea CPC Submission for 941100 Meeting | Described the launch of a cigarette 10-pack in Korea as a way to "generate product trial of Medium among young adult smokers." The document explains that "the 10's format is an effective on-going sampling device, having specific appeal to young adult smokers." The marketing objective for the 10's was "to further generate product trial of Medium among starters and young adult smokers," and also to defend the brand's market share from the loss of core smokers to a competitor brand that launched a 10-pack. | Small Quantity Matches Consumption Patterns;  |
| (73) | Market Planning Document, 1984, No Title | Described a company's "strategy for dealing with the price/value segment (generic pricing, mid-price, 10-pack 25's, some other value device), if its dramatic growth continues. Described that the company is "in a defensive/follower position, responding to competitive moves." | Larger Quantity, Greater Value; |
| (74) | Market Planning Document, 1988, 1989 Operating Plan Presentation | Described efforts to develop 15-packs as "trial generating programs" and as ways to "defend volume base," depending on the brand family.  | Smaller Quantity, Less Expensive; |
| (75) | Market Planning Document, 1991, P-50: 1991 Marketing Plans | Described light-weight RYO products as a way to achieve price reductions. Predicted that "Low weight tobaccos for rolling will be a reality and most major trademarks will be forced into this product type." | Smaller Quantity, Less Expensive; |
| (76) | Market Planning Document, 1992, Puerto Rico 1992 (19920000) Operation Plan. Contents | Described the introduction of an intermediate cigarette pack size as a way of "diffusing [the company's] price premium disadvantage and reducing the impact of value propositions." | Smaller Quantity, Less Expensive; |
| (77) | Memo, 1983, Variable Pack Sizes | Noted that tax administrators in New Jersey and California had informed the company that un-named cigarette manufacturers had sought tax stamps for packs of 12, 15, and 18 cigarettes. | Pack Quantity Change as Competitive Response;  |
| (78) | Speech Script for Marketing Conference, 1990, “Export A” The Renaissance of Canada’s Best Selling Brand | Described the introduction of new products in the marketplace, including a 15-pack of cigarettes that “gave new smokers an opportunity to try” the product. Noted that the product was criticized by media as a “kiddie pack” but stated that the product was attractive to all smokers because of its low price and strong image. | Small Quantity, Lower Price |
| (79) | News Article, 1983, Cigarette Mini-Pack Gets Mixed Reaction | Described a mini-pack of 12 cigarettes with anecdotes about it helping smokers cut down, as well as the benefit of not needing a lot of money on hand to purchase the package. | Small Quantity, Lower Price; Matching Consumption Patterns |
| (80) | Marketing Ideas Memo, 1987, New Product Planning | Discussed ideas for new cigarette products in several categories (e.g., “Social Concern,” “Health Concerns”). Ideas in a “Value” category included a “Bulk Pack” and a “10’s Pack.” | Small Quantity, Lower Price; Large Quantity, Greater Value |
| (81) | Market Research Report, 1993, Special 10’s Qualitative Research | Described findings from qualitative interviews with smokers about a 10-cigarette pack. Some reported that a 10-pack at a low price-point was “an ‘introductory’ or ‘trial pack’ offer” that “provides a ‘low price’ way to ‘experiment’ with a new brand.” Some noted that the smaller pack would be easier to carry and more discreet.  | Small Quantity; Lower Price; Smaller Quantity, Novel; Small Quantity, Easier to Carry and Conceal |
| (82) | Retailer Packet, 1994, Special 10s | Described the price, brand information, marketing rationale, and positioning for a new 10-pack of cigarettes for retailers. | Smaller Quantity, Lower Price; Appeal of Matching and Influencing Consumption Rates |
| (83) | Market Research Report, 1985, Alternative Pack Concepts for Kim | Examined female smokers' reactions to a new cigarette brand in either a 10- or 25-pack. Advantages of the 10-pack included a stylish look, ease of carrying, lower price, help with cutting down smoking, and trial/sample pack. Advantages of the 25-pack included convenience, extra cigarettes that could act as a "cushion," and value, while disadvantages included bulkiness and too many cigarettes for a light smoker.  | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates; Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry; Small Quantity Unique or Novel; Small Quantity, Help Cutting Down |
| (84) | Market Research Report, 1986, Summary Analysis of Eight Focus Discussion Groups on Cigarette 12 Pack for Lorillard | Reported on findings from focus groups on a cigarette 12-pack. Some smokers felt that the 12-pack could help them cut down smoking. Price was more important for older and lower income people. The document also stated that there was a "very real possibility that cigarette consumption among the target group will decline."  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry; Small Quantity, Help Cutting Down |
| (85) | Market Research Report, 1993, 10s Pack Launches PMI International Study | Described reasons for launches of cigarette 10-packs as price ("Lower Cash Outlay - increases brand's affordability by reducing out-of-pocket expense"), daily consumption ("target audience's average daily consumption is closer to 10"), dual usage ("rotation between menthol and non-menthol"), low risk trial ("alternative brands"), and size convenience ("more convenient to carry"). The lower absolute cost was described as especially important because of high prices (and future planned tax increases) and because "a 10s pack can, to a certain extent, take off the pressure especially on young consumers' lower disposable income."  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry;  |
| (86) | Market Research Report, 1992, Virginia Slims 10's And New Advertising -- Qualitative Assessment (Final Report) | Described female smokers' responses to a price promotion on a Virginia Slims 10-pack. The document reported that "the pack itself generated more interest than any price benefits", particularly among smokers who usually purchased more expensive packs. "It may be more appealing when you are short of cash." The pack appealed to some because it was "closest to the amount they want to smoke in a given time."  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates;  |
| (87) | Marketing Plan Document, 1994, Exhibit B Summary Discussion. I.  | Proposed introducing a cigarette 14-pack to "pre-empt price concerned smokers among our core target group, by proposing an alternative pack size fitting in the YAS [young adult smoker] average daily consumption."  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates; Small Quantity Unique or Novel;  |
| (88) | Market Research Report, 1990, Management Summary Of Findings On New Menthol Brand Packaging Premiums And Promotional Concepts. | Reported that a cigarette 10-pack is the best alternative for occasional smokers and "is most likely to be selected by heavy smokers when they are low on pocket funds [or] going out to a club or party where the 10-pack is more convenient to carry in a pocket or small purse." Stated that freshness did not appear to be a concern for heavy smokers because they "rarely keep a pack for longer than one (1) day."  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry;  |
| (89) | Market Research Report, 1996, Islandwide Tracking Study May 1996 (19960500). Consumer Research Report. Mpr No. Pr003/96. Islandwide Tracking Study Final | Described self-reported reasons for use of cigarette 10-, 14-, and 20-packs in Puerto Rico over time during the early- to middle-1990s.  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry; Small Quantity, Fresher;  |
