

**Exhibit 28**  
**Public Redacted**  
**Version**

# **IQOS: Concept, Ad-cept, Digital & Retail**

## **Exploratory Research**

### ***FINAL REPORT***

Qualitative Market Research

Altria Client Services LLC

HIGHLY CONFIDENTIAL



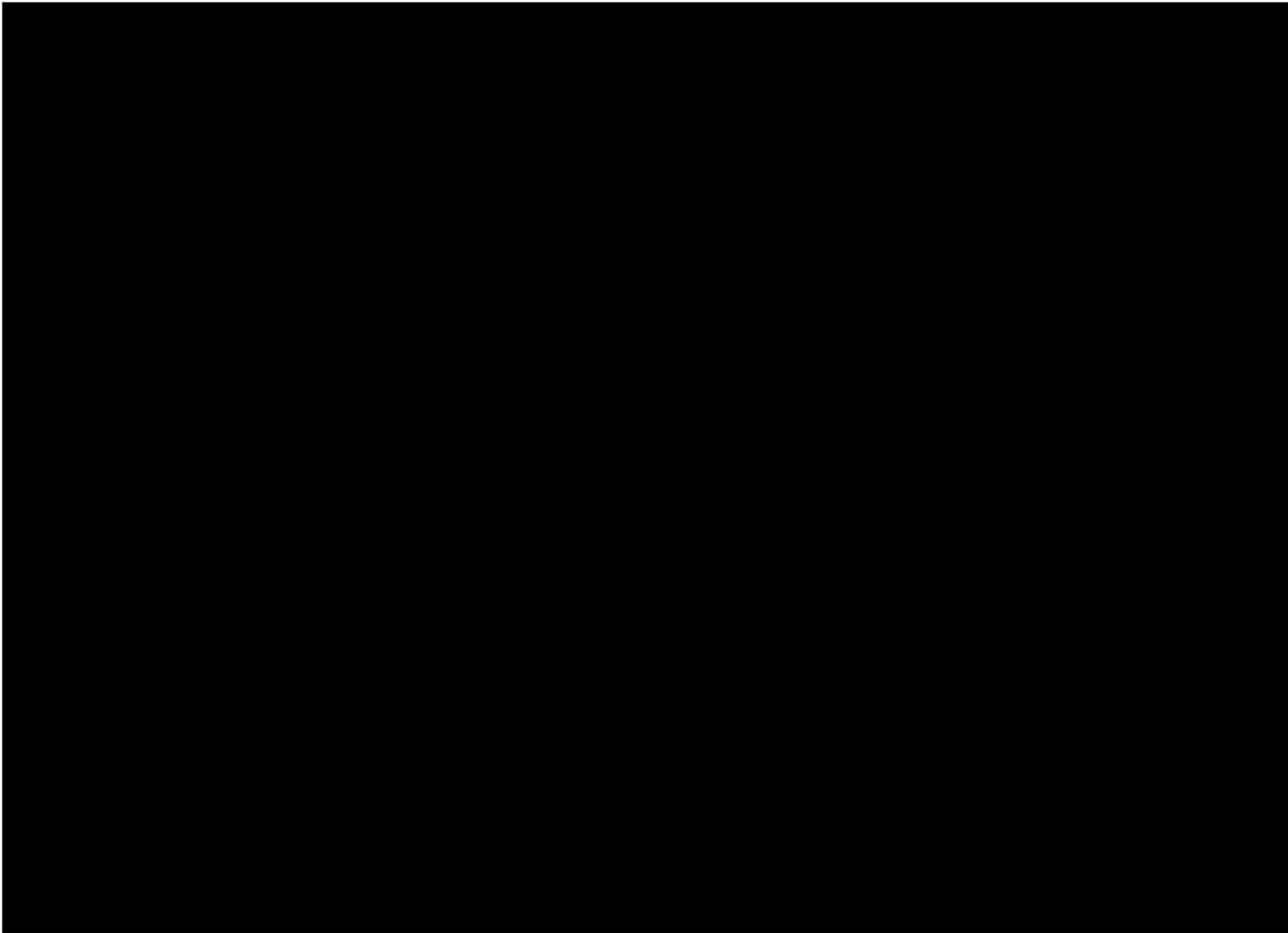
Brand Riffs, Inc. dba TAP

August, 2016

TAP | 244 Broadstreet Hollow Road Shandaken, NY 12480 | 212-844-9231 | www.tapmind.com

