

# *Lorillard*

## MEMORANDUM

11 April, 1983

TO: See Distribution  
FROM: L.R. Vogel  
RE: First Quarter 1983 Corporate AAU - Topline

Following are first quarter, 1983 topline data for Kent, Kent Golden Lights, Kent III, True, Newport, and Newport Lights. Kent Golden Lights has replaced Golden Lights on all measures, beginning this quarter. Newport and Newport Lights data are presented on the national level; core area data will be issued as soon as it is available.

The measures tracked are as follows:

- Total Brand Awareness - Aided and unaided brand awareness.
- Net Unaided Mentions - Unduplicated mentions of brand name in response to questions of unaided brand awareness, advertising awareness, and low tar brand awareness.
- Unaided Advertising Awareness
- Total Recent Trial - Aided and unaided usage (trial and purchase), excluding current regular users.
- Total Recent Purchase - Aided and unaided purchase, excluding current regular users.

Interviewing for first quarter was conducted throughout March.

### SUMMARY

#### Kent Family

Total brand awareness of Kent Golden Lights increased significantly since last quarter (from 68% to 77%). The resumed association with Kent Parent obviously has a positive impact on brand recognition. In addition, total trial of Kent Golden Lights has been slowly trending upward, and is currently at the highest level of the past four quarters (12%). The increase since last quarter (which is due to aided trial) may be a result of name association, rather than a true increase in trial.

All measures for Kent and Kent III have been stable during the past year.

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True

Total trial of True has gradually been increasing and is now at 14%. Net unaided mentions of True have been increasing since third quarter, 1982, and are currently equivalent to the second quarter level (15%). All other measures have been constant.

Newport Family

There has been a gradual increase in total trial of Newport Parent over the past four quarters, and is currently at 15%. There have been no other shifts since last quarter for either Parent or Newport Lights.

A separate memo will be issued regarding Satin's performance during its introduction. In addition, a complete first quarter Corporate AAU report, including major competitive brands, will be issued in 3-4 weeks.

If you have any questions, please call.

  
L.R. Vogel

LRV:sjh  
att.

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AWARENESS, TRIAL, AND PURCHASE  
OF LORILLARD BRANDS

	1982			1983
	2ND	3RD	4TH	1ST
	QTR	QTR	QTR	QTR
BASE:	(1543)	(1500)	(1503)	(1501)
	%	%	%	%
<u>KENT</u>				
Total Brand Awareness	96	97	96	97
Net Unaided Mentions	18	16	16	16
Unaided Advertising Awareness	3	3	5	3
Total Recent Trial	13	14	17	16
Total Recent Purchase	4	4	4	4
<u>KENT GOLDEN LIGHTS+</u>				
Total Brand Awareness	65	67	68	77
Net Unaided Mentions	3	4	5	4
Unaided Advertising Awareness	1	1	1	1
Total Recent Trial	10	9	10	12
Total Recent Purchase	3	3	4	3
<u>KENT III</u>				
Total Brand Awareness	42	42	45	45
Net Unaided Mentions	3	3	3	3
Unaided Advertising Awareness	1	1	1	*
Total Recent Trial	4	5	7	6
Total Recent Purchase	2	2	3	2
<u>TRUE</u>				
Total Brand Awareness	93	92	94	94
Net Unaided Mentions	15	13	14	15
Unaided Advertising Awareness	3	3	2	3
Total Recent Trial	10	12	13	14
Total Recent Purchase	4	3	3	3
<u>NEWPORT</u>				
Total Brand Awareness	95	95	96	95
Net Unaided Mentions	11	8	9	9
Unaided Advertising Awareness	3	2	2	2
Total Recent Trial	12	12	14	15
Total Recent Purchase	5	4	5	5
<u>NEWPORT LIGHTS</u>				
Total Brand Awareness	73	69	73	74
Net Unaided Mentions	2	1	1	1
Unaided Advertising Awareness	*	*	*	*
Total Recent Trial	5	5	7	6
Total Recent Purchase	2	2	3	2

+Changed from Golden Lights 1st Qtr. 1983.

\*Less than .5%.

SOURCE: Corporate AAU

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