

Philip Morris Products S.A.	Confidential
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Annex 13: Summary of Formative Consumer Research Studies	Version 1.0

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Product	<i>Marlboro Amber HeatSticks</i> <i>Marlboro Green Menthol HeatSticks</i> <i>Marlboro Blue Menthol HeatSticks</i> <i>IQOS System Holder and Charger</i> <i>IQOS 3 System Holder and Charger</i>
FDA STN	PM0000424-PM0000426, PM0000479 and PM0000634
Reporting Period	PM0000424-PM0000426 and PM0000479: March 1, 2020 to February 28, 2021 PM0000634: December 7, 2020 to February 28, 2021

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1. ***IQOS* CONSUMER FORMATIVE RESEARCH OVERVIEW**

The Marketing Orders¹ require submission of an Annual Report with a summary of how the marketing of the tobacco products continues to be appropriate for the protection of public health, including summaries of two types of consumer research studies, as follows:

“A summary of all formative consumer research studies conducted – whether by you, on your behalf, or at your direction – among any audiences, in the formation of new labeling, advertising, marketing, and/or promotional materials, including qualitative and quantitative research studies used to determine message effectiveness, consumer knowledge, attitudes, beliefs, intentions and behaviors toward using the products, and including the findings of these studies and copies of the stimuli used in testing.”

“A summary of all consumer evaluation research studies conducted – whether by you, on your behalf, or at your direction – among any audiences, to determine the effectiveness if labeling, advertising, marketing and/or promotional materials and any shifts in consumer knowledge, attitudes, beliefs, intentions, and behaviors toward using the products, and including the findings of these studies and copies of the stimuli used in testing.”

We conducted consumer research studies during this reporting period that were not classified as formative or evaluative when conducted; yet, many elements of these studies could be reasonably viewed as formative and evaluative based on the definitions provided in the Marketing Order. Therefore, rather than attempt to categorize summaries of the research studies by placement into a particular annex, we have provided a summary of all consumer research studies in [Annex 14](#).

¹ This Annex is responsive to the April 30, 2019 Marketing Order for PM0000424-PM0000426 and PM0000479, and the December 7, 2020 Marketing Granted Order for PM0000634. We refer to both orders collectively here as the “Marketing Orders”.

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