

TITLE: S1 Group Sessions

Marketing Objective: To aid in providing product and creative direction on Project S1 through qualitative group sessions. Specifically will aid in:

1. Understanding the relative importance of product and user image attributes among the prime prospect.
2. Develop alternative positionings of product and user image upon consumer terms.
3. Develop creative alternatives based upon consumer terms.

Background: A possible opportunity for a free-standing (non-spinoff) 100mm slim brand appealing to the wants of consumers who prefer 100mm slim cigarettes was identified using the 1977 Consumer Wants Study. This market segment is very similar to Segment F non-menthol and Segment F menthol except for a more feminine demographic skew and the want for slim configuration. S1 is a 100mm cigarette which should offer superior flavor at a very low level of "tar." The brand is perceived as being a trim modern cigarette smoked more by women who are stylish, sophisticated smokers.

Methodology: After warm-up, group participants will be asked about the relative importance of product and user attributes using various aids (i.e., life-style and psychographic descriptors, advertisements). Also user attributes and communication will be probed through use of rough creative.

Questions outlined on the discussion guide (see attachment one) will be asked among the following groups of smokers:

<u>Group</u>	<u>Age</u>	<u>Sex</u>	<u>Smoking Characteristics</u>
1	18-49	Female	Segment F - type
2	35-49	Female	Segment F - type
3	18-49	Female	Virginia Slims/B & H, Segment F - type
4	18-34	Female	Segment F - type

The groups will be composed of Segment F - type females since (1) Segment F wants are similar to the wants of slim preferers (2) 90% of slim preferers are women and (3) previous qualitative research gives reason to believe that screening for slim preferers would eliminate women who could be convinced to switch to slim. Input from these women will help in developing support for the slim concept.

Timing: Final review of the discussion guide will take place in New York on April 4.

Field: April ~~11-12~~ 10-11
MRD Topline Summary: April 19
Final Report: May 3

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TITLE: SI Group Sessions

Chicago
Location: Quick Test - ~~Massapequa, New York~~

Moderator: Joan Feldon, Action Data

Cost: \$6,000

Concurrence:

	<u>MRD</u>		<u>Marketing</u>	
	<u>Initials</u>	<u>Date</u>	<u>Initials</u>	<u>Date</u>
K. H. Larson	<u>KHL</u>	<u>3/22</u>	J. A. Herberger	<u>JAH</u> <u>3/27</u>
A. R. Cox	<u>ARC</u>	<u>3/22</u>	T. E. Sandefur	<u>TES</u> <u>3/27</u>
G. Novak	<u>GN</u>			
T. L. Ogburn, Jr.	<u>TLO</u>	<u>3/26</u>		
J. B. Stuart	<u>JBS</u>	<u>3/26</u>		

KHL:fm
3/21/79