| (90) | Marketing Report, 1996, New Product Launches and Line Extensions | Described new products that had recently been launched. Described 10- and 14-cigarette packs that had been launched in various countries "where product affordability is an issue" because of tax hikes and poor economic conditions. Also noted that pack sizes larger than 20 were being launched in Europe, including a 30-pack in France. "These competitively priced packings (price advantage when calculated on a per stick basis) achieved a 2% SOM [share of market] in Dec. '96, their third month on the market." | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (91) | Marketing Plan Document, 1994, Action Points | Recommended the preparation of new cigarette pack sizes (10's, 14's, 19's, 25's) "in case market conditions (price) demand such a launch."  | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (92) | Market Research Report, 1991, Research Overview of Singapore Malaysia Thailand | Described various consumer research studies on cigarette smoking in Singapore, Malaysia, and Thailand. Described small pack sizes such as 14's and 10's as encouraging trial and brand-switching to premium brands among smokers. | Small Quantity, Lower Price;  |
| (93) | Trade Magazine Article, 2000, Philip Morris Completed | Framed small cigarette pack sizes as a way for smokers of premium brands to continue smoking those brands, given their high brand loyalty, even with rising cigarette prices.  | Small Quantity, Lower Price;  |
| (94) | Marketing Memo, 1997, FDA Regulations 10'S & 14'S Pack Sizes - Puerto Rico. | Predicted the effects on cigarette sales in Puerto Rico of regulations prohibiting the sales of packs with fewer than 20 cigarettes. The document noted that one-fifth of a particular cigarette brand's sales volume in Puerto Rico was from 10- and 14-packs. Stated that market modelers had analyzed their data and found "a clear link between pack size and total market consumption," stating that "it is clear that total market consumption increases with average pack size," though cautioning that they could not demonstrate that larger pack sizes caused greater consumption. The document predicted that, "if the 10's and 14's are eliminated, then total market consumption will increase." It stated that "We do not believe that pack size is an influential factor" in youth smoking.  | Small Quantity, Lower Price; Small Quantity, Help Cutting Down |
| (95) | Market Research Report, 1982, 12 - Pack Sales Test Marketing Strategy Plan. | Proposed a cigarette 12-pack in response to tax increases. Stated that the purpose of the 12-pack is "to reduce the unit price of a package of cigarettes to appeal to smokers who may not wish or be able to pay over $1.00 for a pack." | Small Quantity, Lower Price;  |
| (96) | Market Overview Document, 1997, 1998 To 2000 Strategic Plan | Explained that 25-packs of cigarettes were dominant in Canada but that 20-packs were increasing in popularity, with the lower price point "seen as a key driver in these two markets."  | Small Quantity, Lower Price;  |
| (97) | Marketing Plan Document, 1994, Five Year Plan | Stated that a company would introduce 10- and 14-packs because they are more "price convenient." | Small Quantity, Lower Price;  |
| (98) | Marketing Plan Document, 1988, Latin America Region Three Year Plan | Stated that 10- and 14-packs in Latin America would "be introduced with the intention of making international brands more accessible to lower-income consumers."  | Small Quantity, Lower Price;  |
| (99) | Planning Committee Document, 1983, Domestic Product Development Committee Meeting Report #157 | Described a company's product development committee's discussion of "the relative merits of 10's, 12's, and 14's": "The committee concluded that 10's is the most attractive pack if economy is the principal reason for packs containing less than 20 cigarettes: i.e., 10's can be sold at a lower price than 12's or 14's."  | Small Quantity, Lower Price;  |
| (100) | Marketing Ideas Document, 2003, Ideanet. The Place For New Product & Packaging Ideas | Presented cigarette marketing ideas, which describes the idea of a 10-pack "that enables a lower price."  | Small Quantity, Lower Price;  |
| (101) | Market Research Report, 1995, An Audit Of Consumer Research On Camel Brand Imagery And Consumer Attitudes In Western & Eastern Europe. | Overviewed Camel-related attitude research in Europe noting that the company was pursuing "the possibility of delivering value for money (or "affordability") in other ways (e.g.: smaller pack sizes)."  | Small Quantity, Lower Price;  |
| (102) | Marketing Strategy Document, 1990, Unknown | Recommended that the company "mitigate impact of tax driven price hikes" in Europe with alternative pack sizes, e.g., Marlboro 15's in France.  | Small Quantity, Lower Price;  |
| (103) | Market Research Report, 1994, Consumer Research Report. Value Brands Group Sessions | Stated that smokers would buy a cigarette 10-pack "when on a short budget."  | Small Quantity, Lower Price;  |
| (104) | Market Research Report, 1987, 8. Pr1986 014. Consumer Research Report. Puerto Rico 1986 (19860000) Islandwide Tracking Study | Described the main advantage of cigarette 14-packs as "price/cheaper/economize" in Puerto Rico.  | Small Quantity, Lower Price;  |
| (105) | Market Research Report, 1992, The Market For Cigarettes In Puerto Rico Summary Of Key Findings | Described results from personal interviews among smokers in Puerto Rico. Packs of 14's were said to be twice as popular among men than women. Packs of 10's were "purchased most frequently by individuals which display a profile roughly opposite to that shown for 20's." 10's purchased by younger smokers or those with less money.  | Small Quantity, Lower Price;  |
| (106) | Marketing Document, 1984, Female Smokers | Explained factors that have affected female smoking in the U.S. up until the early 1980s. Noted that smaller pack sizes have played a role, calling out the use of 10-packs "for Cost Considerations."  | Small Quantity, Lower Price;  |
| (107) | Market Research Memo, 1984, Minutes Of The NPC Meeting Held On Wednesday At 17: 00 At The Beau-Rivage Hotel | Mentioned the results of test-marketing a cigarette 14-pack in Norway, which found little interesting among current smokers of 10- and 20-packs. The document stated that a Marlboro 10-pack was appealing "because of established consumer purchasing habits and its lower out-of-pocket purchase price." | Small Quantity, Lower Price;  |
| (108) | Marketing Plan Document, 1994, France Philip Morris Super Lights 10'S | Described a cigarette 10-pack as maintaining affordability for current consumers and "attract[ing] new consumers/YAS who have limited purchasing power and who smoke less. The document states that, without this smaller size, the product is at risk of "losing consumers/YAS" [young adult smokers].  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates;  |
| (109) | Market Research Report, 1991, Switching Analysis | Stated that 15-packs have helped to stimulate brand switching, particularly among young adults <age 25 who report liking change and in a market with increasing cigarette prices.  | Small Quantity, Lower Price; Small Quantity Unique or Novel;  |
| (110) | Market Research Report, 1989, Project Buck | Examined interest in a cigarette 5-pack for $1 ("a buck"). The document stated there is a "high probability that a $1.00 pack [with 5 cigarettes] would be even more appealing" to people who started smoking in the past year ("starters"). Stated that the 5-pack was appropriate for the "target groups (Young, Regular Length, Switchers, and Starters)" because these groups "are typically not unit price conscious and typically have low daily consumption."  | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates; Small Quantity, Fresher;  |
| (111) | Market Planning Document, 1988, Project Delta Review | Described ideas for a "smokeless" cigarette (Delta cigarettes). For packaging, it recommended exploring 10- and 15-packs "for occasional use/price reasons." | Small Quantity, Lower Price; Small Quantity, Matching Consumption Rates;  |
| (112) | Marketing Plan Document, 1994, Malaysia 3YP Plan | Suggested that smaller cigarette pack sizes in Malaysia allow people to buy cigarettes with a smaller cost outlay.  | Small Quantity, Lower Price;  |
| (113) | Marketing Report, 1994, Malaysia | Described cigarette marketing in Malaysia.  | Small Quantity, Lower Price;  |
| (114) | Marketing Plan Document, 1992, Wills New Zealand Corporate Plan 1993-97 | Described the purpose of a 14-pack as "to compete with competitive low priced offers."  | Small Quantity, Lower Price;  |
