

# M/A/R/C Sends Stim to (b) (4)

- M/A/R/C has sent eight paired 3D images in PDF format to (b) (4)
- These files:
  - Depict a pack of cigarettes in Regular (Gold) and Menthol (Green) flavors; paired by file title based on shared claim (statement)
  - Have one of three unique claims printed on front and back, **OR**
  - Are blank (Cell 4 – Control Concept A), no claim
  - Are associated with a concept cell referenced in the q'naire document
  - Fifth concept is Control Cell B and will **not** have a 3D image as it is a product that already exists in the marketplace

Cell	Claim	Regular	Menthol
1	(b) (4)	VLN R - 3D-Urge.pdf	VLN M - 3D-Urge.pdf
2	Helps reduce your nicotine consumption	VLN R - 3D-Consumption.pdf	VLN M - 3D-Consumption.pdf
3	(b) (4)	VLN R - 3D- Less.pdf	VLN M - 3D- Less.pdf
4 (Control Cell A)	NO CLAIM – BLANK PACK	VLN R - 3D-Cell 4.pdf	VLN M - 3D-Cell 4.pdf



●●●●● (b) (4)

## Sets Up Imaging

- (b) (4) will use the PDF files to create an online 3D display for participants to view
- Images will be hosted on (b) (4) servers
- All images will be viewable on desktop/laptop as well as commonly used mobile devices (tablet, smartphone, etc.)
- All images will be zoomable and can be rotated in all directions (360° in all directions)



# Integration & Imaging Requirements

- (b) (4) will provide 8 links, one for each image with an embedded field to allow passthrough of a respondent ID value
- **M/A/R/C has requested at least one file be set up so that we may test programming before EOD Thursday with all files / links final by EOD Friday**
- M/A/R/C will integrate links into ConfirmIt programming based on existing questionnaire / quota logic to ensure proper image is seen based on smoking status and cell assigned
- (b) (4) will set up their platform to capture and store (in a hidden field / hidden to respondent) the respondent ID value embedded in the link and will display the 3D image
- (b) (4) will set validation to confirm that respondent views the front and back sides of the pack at a minimum (front/back are those with VLN brand collateral & claims)
- REQUIREMENTS
  - Instruction text on screen (top right-hand corner):
    - ✓ Please rotate and interact with the 3D cigarette box. Please review each side of the pack thoroughly.
    - ✓ Click NEXT to go to the next screen where you will view each side of the pack separately.
  - Min = 270° rotation along the z-axis (yaw), **OR**,
  - Min = 270° rotation along the y-axis (pitch)
- Upon fulfilling requirement(s), a "Next" button becomes visible
- Clicking "Next" returns respondents to ConfirmIt via a link that M/A/R/C will provide and (b) (4) will integrate into their platform – the respondent ID value will be passed back to M/A/R/C so that the survey continues where it left off



# ●●●●● Fulfillment & Data Delivery

- Project fulfillment will include hosting of all images until project is considered closed and notification of closure is sent by M/A/R/C team member to (b) (4)
- Upon completion of the project, (b) (4) will provide a dataset in Excel, .csv, tab-delimited, or other type of file (with corresponding datamap if needed) to contain
  - Date/Time Stamp of entry and/or departure
  - Respondent ID stored from URL
  - Any actions taken by respondent as tracked / stored in software
  - Any and all other data recorded upon respondent entry or exit



# ●●●●● Images

- All Images have been sent via SecureIt to (b) (4)