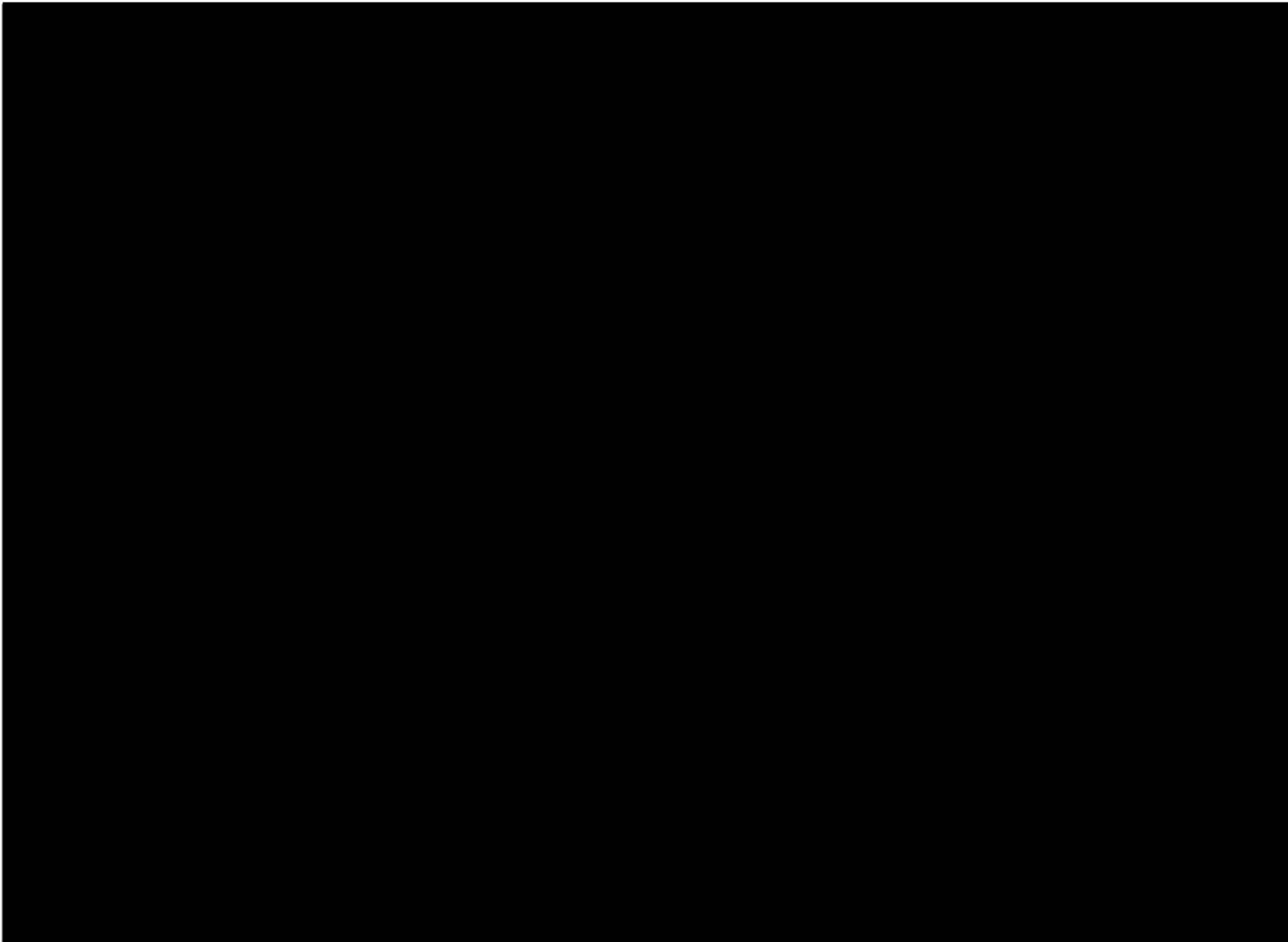


# Executive Summary





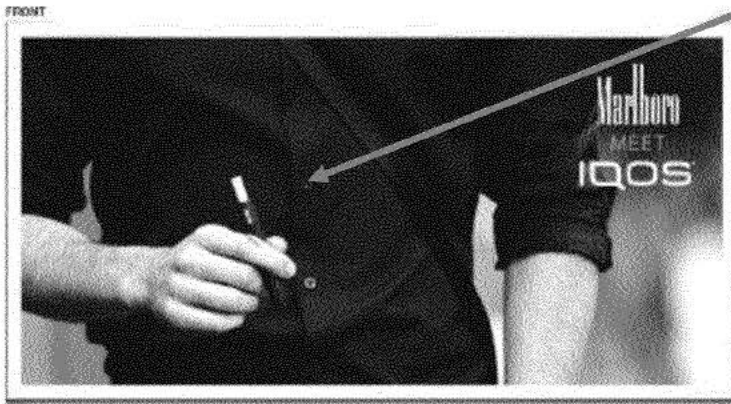
# Findings: DM Adcepts Overview







# Findings: Direct Mail Overview



FRONT - PULLED OUT



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