| (115) | Marketing Plan Document, 1982, 12-Pack Sales Test. Agenda. | Described plans for a cigarette 12-pack, stating that it "offers a price alternative to current 20-pack" - i.e., the "option of paying less money out-of-pocket for a pack of cigarettes." Stated that this is primarily an opportunity for the "economically distressed."  | Small Quantity, Lower Price;  |
| (116) | Marketing Plan Document, 1984, New Product Strategy | Speculated about potential pros and cons of 10-packs. Frame 10-packs as offering a lower per-pack price but "with no denigration of brand image through discounting." | Small Quantity, Lower Price;  |
| (117) | Market Research Report, 1983, An Exploratory Study - Pricing: Price-Conscious vs. Non-Price-Conscious Smokers | Described reactions to the idea of 10- and 25-packs. The 10-pack "has the potential to be viewed as a trial size which one would purchase in order to try a new brand." Interest in a 25-pack, particularly among men, was "based on their anticipation of 'economy.'" Some men "were concerned they would smoke more -- again, measuring their smoking in terms of packs, regardless of the pack size."  | Large Quantity, Greater Value; Small Quantity, Lower Price;  |
| (118) | Market Research Report, 1984, Black Smoker Study 840000 | Showed data on percentages of Black smokers who reported that they would buy a KOOL 10-pack. Tables showed percentages in the top two response categories ("Very likely" or "Somewhat likely") broken down by various participant characteristics such as likelihood of switching to generic/store brand, sex, menthol status, age group, employment status, household income, type of store where people usually buy cigarettes, and geographic region. The document did not present tests of association, but self-reported likelihood of purchase appeared higher among males, people who were not employed outside the home, people who buy cigarettes by the pack rather than carton, and people with lower household income. Found the highest proportion of interest in purchase among Black smokers was among those between the ages of 16-20 (37.2% 'very' or 'somewhat likely' to purchase Kool's 10 pack). | Smaller Quantity, Less Expensive;  |
| (119) | Market Research Report, 1985, Review of Background Information | Described reductions in smoking incidence. Notes that "Price impacts the decision on whether to smoke," and that "Health concern and increased price act together to decrease industry sales." In a "Consumer Perceptions" section, noted: "25's a good value." Divided smokers into five segments (starters, switchers, loyal, quitters, and restarters), and included detailed tables about the inflow of consumers to the company's brands (switch within, switch in, starter) and the outflow (quitters, switch out), including the brands that people switched from or to. | Smaller Quantity, Less Expensive; Larger Quantity, Greater Value; |
| (120) | Market Research Report, 1985, Black Smoker Likelihood of Buying Ten (10) Cigarette Package Size of Kool (1984-265Y) | Described black smokers' interest in a KOOL 10-pack. Reported that black smokers' interest was highest among males aged 30-34 (43%) and 18-24 (39%) and among females aged 55+ (29%). | Smaller Quantity, Less Expensive; |
| (121) | Marketing Plan, 1982, Black Market Overview | Described how cigarette 10-packs would be used to provide sampling and "generate incremental trial for all styles" among targeted smokers. | Smaller Quantity, Less Expensive; |
| (122) | Market Research Plan, 1983, Marketing Plans | Described the use of a 10-pack of cigarettes as a trial pack for competitive smokers. The 10-pack would be priced at 45% of the price of a 20-pack, as "this overcomes the major problem of premium pricing involved with RJR's 12 pack test." Noted, "The trial pack requires the competitive smoker to invest money (commitment) which, judgmentally, may help overcome product quality problem to enhance conversion." A 10-pack launch was expected to "reduce brand outflow and induce switching from key competitors for economic reasons." The document also noted that "Widespread availability of 10's may result in slightly lower industry volume, although we cannot quantify the effects." "Light smokers may consume less, given a convenient rationing unit." However, "Offsetting factors may include some smokers postponing quitting, given a rationing unit, some consumption increases among very light smokers and potentially increased weekend smoking." Elsewhere, the document described the launch of 25-packs because of their "implied superior value" "(5 extra cigarettes per pack)." Free 25's were also used to "generate wide scale trial among selected target brand smokers." | Larger Quantity, Greater Value; Smaller Quantity, Less Expensive; Small Quantity, Help with Self-Control; |
| (123) | Market Planning Document, 1992, 1991-1992 Business Overview Cigarettes (RJR-0080) | Described the opportunity for 10- and 15-packs of cigarettes as "trial generators" for particular brand families given their lower price points in a market where federal and provincial taxes had driven up the price of 25-packs. | Smaller Quantity, Less Expensive; |
| (124) | Market Planning Document, 1988, Regional Business Plan – Quebec | Stated that, for a particular cigarette brand, "The introduction of 15's could serve to help trial." | Smaller Quantity, Less Expensive; |
| (125) | Market Planning Document, 1991, 1991 Priorities | Predicted that federal tax increases would cause changes in consumer demand for cigarettes and stating, "There will be an increase in demand for lower priced options" such as lower weight RYO options and 15-packs of cigarettes. In light of these expectations, the company increased the priority of its rollout of light-weight RYO brands and 15-packs. | Smaller Quantity, Less Expensive;  |
| (126) | Market Planning Document, 1989, Product 1990 | Described Project Orville as a RYO project that involved "developing a tobacco that would produce 200 cigarettes using only 130 - 160 grams of tobacco vs the standard 200 grams." | Smaller Quantity, Less Expensive; |
| (127) | Market Planning Document, 1983, Test Market Selection for Viceroy Trial Pack Test | Described plans to test a 10-pack of cigarettes as a trial pack, "requiring a minimal investment from consumers (approximately 39c) in order to produce serious trial among competitive smokers. A 25c on pack coupon will be utilized to further strengthen trial." Notes that the chosen test markets "should not exceed 2% of [brand's] sales." | Smaller Quantity, Less Expensive; |
| (128) | Market Research Document, 1991, Segmentation – Phase I – Focus Group Research – Ontario/ Quebec | Described the results of focus groups with Canadian smokers in markets with 15-, 20-, and 25-packs. Reasons for preferring 25's included "slightly better value than 20's (i.e., lower cost per cigarette)." Reasons for preferring 20's included better fit in a "male shirt pocket," lower pack price, and rationing of one's daily consumption. The 15-pack was "not viewed as a legitimate pack size for a legitimate smoker," but rather for trying out when "under financial duress or when their own brand was unavailable." Also, the 15-pack "was viewed as relevant or beneficial to those with the least money (youth, beginner smokers, the poor) and was frequently referred to as the 'poverty pack'," with people admitting to having purchased 15's "with a self-conscious and self-deprecating laugh." Also, the 15-pack was "associated with those who were attempting to quit smoking" "through gradually cutting down." Given these findings, the only appropriate use for a 15-pack was "for those who may desire an occasional change in brand." A 30-pack was seen as having a negative image and "was associated with greater commitment to smoking." | Larger Quantity, Greater Value; Smaller Quantity, Less Expensive; Smaller Quantity Matches Consumption Patterns; Small Quantity, Helps with Self-Control; Small Quantity, Easy to Carry; |
| (129) | Market Research Document, 1994, Project W.I.T. Research Report #3 | Described sales volume, share of market, and pricing of a company's cigarette brands including 14- and 20-packs. Attention was given to whether retailers were complying with the manufacturer's suggested price. Used past-day purchase and usual brand to quantify the relative strength of their brands and competitive brands. Suggested that a brand's recent price reduction "will work in retaining its core smokers." | Smaller Quantity, Less Expensive;  |
