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*any comments? Is a reply necessary?*  
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B.A.T (U.K. AND EXPORT) LIMITED

Woking

To Dr. R. G. Hook, G.R. & D.C. From P. E. J. Jarvis  
Mrs. S. Pike.

Ref PEJJ/LRS

Date 4th July, 1977

U.K. MARKET STUDY

This note is to inform you that we shall not be proceeding with the pack design analysis project as a part of the U.K. market study. The general feeling of the brand and market research managers in U.K. Department is that they can gain information which is more easily interpreted and relevant to U.K. consumer preferences through the use of specially designed questionnaires given to large samples of U.K. cigarette consumers.

The problems of the technique you described to us are firstly, that if the pack similarity groupings were performed by say B.A.T personnel they might be totally unrelated to the pack perceptions of U.K. consumers as a whole; and secondly, that if the pack similarity groupings were performed by a large sample of U.K. consumers the motivation behind the groupings made might vary greatly from one individual to another and the interpretations placed on these groupings in the final analysis, might be misleading.

I would like to thank you for the time you have taken to describe the methodology of your analyses of packs in the Dutch and Malayan markets to us. Regretfully we feel unable to take it further at this stage, but I should be very interested should you apply your technique in other studies and develop it further.

*Philip E. J. Jarvis*

P. E. J. Jarvis

c.c. K. R. Street, Esq.

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