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Consumer Research Report

MDD #83-21801

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**DORAL AWARENESS, PERCEPTIONS,
AND ATTITUDE STUDY**

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**DORAL AWARENESS, PERCEPTIONS AND
ATTITUDE STUDY**

(MDD #83-21801)

BACKGROUND

The DORAL Awareness, Perceptions and Attitude Study was conducted to assess the equity that rests in the DORAL Brand name, the current consumer perceptions of and current consumer attitudes toward the brand. This was done to aid in the development of the Project DS proposition.

METHODOLOGY

This study was a telephone survey of random smokers. Approximately 200 interviews were conducted among smokers aware of DORAL and 175 interviews were conducted among smokers aware of VANTAGE. The VANTAGE interviews were added to this study to provide a benchmark for the results obtained on DORAL. This study did not replicate the methodology used by Tracker, and as such, could not be compared with any Tracker data.

CONCLUSIONS/IMPLICATIONS

- o The name DORAL, the current consumer attitudes, and the current user and product perceptions should not work against the repositioning of DORAL.
 - The awareness that exists is of a satisfying, quality, low tar product.
 - Perceptions of who would smoke DORAL are broad and should not limit the target definition.
 - Very few smokers remember that DORAL had a funny filter, so perceptions are that it is a "mainstream" type product.
- o New DORAL's development may skew toward older adult smokers.
 - This group holds more positive attitudes toward DORAL.
 - This group is more value-conscious as evidenced by their movement toward generics.
 - This group is more likely to purchase cartons.
- o Any concept that is very different from what DORAL is perceived to be may be difficult to communicate, since:
 - Awareness of the brand is high (66%),
 - Consumers do currently hold attitudes and perceptions of DORAL.

SUMMARY OF FINDINGS

- DORAL's awareness level of 66% was greater than might have been expected. This brand was not advertised from 1976 through 1978 or since 1980.

	<u>AIDED AWARENESS</u>	
	<u>DORAL</u>	<u>VANTAGE</u>
	<u>%</u>	<u>%</u>
Total Smokers	66	87

- The majority of smokers aware of DORAL realize that it has been on the market for a while.

	<u>How Old Is . .</u>	
	<u>DORAL</u>	<u>VANTAGE</u>
	<u>%</u>	<u>%</u>
New Brand	27	22
Around for Awhile	63	69
Old, Established	10	9

- Consumer attitudes toward DORAL are generally comparable to those for VANTAGE. However, while VANTAGE is equally acceptable across the smoker subgroups positive attitudes toward DORAL are more prevalent among older adult smokers.

	<u>77+</u>	
	<u>DORAL</u>	<u>VANTAGE</u>
	<u>%</u>	<u>%</u>
Total Smokers	12	14
Male Smokers	12	13
Female Smokers	13	14
18-34	9	15
35+	<u>16</u>	13

SUMMARY OF FINDINGS (Continued)

- Consumer perceptions of DORAL's product are very similar to VANTAGE's in terms of quality, strength of taste, and tar level. On the attribute of satisfaction DORAL is perceived to be somewhat better than VANTAGE.

	<u>Product Perceptions</u>	
	<u>DORAL</u> %	<u>VANTAGE</u> %
<u>Agreement That</u>		
Is Satisfying	56	45
Has Strong Taste	24	19
Is High Quality	63	60
<u>Tar Perceptions</u>		
Somewhat Less	49	51
Much Less	23	22
(Total)	(72)	(73)

- Smokers feel DORAL is a brand somewhat more for women smokers than men smokers; however, a large proportion (about half) feel DORAL is for either sex. The brand is also perceived to be for any age adult smoker.

	<u>Who Would Smoke . . .</u>	
	<u>DORAL</u> %	<u>VANTAGE</u> %
<u>Sex</u>		
For Women	37	40
For Both	49	47
For Men	14	13
<u>Age</u>		
For older adults	41	48
For both older & younger adults	28	32
For younger adults	31	20

SUMMARY OF FINDINGS (Continued)

- A very small proportion of smokers remember that DORAL has a different type of filter.

	<u>What Is Different About...</u>	
	<u>DORAL</u>	<u>VANTAGE</u>
	<u>2</u>	<u>2</u>
Mentioned filter is different	9	23