| (130) | Market Planning Document, 1992, Marketing Department Weekly Brief for Week Ending April 5, 1992 | Described challenges with the use of a cigarette 14-pack as a promotion. Recommended considering a discount on the price of the 14-pack "in order to attract Marlboro smokers." | Smaller Quantity, Less Expensive;  |
| (131) | Market Research Document, 1995, 1996 (19960000) Operating Plan Puerto Rico | Described cigarette pricing in Puerto Rico, including the retail selling price changes of the company's 10-, 14-, and 20-packs, compared to the prices of a competitor brand's 14- and 20-packs. The objective was to "achieve share growth and moderate profitability improvement" by keeping price increases below those of the competition and "denying price increase opportunities to competition." | Smaller Quantity, Less Expensive;  |
| (132) | Market Test Proposal, 1982, 12-Pack Retail Sales Research | Proposed to test market cigarette 12-packs. The motivation was that Federal Excise Taxes were expected to increase the retail price for a pack of cigarettes to above $1 in 31 states, which "will quite possibly lead to a drop in retail cigarette consumption by the consumer." The document proposed exploring a 12-pack "in an attempt to cushion the impact" of the tax increase. "It is thought that the lower total price of the 12-pack (versus a 20-pack) will aid in stimulating product purchase." | Small Quantity Less Expensive;  |
| (133) | Market Research Report, 1983, Still More Trends in Cigarette Smoking Prevalence | Presented findings of a mall intercept study and group interviews. Study found high interest in a 25-pack of cigarettes, with “cost advantage” among the top reasons for interest: “…. It evokes the idea that when one buys in greater volume it should be cheaper per unit”. | Large Quantity, Greater Value |
| (134) | Marketing Memo, 1982, Marketing Responses to Excise Tax Increases/ Reports Related to the FET Increase. International Tax Analysis | Described how companies changed their cigarette pack quantities to maintain and increase sales volume in responses to excise tax increases, including introducing a 25-pack for the price of a 20-pack. | Larger Quantity, Greater Value |
| (135) | Marketing Report, 2007, Australia Overview | Discussed “pack size position” as “one of the few major marketing tools left for manufacturers [in Australia] now advertising is prohibited” (p. 11).  | Larger Quantity, Greater Value |
| (136) | Market Research Report, 1991, Focus Groups to Evaluate Concepts. New Brand Task Force. Project Infinity | Described findings from focus groups with smokers to evaluate a “single stick product (cigarette singles).” The report noted that most participants “wanted mini-packs of four or five cigarettes” because of the price (e.g., for “when money is tight” or when they want to try new cigarettes.” In contrast, some participants expressed a desire to buy in bulk.  | Larger Quantity, Greater Value; Smaller Quantity, Fresher |
| (137) | Market Research Report, 1985, Alternative Pack Concepts for “Kim” | Described findings from a qualitative study of a female oriented cigarette that was being considered for packaging in either a 10- or 25-pack.  | Large Quantity, Greater Value; Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry;  |
| (138) | Marketing Plan Document, 1985, Five Year Plan | Described the marketing of a 25-pack as one of a company's "volume growth strategies" in the price/value segment.  | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates;  |
| (139) | Market Research Report, 1984, Mall Test of New Cigarette Product Ideas | Described consumer reactions to the idea of a cigarette 25-pack.  | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates;  |
| (140) | Marketing Plan Document, 1983, B.W. Jacks - Creative Strategy | Recommended the introduction of a 25-pack "with convenience and value benefits." | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates;  |
| (141) | Market Overview Document, 1983, Australian Cigarette Market | Overviewed the Australian cigarette market, noting that the introduction of 25-packs "attracted the heavier smokers from the beginning" but "has had no apparent influence on the total cigarette consumption, or consumption per smoker." Speculated that there was little stigma associated with smoking a cigarette that was cheaper per stick, because the marketing succeeded in emphasizing "added value" rather than "cheaper cigarettes." | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates;  |
| (142) | Market Research Report, 1983, New Business Research and Development Report - Project VB Assessor Qualitative Exploratory Topline Perspective | Described qualitative research on a cigarette 25-pack designed to "offer consumers superior value by providing… more cigarettes for their money." Found that "both convenience and value were seen as benefits of the larger pack size."  | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates;  |
| (143) | Market Research Memo, 1983, Unknown | Described findings from consumer research on a 25-pack vs. 20-pack of cigarettes.  | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates;  |
| (144) | Market Research Report, 1983, Alpha B 25-Pack Evaluation Final Report | Described a study evaluating consumer responses to unbranded 25- and 20-packs of cigarettes priced at either per-pack or per-stick parity.  | Large Quantity, Greater Value; Large Quantity Matching Consumption Rates;  |
| (145) | Marketing Report, 1983, Australian 25 - Pack Market | Reviewed cigarette pack sizes in Australia, noting that the 25-pack was introduced in 1976 and later became the dominant pack size, with most economy brands and all middle price (per stick) brands sold in 25-packs.  | Large Quantity, Greater Value;  |
| (146) | Marketing Report, 1992, The World Cigarette Market: The International Survey, Volume III Asia… | Described pack size changes for cigarettes and kreteks and Australia, Asia, Middle East, Far East, and Africa.  | Large Quantity, Greater Value;  |
| (147) | Marketing Report, 1981, Some Considerations and Recommendations on Merit | Provided recommendations for a cigarette brand in a 20-pack. Described the Dutch market and speculates that the large market share of 25-packs (rather than 20's) is because of the price, not the pack size itself.  | Large Quantity, Greater Value;  |
| (148) | Marketing Report, 1983, Century 1984 Annual Marketing Plan | Described a 25-cigarette pack offering value-for-money on a per-stick basis (CENTURY). | Large Quantity, Greater Value;  |
| (149) | Marketing Plan Document, 1990, New Product Introduction Longbeach Ultra Mild 25's | Described the move to larger cigarette pack sizes in Australia, discussing large pack sizes as a way to provide value-for-money, at the cost of reducing the manufacturer's profit margin.  | Large Quantity, Greater Value;  |
| (150) | Market Overview Document, 1994, 1993/94 Business Review | Described the shift in cigarette pack sizes in Australia beginning in the 1970s.  | Large Quantity, Greater Value;  |
| (151) | Market Overview Document, 1988, The Price / Value Category - A Review | Described the emergence and importance of the price/value segment in various countries' cigarette marketplaces and how this is tied to pack size (particularly large pack quantities sold at the same price of a smaller one). | Large Quantity, Greater Value;  |
| (152) | Market Research Report, 1983, Package Size Evaluation Study II | Described smokers' interest in a 20-pack and a 25-pack priced either at per-pack or per-stick parity. More female smokers reported a positive intention for the 25-pack regardless of whether the per-pack or per-stick price was the same as the 20-pack. More male smokers gave positive purchase intent when the price of the 25-pack was equal to the 20 pack. Fewer were interested when the per-stick price was equal between the two packs. Matching consumption and having to buy cigarettes less frequently were also noted in the summary. | Matching Consumption Rates; Large Quantity, Greater Value;  |
| (153) | Marketing Plan Document, 1984, Century 1984 Annual Marketing Plan | Described a marketing plan for CENTURY cigarettes in a 25-pack. | Large Quantity, Greater Value;  |
