

# RJR CONFIDENTIAL

## MARKETING RESEARCH PROPOSAL

(Winston BIAD #96-11123)

(Camel BIAD #96-13124)

(Salem BIAD #96-12120)

(Now BIAD #96-16163)

(Doral BIAD #96-18111)

**TITLE:** 1996 Affinity Tracking System

### **BACKGROUND**

In 1995, a new module was added to Tracker to track RJR brands and their key competitor along a continuum reflecting the adoption process. Questions are being asked that assess brand familiarity, relevance, preference, adoption, and degree of loyalty. (Some of the brands are also following up with perceptions tracking among key smoker groups; however, that tracking has been handled under separate proposals.)

This proposal seeks approval for conducting the fieldwork in conjunction with Tracker throughout 1996, special tabs of data from beginning of the module (March 1995) through January 1996 in order to provide the BU with understanding of the module's capability and use prior to mid-year brand planning, and funds for processing 1996 data.

### **RESEARCH OBJECTIVE**

To provide comparisons of RJR brands to their key competitor along the adoption and loyalty continuum.

### **USE OF RESULTS**

Results will be used as input for 1997 brand planning as well as to understand on-going impact of the brands' programs over time on adoption and loyalty.

### **METHODOLOGY**

Fieldwork is conducted as a module within the Tracker study, which is a nationally projectable consumer tracking system conducted among smokers age 18+. For each RJR brand, the key competitor compared and smoker groups interviewed are outlined below:

<b><u>RJR Brand</u></b>	<b><u>Competitor</u></b>	<b><u>Smoker Groups Interviewed (filter smokers)</u></b>
Winston	Marlboro	18+ FP NM FF/FFLT, non-Savings OU (includes all Winston buyers and half of category non-Winston/non-Camel buyers)

<u>RJR Brand</u>	<u>Competitor</u>	<u>Smoker Groups Interviewed</u>
Camel	Marlboro	18+ FP NM FF/FFLT, non-Savings OU (includes all Camel buyers and half of category non-Camel/non-Winston buyers)
Salem	Newport & Kool	18+ FP Menthol FF/FFLT <sup>ULT</sup> non-Savings OU (includes Salem buyers and non-buyers)
Now	Carlton	18+ FP <sup>NM</sup> ULT, non-Savings OU (includes Now buyers and non-buyers)
Doral	Basic & GPC	18+ Savings buyers (UB's and OU's, including FP UB's who bought Savings in last 30 days)

### TIMING

Fieldwork/data collection	Jan-Dec
Processing	
April 95 - Jan 96	April 96
1st half vs. 2nd half 96	Jan 97

### COST:

Total fieldwork/data collection of \$55,200 to be divided among brands based on their respective proportions of sample interviewed as indicated below. Processing costs are different for each brand.

<u>Brand (%)</u>	<u>Fieldwork</u>	<u>Processing Costs</u>		<u>Total Cost</u>
		<u>4/95-1/96</u>	<u>1H96 vs. 2H96</u>	
Winston (22%)	\$12,144	\$6,150	\$6,150	\$24,444
Camel (22%)	12,144	6,150	6,150	24,444
Salem (13.5%)	7,452	*12,650	7,150	27,252
Now (13.5%)	7,452	3,575	3,575	14,602
Doral (29%)	16,008	9,725	9,725	35,458
Total Brands	\$55,200	\$38,250	\$32,750	\$126,200

\*Includes \$5,500 for earlier 1995 tabs.

SUPPLIER: MARC  
MSA

CONCURRENCE:

BIAD

R. C. Pasterczyk  
N. R. Monda  
L. G. Dube  
C. G. Mitchell  
S. C. Hawkins  
D. H. Murphy

RCP 4/11/96  
NRM 4/11/96  
LGD 4/12/96  
CGM 4/11/96  
SCH 4/12/96  
DHM 4/15/96

Marketing

E. C. Leary  
F. V. Creighton  
W. S. Lindquist  
C. W. Russell  
E. S. Rhodes

ELC 4/16  
FVC 4/25  
WSL 4/18/96  
CWR 4/22/96  
ESR 4/23/96

Signed Proposal Distribution List:

