

MEMORANDUM

December 10, 1984

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FROM: D. A. Beatty/fmr

SUBJECT: GEMINI-PORTLAND TEST MARKET - ST. JAMES COURT TEST MARKET PERFORMANCE  
(MRD #1984-175/176NP)PURPOSE

Results of the following research studies being conducted in the Portland, New Orleans, and Phoenix test markets were received the week of 12/3/84:

- Portland Test Market
  - . Retail Audit Share and Distribution
  - . Consumer Purchase Panel
  - . ICC
  - . MSA
- Phoenix and New Orleans Test Markets
  - . ICC

The purpose of this memo is to summarize the findings of this research.

FINDINGSI. Retail AuditsA. Share (Table IA)

- . ST. JAMES COURT's retail audit share in Portland for the period of 10/29 through 11/11 was .77, a very slight change from the previous period (.76).
- . ST. JAMES COURT's cumulative retail audit share in Portland for the period 9/10 through 11/11 was .35.

B. Distribution (Table IB)

- . Retail audit distribution in Portland for the period of 10/29 through 11/11 was approximately 98% for all brand styles.

B&W's FRS data reports ST. JAMES COURT's ACV distribution in Portland at 96% for the week ending 11/9.

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II. Consumer Purchase Panel (Table II)

- . Cumulative unaided trial for ST. JAMES COURT was 4.1, an increase from the previous wave (3.6%).
- . Conversion after ten (10) weeks is still extremely low (.1%).
- . Occasional usage increased slightly from the five-week recall to the ten-week recall (.29% vs .06%).

III. ICC (Table III)

- . ST. JAMES COURT's share in Portland for the week ending 11/23 was .153, an decrease from the previous week .280.
- . ST. JAMES COURT's four-week MVG share was .292, a decrease from the previous four-week MVG (.470).

This decrease in share is probably due to the Thanksgiving holiday and the termination of the Buy-One-Get-One-Free offer.

- . ST. JAMES COURT's share in Phoenix week ending 11/23 was 3.39.

This share is high due to the load-in of product.

- . ST. JAMES COURT's share in New Orleans is not appearing yet.

IV. MSA (Table IV)

- . ST. JAMES COURT's share in Portland for the month of October was .74, a slight decrease from September (.79).

Also attached for your reference are tables of the following ST. JAMES COURT data.

Table V - ST. JAMES COURT Brand Awareness  
Table VI - ST. JAMES COURT Ad Awareness

NEXT STEPS

Data to be reported next week:

- Portland
  - . ICC
- Phoenix
  - . ICC
- New Orleans
  - . ICC

  
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/Attachments

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## ST. JAMES COURT RETAIL AUDIT SHARE

TABLE 1A

Portland (Retail Start 9/10)	Phoenix (Retail Start 11/26)	Share Cumulative	Share Cumulative
.00	.00	.00	.00
.18	.10	.25	.39
.54	.35		
.76			
.77			

9/10-9/16 9/17-9/20 10/1-10/14 10/15-10/28 10/29-11/11 11/12-11/25 11/26-12/9 12/10-12/16 12/17-12/23 12/24-12/30 12/31-1/6 1/7-1/13 1/14-1/20 1/21-1/27 1/28-2/3 2/4-2/10 2/11-2/17

New Orleans  
(Retail  
Start 11/26)  
Share  
Cumulative

Phoenix  
(Retail  
Start 11/26)  
Share  
Cumulative

TABLE IB

ST. JAMES COURT X DISTRIBUTION

	<u>9/10-9/16</u>	<u>9/17-9/30</u>	<u>10/1-10/14</u>	<u>10/15-10/28</u>	<u>10/29-11/11</u>	<u>11/12-11/25</u>	<u>11/26-12/9</u>	<u>12/10-12/16</u>	<u>12/17-12/23</u>	<u>12/24-12/30</u>	<u>12/31-1/6</u>	<u>1/7-1/13</u>	<u>1/14-1/20</u>	<u>1/21-1/27</u>	<u>1/28-2/3</u>	<u>2/4-2/10</u>	<u>2/11-2/17</u>
Portland Audit	16	47	66	89	98												
Retail Start 9/10)																	
FRS Distri- bution	10	37	53	85	96												
Phoenix Audit (Retail Start 11/26)																	
FRS Distri- bution																	
New Orleans Audit (Retail Start 11/26)																	
FRS Distri- bution																	

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TABLE II

ST. JAMES COURT CUMULATIVE UNAIDED TRIAL\*/CONVERSION

	<u>5 Weeks</u> <u>Post Intro</u> %	<u>10 Weeks</u> <u>Post Intro</u> %	<u>15 Weeks</u> <u>Post Intro</u> %
Portland (Retail Start 9/10)	3.6/.1	4.1/.1	
CAT*	2.8	2.4	
Phoenix (Retail Start 11/26)			
New Orleans (Retail Start 11/26)			

\*Cumulative Unaided Trial includes respondents who received free samples, were given ST. JAMES COURT by a friend, or purchased it.

\*\*Conversion among total triers and users.

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TABLE III

ST. JAMES COURT ICC SHARE  
(Wholesale ---- Retail Shipments)

Week Ending:	<u>9/21/84</u>	<u>9/28/84</u>	<u>10/5/84</u>	<u>10/12/84</u>	<u>10/19/84</u>	<u>10/26/84</u>	<u>11/2/84</u>	<u>11/9/84</u>	<u>11/16/84</u>	<u>11/23/84</u>	<u>11/30/84</u>	<u>12/7/84</u>	<u>12/21/84</u>	<u>12/28/84</u>
Portland (Retail Start 9/10)	.201	.501	.239	.880	.710	.887	.474	.264	.280	.153				
4-Week MVG.				.573	.583	.678	.740	.579	.470	.292				
Phoenix (Retail Start 11/26)											3.39			
New Orleans (Retail Start 11/26)														

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TABLE IV

ST. JAMES COURT MSA SHARE\*  
 (Factory --- Wholesale Shipments)

	<u>Aug '84</u>	<u>Sep '84</u>	<u>Oct '84</u>	<u>Nov '84</u>	<u>Dec '84</u>	<u>Jan '85</u>	<u>Feb '85</u>	<u>March '85</u>	<u>April '85</u>
Portland (Initial Ship Date 8/28)	.96	.79	.74						
Phoenix (Initial Ship Date 11/14)									
New Orleans (Initial Ship Date (11/14)									

	Portland	Phoenix	New Orleans
*Spill In =	↓ 6.3%	↓ 5.2%	↓ 13.9%
Spill Out =	12.6%	4.1%	6.9%

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TABLE V

ST. JAMES COURT BRAND AWARENESS

	<u>6 Weeks Post Intro %</u>	<u>12 Weeks Post Intro %</u>
Portland (Retail Start 9/10)	23.6	
Phoenix (Retail Start 11/26)		
New Orleans (Retail Start 11/26)		

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TABLE VI

ST. JAMES COURT ADVERTISING AWARENESS

	<u>6 Weeks</u> <u>Post Intro</u> %	<u>12 Weeks</u> <u>Post Intro</u> %
Portland (Retail Start 9/10)	15.8	
Phoenix (Retail Start 11/26)		
New Orleans (Retail Start 11/2/6)		

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