| (154) | Marketing Plan Document, 1983, VB National Introduction Plan | Described a plan for a cigarette product to be sold in a 25-pack to "offer smokers more for their money."  | Large Quantity, Greater Value;  |
| (155) | Marketing Plan Document, 1983, New Business Research and Development Report - VB Packaging Evaluation | Described a project to "provide consumers superior value via a 25 count pack which results in a lower cost per cigarette." The project was "initiated to address the potential market implications of the growth of generics and continually increasing cigarette prices."  | Large Quantity, Greater Value;  |
| (156) | Marketing Plan Document, 1986, Five Year Plan | Described cigarette 25-packs as part of the price/value segment, and stating that the company was introducing 25-packs to lure smokers from other brands. "Players Lights 25's positioning as a 'smart buy' is targeted toward value 25's smokers (Century and Richland) and full margin smokers who are coupon sensitive. The brand will carry an on-carton message communicating its lower price ($1.50 less) versus full margin products."  | Large Quantity, Greater Value;  |
| (157) | Marketing Plan Document, 1984, New Product Introduction Mark Ten Special Light 100's | Described a 25-pack line extension to "offer better value to value conscious Mark Ten smokers." Notes that the box "fits easily into both shirt pockets and purses."  | Large Quantity, Greater Value; Small Quantity, Easy to Carry;  |
| (158) | Market Research Report, 1983, New Business Research and Development Report - VB Packaging Evaluation | Described a study of perceptions of a cigarette product designed to "provide consumers superior value via a 25 count pack which results in a lower cost per cigarette." | Large Quantity, Greater Value;  |
| (159) | Marketing Plan Document, 1984, Project III A New Product Opportunity to Capitalize on the Male Smoker Target Potential | Described 25-packs as a value opportunity and a "unique opportunity for 'breaking into' the high potential yield of the male smoker market."  | Large Quantity, Greater Value;  |
| (160) | Marketing Plan Document, 1983, J.T. Wilson Update | Described a 25-pack as less likely than a discounted 20-pack to lead to a price war, because "a 25-count brand is a preemptive strategy that requires long lead times for competitive reaction" and therefore "does not allow competition the ability to quickly react." | Large Quantity, Greater Value;  |
| (161) | Market Research Report, 1983, Project Three Meeting | Stated that "price (value) appears to be driving factor in appeal of 25's, with convenience playing a secondary roll [sic]." At the same pack price as 20's, 25’s were expected to appeal to value-driven consumers and match the consumption rates of heavy smokers. | Large Quantity, Greater Value; Matching Consumption Rates |
| (162) | Market Research Report, 1986, Beta 25s Creative Qualitative Research - Final Report | Found that a cigarette 25-pack format was not appropriate for a particular brand of female-oriented cigarettes because participants saw the 25-pack concept as "more for males who are heavy smokers, and females who are heavy smokers and also for females who spend most of their time at home." Participants thought the pack was too large and bulky, that the cigarettes would get stale, and that having more cigarettes would make them smoker more per day.  | Large Quantity, Greater Value;  |
| (163) | Marketing Document, 1983, Australia 25's Case History | Described the origins of the 25-pack in Australia, which were first introduced when excise tax increases and declining business led one company to use its excess plant capacity to launch a new product (Winfield 25's) for the same price as most 20-packs. Careful advertising (e.g., endorsement by Paul Hogan) led to the brand's rapid growth, attaining nearly 25% of total industry sales within 5 years, which led other companies to introduce new 25-packs or convert existing brands to this format, with "some of them at even lower retail prices than Winfield."  | Large Quantity, Greater Value;  |
| (164) | Market Research Report, 1980, Project Ultra Light Phase I and II. Focus Group Summaries and Recommended Next Steps | Suggested "overwhelming support" for a cigarette 25-pack concept among current smokers (mostly 1.5-2 packs-per-day), because "it was thought to be an excellent bargain."  | Large Quantity, Greater Value;  |
| (165) | Marketing Plan Document, 1993, Downside for 930000 | Noted that a company was considering 30s, 35s, 40s, and 50s pack sizes with accompanying market campaigns geared at value smokers.  | Large Quantity, Greater Value;  |
| (166) | Market Research Report, 1983, Qualitative Study of Cigarette Smokers' Reactions to the 25 Concept | Reported findings from a a qualitative study of smokers' responses to a 25-pack concept. Found that "the appeal of the 25's concept is that it's a good value, provided that there's no 'gimmick' involved…" Noted that older women tended to be the most interested. Also noted that "the only concern is that some fear they will smoke more with more cigarettes available." | Large Quantity, Greater Value;  |
| (167) | Marketing Document, 1993, RJR Nabisco Holdings Corp Competitive Analysis | Provided a competitive analysis of RJR, describing the use of cigarette 25-packs to offer value for money.  | Large Quantity, Greater Value;  |
| (168) | Market Research Report, 1987, Capri In-Depth Interviews | Described how a 25- or 30-pack of new thinner cigarette would convey value and combat the feeling of being cheated by the thinner cigarette. | Large Quantity, Greater Value;  |
| (169) | Marketing Document, 1983, Overview | Proposed to market a 25-pack to offer lower cost per stick.  | Large Quantity, Greater Value;  |
| (170) | Market Research Report, 1983, New Business Research and Development Report - Project VB Introductory Advertising Recall Test | Described a cigarette 25-pack as being seen as more economical and saving money.  | Large Quantity, Greater Value;  |
| (171) | Marketing Memo, 1990, Unknown | Described 35's, 40's, and 45's pack development for "super value" segment in the Australian cigarette market, offering more for the same price.  | Large Quantity, Greater Value;  |
| (172) | Market Research Report, 1996, Pall Mall Synthesis of the Brand Repositioning Studies | Stated that a cigarette 25-pack offered a price benefit but was less attractive than a low-priced 20-pack because the "price benefit is too visible."  | Large Quantity, Greater Value;  |
| (173) | Market Research Report, 2000, Findings from the L&M Copy Research - First Round | Described one-on-one interviews with young adult smokers about a cigarette 25-pack. Some didn't like the 25-pack size because it was too large to fit in one's purse or pants.  | Large Quantity, Greater Value;  |
| (174) | Market Research Report, 1981, Project PB Value-Added Exploratory | Stated that increasing the number of cigarettes per pack was an idea "to help offset the rising costs associated with smoking." However, focus groups suggested little interest in value, particularly among men. There was concern that a 25-pack is a "gimmick" and not a luxury product, as well as concerns that the pack would not fit in one's pocket. | Large Quantity, Greater Value;  |
| (175) | Speech Transcript, 1983, VB Presentation - RJRI Board | Suggested that an extra five cigarettes per pack offers more for the money.  | Large Quantity, Greater Value;  |
| (176) | Marketing Plan Document, 1983, Century Post-Introductory Copy Strategy | Described plans for a cigarette 25-pack.  | Large Quantity, Greater Value;  |
| (177) | Market Study Proposal, 2009, Snus Mapping Study. Assessing the Snus Category Landscape to Drive Growth and Competitive Advantage | Presented a conceptual framework in which the pouch count of a snus product was conceptualized as part of a brand’s “value proposition” that “stimulates consumer interest and acceptance” (along with price/price tier and product quality). | Pack quantity generates consumer interest, acceptance  |
| (178) | Project List, 1998, Listing (H-4) | Listed research projects on cigarette and RYO products. Described Project Arnold, a 200g RYO product designed with the goal of allowing smokers to roll 25% more cigarettes than other 200g brands. The tins would be physically larger than competitors' products in order to communicate the "bonus nature" of the product. | Larger Quantity, Greater Value;  |
