

Consumer Research Report

MRD #74-0759

February 11, 1975

RJR

TO: Mr. C. C. Standen

FROM: John Palmer

CAMEL FILTER PACKAGE TEST (PHASE I)

TOPLINE REPORT

This study was conducted to identify which, if any, of three CAMEL Filter package designs best appeals to the young adult male smoker. Other objectives were to quantify the test packs' appeal compared to the current pack, to learn why a particular pack has appeal or not, and to measure the packs' appeal to older smokers.

This study consisted of a monadic "show" test where 85mm male smokers were asked a series of questions about the cigarette and its likely user. They were then given two packs to smoke and were called back later and given our standard sensation transfer product test interview. (Also at the end of the "show" test, respondents were shown all four packs and asked to rank them.)

TOPLINE RESULTS - YOUNGER SMOKERS:

- Only the tan pack is preferred to current, but this preference is marginal.
- The differences between test packs and current pack are not as much as with previous, more moderate CAMEL Filter package changes tested:

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85MM NFF SMOKERS UNDER AGE 35 (Percent Rating Product 7 & Above)

	<u>Current</u>	<u>Red Vertical</u>	<u>Red Angled</u>	<u>Tan</u>
This Test:	49.9	50.0	49.2	53.9
	<u>Current</u>	<u>Wood</u>	<u>Linen</u>	<u>Stretch</u>
Previous Test:	47.9	57.1	48.6	58.2

- These tests conducted to date indicate there is an opportunity to improve the CAMEL Filter pack's appeal to the young adult male smoker, but perhaps not with the candidates tested.

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Mr. C. C. Standen
Page 2
February 11, 1975

TOPLINE RESULTS - OLDER SMOKERS:

- None of the test packs are preferred to current pack.
- Tan and current packs are about equally preferred; the red packs are less acceptable.
- When forced to select one pack, the current pack wins significantly perhaps suggesting under test conditions the risks inherent in cigarette package changes (See Exhibit II).

Again these are topline results and we recommend any decision regarding the next step await the final results which will be presented February 25. Final results, which will include image data and reasons for preference, are needed to determine why a particular pack has appeal or not.

JGP/lk

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EXHIBIT I
TOPLINE SUMMARY SHEET

<u>85MM NFF MALE SMOKERS</u>				
	<u>Current</u>	<u>Red Vertical</u>	<u>Red Angled</u>	<u>Tan</u>
<u>UNDER AGE 35</u>				
Base:	(151) %	(147) %	(150) %	(152) %
<u>Show Test</u>				
Buying Intent	29	[35]	[35]	[31]
<u>Smoke Test</u>				
Buying Intent	32	[39]	35	[43]
Rate 7 & Above	50	50	49	54
Average Rating	6.1	6.2	6.0	6.5
<u>35 AND OLDER</u>				
Base:	(154) %	(156) %	(149) %	(141) %
<u>Show Test</u>				
Buying Intent	33	27	33	38
<u>Smoke Test</u>				
Buying Intent	46	41	34	45
Rate 7 & Above	57	[51]	56	54
Average Rating	6.7	6.4	6.3	6.6

Compared to Current

Significant



Directionally Significant

EXHIBIT IIPACK RANKING ("SHOW" TEST)

At the end of the "Show" Test (Monadic), smokers were shown all four packs and asked: "If you had to choose one of these cigarettes for your own use, which one would you be most likely to pick?"

<u>First Choice Pack</u>	<u>85MM NFF</u> <u>MALE SMOKERS</u>	
	<u>Under 35</u>	<u>35 & Older</u>
Base:	(602)	(598)
	8	8
Current	39	50
Red Vertical	11	12
Red Angled	19	16
Tan	31	22
	<u>100</u>	<u>100</u>