







**DRAFT**  
**MARKETING RESEARCH PROPOSAL**  
**(MRD #14-1006-01)**

**TITLE: CAMEL SNUS MRTP CLAIMS EXPLORATORY**

**Background**

RJRT introduced Camel SNUS to select markets in the United States in 2006 and then expanded nationally in 2009. (b) (4)

[REDACTED]

**Current Situation**

(b) (4)

[REDACTED] is pursuing an application to the FDA for Camel (Frost & Family) to obtain approval to make a "modified risk tobacco product" claim.

(b) (4)

[REDACTED]

Unlike other traditional marketing communication, the marketing communication of the actual claim (i.e., print ads, direct mail, etc.) must also be approved by the FDA along with the science that actually supports the claim. .

**Research Objectives**

- (b) (4) [REDACTED]
  - [REDACTED]
  - [REDACTED]
- (b) (4) [REDACTED]

## Methodology

(b) (4)