| (179) | Market Research Document, 1994, Puerto Rico Intercompany Data Exchange | Showed changes in sales volumes for cigarette 20-, 14-, and 10-packs in Puerto Rico. Noted that the volumes had increased similarly for the 20- and 14-packs, which was "expected given the price advantage … on a per cigarette basis." | Larger Quantity, Greater Value;  |
| (180) | Market Research Document, 1984, Consumers and the Cigarette Market in the 800000 S: A Monitor Perspective | Stated that "value-oriented consumers may perceive 25-per-pack at same price as cost-effective," but that "price/value considerations may be outweighed by health concerns, i.e., perception of smoking 'more.'" "As such, fewer cigarettes per pack may be preferred route for some." | Larger Quantity, Greater Value; Large Quantity Influencing Consumption Pattern;  |
| (181) | Market Planning Document, 1983, Century Filters and Lights Introduction. Miscellaneous | Stated that a 25-pack of Century "enables smokers to get more for the money." | Larger Quantity, Greater Value;  |
| (182) | Market Planning Document, 1984, Project III; A New Opportunity to Capitalize on the Male Smoker Target Potential | Stated that the value of 25's is appealing because the consumer is offered five "free" cigarettes. | Larger Quantity, Greater Value;  |
| (183) | Market Plan, 1992, Europe Company Plan 1993-1997 | Stated that, as part of its European strategy, the company was testing a “twin fives pack” to “promote trial without compromising on image.”  | Smaller Quantity, Lower Price |
| (184) | Market Research Report, 1993, Royce In-Depths | Described in-depth interviews with smokers evaluating purchase interest in RYO tobacco in two tin sizes. Most preferred the smaller tin size, believing that the tobacco would stay fresher, but some preferred the larger tin because they thought it would have a price benefit.  | Larger Quantity, More Value; Smaller Quantity, Fresher |
| (185) | Marketing Plan, 1992, RJR-Puerto Rico 1992-1996 Strategic Plan | Described a cigarette company’s strategic marketing plans in Puerto Rico in response to economic trends (high excise tax, unemployment, low disposable income). The plan described the use of a 14’s pack to avoid smokers switching to value brands. | Smaller Quantity, Lower Price |
| (186) | Market Research Report, 1995, Newport Half-Pack Volume Updates | Described how sales volume of Newport cigarettes increased after Newport 10’s were introduced in Mississippi, and how sales volume of Newport 10’s went down after a price restructuring in which they lost some of their price advantage over 20’s, but that the 10’s rebounded in sales volume once their price was reduced. Noted that Newport 10’s were “positioned for continued growth in Region 22 as a lower cost quality/image purchase alternative in a price sensitive market.” Also noted that, although they were not expanding the 10’s pack to other areas, they were “keeping a close watch on Michigan (Exhibit 3) to see if the high taxes instituted there re-recreate [sic] an environment that would stimulate demand for a Newport packing style at a lower out-of-pocket for the consumer.”  | Smaller Quantity, Lower Price |
| (187) | Market Research Report, 1995, Unknown | Noted the results of consumer research on the appeal of Marlboro RYO tobacco in a smaller vs. larger tin. Stated that appeal was “split depending on rationale (i.e. freshness, cost savings)”.  | Larger Quantity, More Value; Smaller Quantity, Fresher |
| (188) | Market Research Report, 1983, Package Size Evaluation Study | Described research on consumer interest in 10-, 12-, and 25-packs of cigarettes. 20-packs were most preferred, but 25's were described as having potential because of their fit with many smokers' consumption rates (“a smoker would have more and not run out as often”). Regarding smaller pack sizes, "The major advantage of the small size alternatives (10's and 12's) is the convenience of package size - it's small and easy to carry." | Large Quantity Matching Consumption Rates; Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry; Small Quantity, Fresher;  |
| (189) | Market Research Memo, 1983, Final Report: Alternative Packaging Size Evaluation | Described smokers' interest in 10-, 12-, and 25-packs of cigarettes. The 25-pack generated the most interest, particularly among heavier smokers, because of the convenience of having extra cigarettes. People interested in the smaller pack sizes liked that they would fit easily into pockets and purses, and "almost 30% of the consumers most interested in the 10's and 12's believed that these packs would help them limit their cigarette consumption."  | Large Quantity Matching Consumption Rates; Small Quantity, Easy to Carry; Small Quantity, Help Cutting Down |
| (190) | Market Research Proposal, 1984, Marlboro 25'S | Explained the rationale for test marketing a pack of 25 cigarettes. The document explained that the main selling point was convenience - i.e., that many smokers smoked more than 20 cigarettes per day, and would prefer a pack with 25 cigarettes. The document explained that the packs would be sold for 25% more than a 20-pack.  | Large Quantity Matching Consumption Rates;  |
| (191) | Marketing Document, 1984, Unknown | Described Marlboro 25's as offering convenience, but not value (i.e., not cheapening the image), and acknowledging that the disadvantages are "increased consumption" and "pack size" (i.e., too bulky).  | Large Quantity Matching Consumption Rates;  |
| (192) | Market Research Report, 1983, 25 Pack Package Size Study | Described results from a 25-pack cigarette package size study.  | Large Quantity Matching Consumption Rates;  |
| (193) | Market Research Report, 1995, Oona Iv Qualitative Research Calgary July 1995 | Reported that 25-39 year-old women in Calgary had a slight preference for 20-packs over 25-packs "because of a better look, a more compact fit and a sense that smaller packs will have fresher cigarettes because they don't last as long." On the other hand, "a significant minority of respondents expressed a preference for a 25's to avoid more frequent trips to the store." However, pack size was less important than the shape of the pack and other characteristics such as a removable warning.  | Large Quantity Matching Consumption Rates; Small Quantity, Easy to Carry; Small Quantity, Fresher;  |
| (194) | Market Research Report Tables, 1985, Add-On Questions by Demo Banners & Category Banners ‘Menthol Configuration/ Pack Size Concepts’ 850300 Cigarette Brand Switching Study | Contained results on likelihood of buying cigarette 25-packs (current brand but sold for 25 cents more than 20-pack) and 10-packs (current brand but sold for half the price of a 20-pack). Self-reported likelihood of buying a 25-pack appeared higher among heavier smokers, and self-reported likelihood of buying a 10-pack appeared higher among lighter smokers, although no tests of association were presented. There did not appear to be clear trends for age or income.  | Larger Quantity Matches Consumption Patterns; Smaller Quantity Matches Consumption Patterns |
| (195) | Market Research Document, 1990, Summary Report Smoking Buying Habits Study | Established psychographic groups of smokers. Noted the "hardcore" smokers preferred the 25's, while the "softcore", "reluctant" and "potential quitter" smoking groups preferred the 20's and 15's/Other. "There is a direct correlation in size of pack and heaviness of consumption." | Large Quantity Matches Consumption Patterns;  |
| (196) | Market Research Report, 1999, New Product Introduction Longbeach Super Mild | Noted that some Australian smokers perceived new 40's packs as "too big" and "inconvenient" and had a negative "heavy smoker" feeling from using them. A 30-pack was seen as more convenient and "better suited to their future consumption rate."  | Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry;  |
| (197) | Marketing Conference Document, 1992, RJR Macdonald 1992 Marketing Conference Presentation Report | Described new product ideas. Discussed smaller cigarette pack sizes as an idea for for how to "ensure the less frequent smoker can still enjoy a fresh and pleasurable smoke."  | Small Quantity, Matching Consumption Rates; Small Quantity, Fresher;  |
