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**PILOT SURVEY OF SMOKER'S REACTIONS TO  
TWO ALTERNATIVE CREATIVE APPROACHES  
FOR PLAYERS CIGARETTES**

Prepared For:  
Philip Morris Company  
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Pilot Survey Of Smoker's Reactions To  
Two Alternative Creative Approaches  
For Players Cigarettes

*Conveys culture  
attitudes*

I. Background and Purpose

Players cigarettes is being positioned as a full-flavor filter brand, to appeal to men who live a "blue collar" style of life.

*Not  
correct*

Three different creative campaigns were developed. The purpose of this exploration was to identify the strengths and weaknesses of each campaign and to get a feel for which would generate the most appeal.

*Three  
2?*

II. Methodology

*male*

The sample consisted of 25 men smokers, all around 24 years old or just under. All of the respondents represented the blue collar life-style, as evidenced by their occupations: construction workers, valve repairman, telephone line man, Con Ed repair man, painter, truck driver. (Brands smoked were primarily Marlboro, Winston and Camels.)

*?*

✓

Personal one-on-one in-depth interviews were conducted in New York City. Despite the N. Y. C. location, almost all the men were from the Bronx, Brooklyn, Staten Island, Queens and New Jersey. Additionally, a few were from out-of-state: Ohio, North Carolina and Illinois.

Respondents were first shown the Players prototype pack for their reaction and then one campaign at a time, rotating the order of exposure. The campaigns evaluated were:

1. Heros
2. Worth Stepping Out For

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### III. Findings

#### A. Reactions to the Players Package -

1. Almost all the respondents responded most favorably to the package.
2. The major appeals were -
  - The picture of the sailor
  - The water scene
  - The round logo
3. Impressions generated by the package -
  - "It's a new package for Players"
  - "It's very masculine - nice design"
  - "I like the look ... it's very different"

#### B. Attitudes toward the "Hero" campaign -

1. Response to the Hero campaign was overwhelmingly enthusiastic.
2. The major strength was the uniqueness and beauty of the pictures. Respondents said that they had never seen cigarette ads which looked like these, and cited this as a major appeal.
3. Reactions to the pictures were that they looked like fine old paintings.
4. Several men said they could see these on their wall (one respondent asked to have the Horses ad for his living room).

?  
Don't give  
with LA

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5. They commented on the "old-fashioned" look and felt that this was very intriguing and very "in".
6. Impressions of Players generated by these ads were that it was a good, full-tasting cigarette. Additionally, several mentioned that it must be a good quality product because of the look of the ad.
7. User impressions from the ads were that this would be a "cigarette for guys like me", "Marlboro smokers would try this", and a "man's cigarette".
8. Spontaneously - that is, even without any prompting - several volunteered that they would like to try this brand and asked where could they buy it.
9. Best liked in this campaign were the Pilots ad, the Car Race ad and the Ships at Sea ad. The Two Seaman ad had slightly less appeal, partly because of its visual fuzziness, and lack of clarity.
10. Only two men were less enthusiastic, but expressed no limitations or negatives. Their responses were directionally the same as the others but with somewhat less intensity in their favorable attitude.

In what way specifically?

Whale  
most pop  
in LA.  
Other  
flat foot

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C. Comparison between the 'War' pictures and the other 'Hero' Ads

1. Respondents identified only two ads as war or Battle ads, however, their responses showed be no concern with this Execution area.
2. In general, the level of favorable feeling generated by these ads was the same as the other Hero ads.
3. Respondents praised the visuals, again saying that they looked like old paintings and felt that they conveyed a high quality cigarette with strong full-flavor, appropriate for men.

D. Response to "Worth Stepping Out For" -

1. The initial response on the part of the majority of men, upon seeing this campaign was to smile.
2. They liked this fun aspect of the pictures and chuckled with the impossibility of the situations shown.
3. This campaign was also well liked but primarily for its fun, "whacky", "far out" depictions.
4. Many commented that the unusual look and approach was a major appeal.
5. The impression of Players from this campaign was that it must be a "pretty damn good" cigarette, full-flavor, and high quality.

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#### IV. Conclusions

- A. This pilot exploratory suggests that all three creative approaches are perceived as unique and different from other cigarette advertising and reacted to with high enthusiasm.
- B. Each of the campaigns appear to generate extremely favorable attitudes toward the product and a desire to try the brand.
- C. The visuals seem to be most compatible with the cigarette image conveyed by Players.
- D. Furthermore, the uniqueness of the advertising look, was a positive reinforcement for Players as a new brand (for some) or a re-positioned brand (for others).
- E. The only weakness identified, the inability for some respondents to see the humor in "Worth Stepping Out For". This suggests that some executions might be developed which are slightly less exaggerated than these. Perhaps these could be used to introduce the campaign. Then, once it is seated, executions could become increasingly more exaggerated.

No  
Doesn't  
make sense  
to exaggerate  
to a point  
of silliness

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**Some Respondents Quotes After Exposure To  
"HEROS" CAMPAIGN**

- "Hey. These picture are great! They look like old paintings. Boy, would I like to have these for my wall".
- "I like the adventure here. It looks exciting".
- "I've never seen cigarette ads that look like this. Certainly is different. I would really try one of these Players".
- "It would be a cigarette for guys ... You know, guys like me. They'd probably be real good tasting".

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**Some Respondents Quotes After Exposure To**  
**"WAR" ADS**

- "Wonder what battle that is. Sure different ... But a real interesting picture!"
- "I'd really stop to look at this. It's not like other ads ... they're all the same ... boring".
- "What a good looking ad!"

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**Some Respondents Quotes After Exposure To  
"WORTH STEPPING OUT FOR" CAMPAIGN**

- "I like this ... it's cute, funny".
- "Certainly different. You don't see ads for cigarettes like this".
- "It's saying that Players must be good because look at the crazy things they're doing for the cigarette."

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