| (198) | Market Research Report, 1982, Semi-Rigid Package Study. A Qualitative Exploration Of Consumer Reactions To A New Type Of Packaging For Cigarettes | Described the results of focus groups evaluating interest in a cigarette 12-pack. The 12-pack was seen as a novelty, "cute," and appropriate for social smokers with low consumption.  | Small Quantity, Matching Consumption Rates; Small Quantity, Easy to Carry; Small Quantity Unique or Novel;  |
| (199) | Market Research Report, 1992, Lucky Strike Minipack: A Market Overview and Proposal for Launch of a 14 Stick Pack | Described the market for cigarettes with <20 per pack in Malaysia.  | Matching Consumption Patterns |
| (200) | Marketing Plan Document, 1986, Agenda | Recommended test marketing of "four new packings with 12 cigarettes to the pack at half the retail price of a full-priced 20's pack."  | Small Quantity, Matching Consumption Rates;  |
| (201) | Market Research Memo, 1985, Summary of Market Research Data for Price/ Value Task Force (MRD 1985-72Y) | Summarized data from research by the "price/value task force." Stated that "Black smokers exhibit likelihood of buying KOOL KS in 10's packs" because "50% of Blacks smoke 10 cigarettes per day" and appeal was highest among black smokers who were "young, male, full flavored, KS, unemployed and pack buyer." | Small Quantity Matches Consumption Pattern;  |
| (202) | Draft of Internal Market Research Report, 2008, Camel Snus | Described key findings from a Buyer Study of Camel Snus. Noted that there would be a reduction in the pouch count, size, and weight of the product, and related this change to data on consumption rates of “fully converted snusers” from Sweden and “occasional and usual Snusers” from the Buyer Study.  | Matching Consumption Patterns |
| (203) | Steering Committee Presentation (Draft for Discussion), 2008, NGI Steering Committee | Described product development and marketing strategies for Camel Snus. Included a question about whether an average smoker (20 sticks per day) would use 20 pouches per day if he or she “fully converts to SNUS,” and stated that, if not, they would reevaluate the pouch count.  | Matching Consumption Patterns |
| (204) | Market Test Proposal, 1992, Lucky Strike Twin Fives Project | Described the rationale for proposing to test market a twin fives pack of Lucky Strike cigarettes in several countries.  | Smaller Quantity, Lower Price; Matching Consumption Patterns |
| (205) | Letter from a Customer, 1982, No Title | Urged the president of Lorillard to start packaging its cigarettes in packs of 5 or 10 instead of 20. Suggested that these smaller pack sizes would be useful for smokers trying to cut down, but not quit, smoking cigarettes: “It would offer a way to sustain the pleasure while at the same time lessening the fear.”  | Matching and Influencing Consumption Patterns  |
| (206) | Market Research Report, 1990, Management Summary On Reactions To New Creative Packaging And Promotions For Salem And Salem Box | Described focus group reactions to a cigarette 10-pack and a slide-pack of 10's. Benefits of the former included that "this size would be helpful to people who are trying to cut down or quit smoking." Benefits of the latter included that the cigarettes wouldn't get stale, the pack was easy to carry in a purse or jeans, and because there would be less pressure to share cigarettes.  | Small Quantity, Easy to Carry; Small Quantity, Fresher; Small Quantity, Help Cutting Down |
| (207) | Market Research Report, 1990, Cigarettes: Report on a Qualitative Research Study on Gold Leaf | Described qualitative research (group discussions) on smokers to “diagnose problems or diagnose further improvements pertaining to product; image, value for money, pack attractiveness, advertising, promotions and availability,” of 2 cigarette brands.  | Small Quantity, Help with Self-Control; Small Quantity, Easier to Carry and Conceal |
| (208) | Market Research Memo, 1983, Twelve Pack Focus Groups | Described the results of focus group research assessing consumer responses to 12-cigarette packs that were being test marketed. Summarized hypotheses developed based on the research.  | Matching and Influencing Consumption Patterns; Smaller Quantity, Novel |
| (209) | Notes from Interviews with Kozlowski, 1988, Lynn Kozlowski | Described prominent tobacco researcher Lynn Kozlowski, including notes from interviews and articles authored.  | Matching and Influencing Consumption Patterns |
| (210) | Market Planning Document, 1992, R.J. Reynolds Tobacco International, Inc. Marketing Research Proposal. Pack Size Dynamics – Qualitative Test | Noted that prior cigarette market modeling showed that "one key variable affecting consumer pull-out is the pack size consumers use. Specifically, a reduction of one cigarette in the average pack consumed leads to 3% loss in consumer pull-out." In terms of the company's pricing structure, 10-packs were the most profitable pack size, but 14-packs provided the best per-stick price for consumers. | Small Quantity and Lower Sales Volume; |
| (211) | Market Planning Memo, 1986, Parity Pricing Versus Pack Size | Evaluated whether to sell a cigarette product in a 20-cigarette pack at a 25% premium price or whether to reduce the number of cigarettes to 12, 13, or 14 and sell each pack at parity with regular cigarette prices. Described prior in-market tests of cigarettes in 12-packs.  | Matching and Influencing Consumption Patterns |
| (212-214) | Emails, 2000, Lowering 2000 and 2001 Earnings Estimates; R.J. Reynolds: Enjoying Higher Interest Rates; Tobacco: December Litigation Event Time Line | Described how sales volume and earnings were affected by a change in the pack quantity for Skoal Long Cut.  | Matching and Influencing Consumption Patterns  |
| (215) | Market Research Report, 1992, 1993 (19930000) Operating Plan Presentation. Toronto, Canada | Noted that percentage of smokers in Puerto Rico using 14-packs "dramatically increased" between 1991-2 and that the "profile continues to skew 18-24." | Small Packs and Demographics; |
| (216) | Marketing Ideas Document, 1989, 1990 Ideas | Presented a series of marketing ideas for further discussion, one of which was to develop a brand with 10 cigarettes per pack that would be targeted at Black people in the inner-city. The rationale for the brand was, in part, that “Blacks smoke fewer cigarettes per day and have less money, making a 10’ pack an ideal configuration.”  | Smaller Quantity, Lower Price |
| (217) | Research and Development Memo, 1989, R&D Weekly Highlights | Described a 10-pack of cigarettes that would compete against another menthol brand among young adult black males. Stated that “this smoker group is cost conscious, but rarely uses coupons or buys generic products.” Thus, this product was positioned as “a lower priced alternative to the same product.”  | Smaller Quantity, Lower Price |
| (218) | Market Research Memo, 1985, Black Smoker “Likelihood of Buying” Ten (10) Cigarette Package Size Kool | Presented findings from a study (Black Smoker Study) and analyses of data (Brand Switcher Study data; Census data) to evaluate the viability of a 10-pack of Kool cigarettes. Focused on the likelihood that Black smokers would purchase the 10-pack. Noted that likelihood of purchase was associated with unemployment, hours worked, and income, such that reported likelihood of purchasing the 10-pack was higher among people with lower income.  | Smaller Quantity, Lower Price; Matching Consumption Patterns |
| (219) | Market Research Memo, 1992, Newport Half-Pack | Described the test marketing of a Newport Half Pack in two low income, rural counties in Mississippi. Noted that the product was sold “at one half the price of Premium cigarettes” and described several trends noted by retailers: “price was cited as the most frequent reason for purchasing the Half Pack, [but] approximately 25% of retailers mentioned that a desire to smoked less was also an incentive”; “According to retailers, there were consumers who tended to switch between Newport 20’s and Newport Half Pack, depending on available funds.”  | Smaller Quantity, Lower Price |
| (220) | Marketing Memo, 1986, Re: Status Report on Craven A Light and Recommendations for Future Plans | Provided a status update on sales for a cigarette brand that had variants with 15 and 25 cigarettes per pack. Described anecdotal reactions to the 15-pack from retailers such as: “Most frequently heard comment: ‘It’s Cute’”, and “Greatest movement appears to be at convenience stores; younger purchasers.” Stated that, “15’s are a trial vehicle on their own,” even without a special low-price introductory offer.  | Small Quantities Unique or Novel |
| (221) | Market Research Document, 1983, 12-Pack Vending Test | Reported preliminary results from an in-progress vending machine test in Tampa. Results up to that point suggested that consumers viewed cigarette 12-packs as a novelty rather than a cost savings. | Small Quantity Novel;  |
| (222) | Market Research Memo, 1983, Twelve Pack Consumer Research | Described the results of research on consumer reactions to a 12-cigarette pack at retail. Stated that the 12-pack did not generate much purchase, but that it might be useful for temporary promotional purposes to generate occasional trial. Self-reported reasons for buying the 12-pack included “Not Enough Money,” “New/Different,” “Small,” “Usual Brand Not Available,” “Less Expensive,” “Like Pack,” and “Cutting Down.”  | Small Quantities, Less Expensive; Small Quantities Unique or Novel; Matching and Influencing Consumption Patterns |
| (223) | Market Research Report, 1991, Exploring Consumer Response To Marlboro New Carton Size Concepts A Qualitative Research Study | Described findings on a cigarette 10-pack concept, noting that the 10-pack size may be too "cute" or "feminine" for the brand (Marlboro).  | Pack Size and Imagery |
| (224) | Market Research Report, 1991, A Qualitative Analysis. Camel New Product Concept Screening Exploration | Described exploratory qualitative focus group research on smokers’ reactions to a mini-pack of cigarettes that would contain either 10 or 14 cigarettes.  | Smaller Quantities, Less Expensive; Smaller Quantities, Easier to Carry |
| (225) | Market Research Report, 1981, Kent Qualitative Research – Paraguay | Described qualitative research (round-table discussions) on smokers’ reactions to a 10-cigarette pack in Paraguay. Stated that the 10-pack was liked because “’10’s’ cost less,” “They smoke less this way,” and “’10’s’ are easier to carry around, they ‘don’t take up as much room.’” Also noted that participants “mentioned that ‘youngsters’ (ages 10-13) like the ‘10’s’ pack very much because, since they ‘aren’t supposed to be smoking,’ they are ‘easier to hide.’”  | Smaller Quantities, Less Expensive; Matching and Influencing Consumption Rates; Smaller Quantities, Easier to Carry and Conceal |
| (226) | Market Research Report, 1990, Cartier In-Store Test | Described consumers' key motivation for buying a Cartier 10-pack as relating to its small, convenient size. Also noted that "10's buyers are apt to be older and better educated vs. 20's buyers." | Small Quantity, Easy to Carry;  |
| (227) | Market Test Plan Memo, 1992, 10’s Pack Test Market – Hartford, CT. Virginia Slims Half-Pack Test Market (Region 3) Elements Memo – Revision  | Described the plan for a market test of a Virginia Slims half-pack. Noted that the half-pack was designed to “increase trial and alternate purchase among competitive female smokers,” that it “should be sold at approximately half the retail price of a standard full margin 100’s pack,” and that, in addition to the lower price, other benefits of the half-pack are freshness, convenience, and a better match to young adult female smokers’ and ethnic smokers’ lighter consumer patterns.  | Smaller Quantity, Lower Price; Matching Consumption Patterns; Convenience; Smaller Quantity, Fresher |
| (228) | Marketing Ideas Document, 2000, Cigarette Packaging Opportunities | Included an idea for two 10's packs "separated by tearing at perforation." The potential benefit was "freshness for infrequent smokers." | Small Quantity, Fresher;  |
| (229) | Market Research Report, 1986, Philip Morris Inc. New Menthol Cigarette Assay | Described qualitative consumer research finding cigarette 10-packs were desired because, in a standard 20-pack, "the first 10 cigarettes in a pack were fresh, and the last 10 stale." A 10-pack would "insure increased product freshness."  | Small Quantity, Fresher;  |
| (230) | Market Research Report, 1983, 840000 Operational Plans | Noted the results of a sampling test that provided people with a free 10-pack sample or a free 20-pack sample, and found that "The 20 pack sample induced a significantly higher percentage of subsequent BARCLAY purchases" (6% vs. 3%). | Small Quantity as Free Sample |
| (231) | Market Planning Document, 1982, Promotional Pack Sizes | Described potential benefits of using cigarette packs with fewer than 20 cigarettes in the company's promotional programs such as "buy one get one." These benefits included tax-related logistical advantages, trade resistance (e.g., retailers removing displays of free 20-packs because of perceived competition with their inventory), deterring retailers from selling the free promotional packs, and improved ability to monitor appeal. | Logistical Advantages of Small Packs as Samples |
| (232) | Market Planning Document, 1982, Unknown | Described efforts to lobby for changes in state cigarette tax laws for sample packs distributed for free. Noted that some states only allowed the distribution of unstamped sample cigarette packs if the packs contained very few cigarettes (i.e., under 5 sticks in Texas and under 6 sticks in Kansas). | Tax Benefit of Small Quantity as Free Sample;  |
| (233) | Market Planning Document, 1981, State Restrictions on Sample Pack Sizes | Described US state restrictions and tax laws regarding cigarette pack sizes other than 20-packs. Notes that "Some state cigarette tax laws, or regulations, contain a definition for the term "sample pack" or "package." Generally, these definitions establish a threshold for package sizes which may be distributed unstamped (e.g., packs of 4, 5, or 10 cigarettes) with the appropriate cigarette taxes paid by the manufacturer via a monthly report." This created a cost advantage to using small pack sizes for samples, as the sample packs did not have to be shipped somewhere for tax stamping. Also, the document noted that some states required the company to notify them of their sampling programs and that, "It is highly probably that additional states would seek prior notification from us if we were to convert to larger sample pack sizes." | Tax Benefit of Small Quantity as Free Sample; |
| (234) | Marketing Memo, 1982, State Sampling – Marketing Restrictions | Described state tax and marketing restrictions on the distribution of cigarette sample (free) packs in various sizes, such as Florida prohibiting unstamped sample packs with more than five cigarettes, Indiana prohibiting unstamped sample packs with more than four cigarettes, and Minnesota prohibiting unstamped sample packs with more than ten cigarettes. | Tax Benefit of Small Quantity as Free Sample;  |
| (235) | Market Planning Document, 1983, Kool 830000 Hispanic Marketing & Operational Plans | Described the use of a cigarette 10-pack as a sample pack to "induce trial." Stated that "10's reduce retailer misappropriation." Estimated the costs of samples and the expected percentage of competitive triers and rates of conversion to the brand. | Logistical Benefit of Small Quantity as Free Sample;  |
| (236) | Market Planning Document, 1985, Barclay Awareness and Attitude Study (San Francisco/ Wichita) Analysis Post Wave II | Described the use of a cigarette 10-pack as a sample pack as part of "the Barclay 'revitalization' effort'… supported by extensive promotional activity." | Small Quantity as Sample Pack;  |
| (237) | Market Planning Document, 1982, Barclay 820000 Strategic Marketing Plan | Described the use of cigarette 10-packs "targeted at competitive smokers." Estimated the cost (production, distribution, couponing, and auditing) required to produce one competitive trial (trial by a competitive smoker) and the rate of conversion to the brand required to break even in 2 years' time. | Small Quantity as Sample Pack;  |

\*Note: Documents with “research” in the Document Type describe research findings. Reports, memos, and other documents without the word “research” in the Document Type contain ideas, pitches, or rationales without discussion of any research studies conducted.