Concurrence List

K. Premo

S. Cairy (MARC)

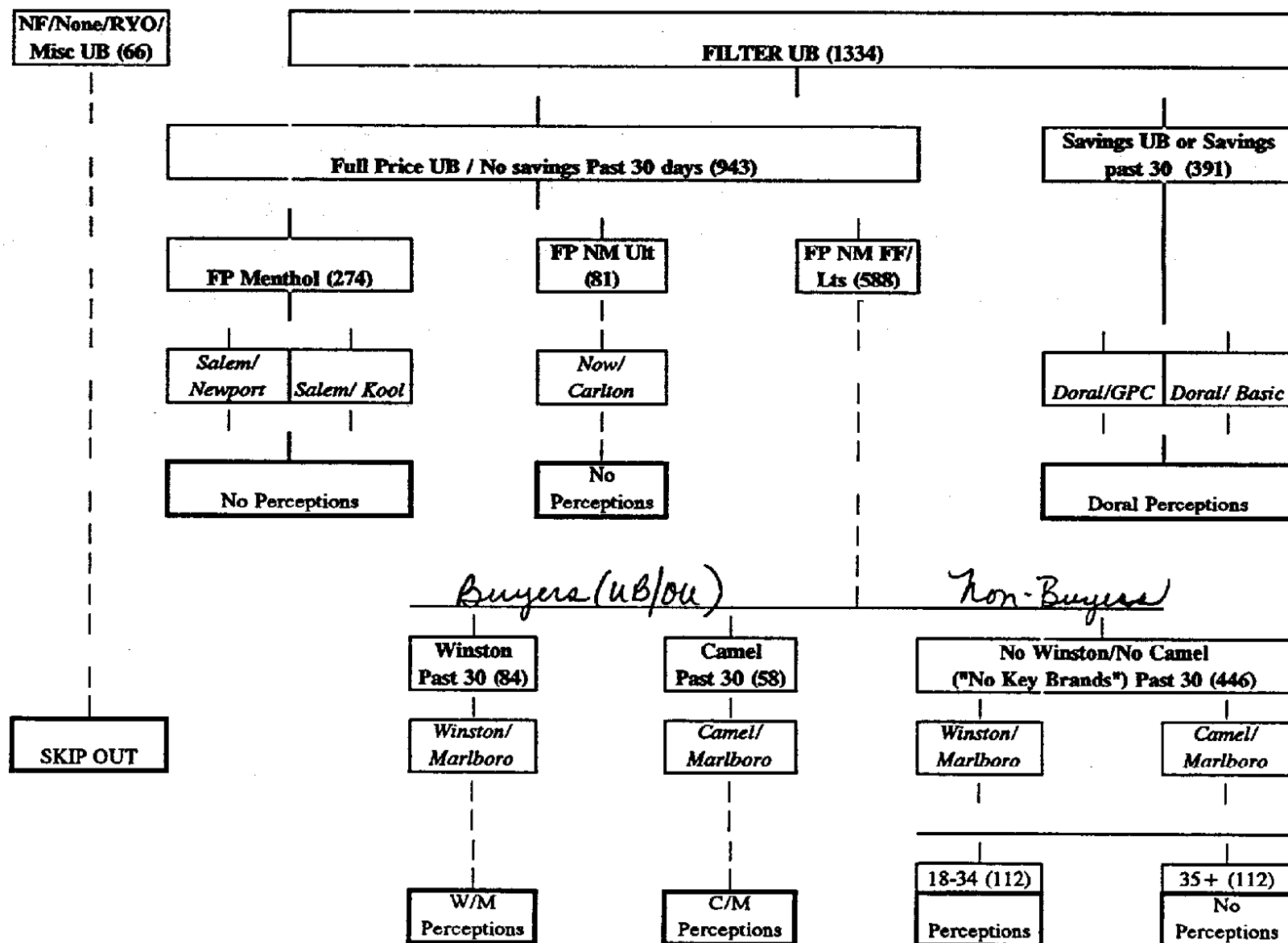
G. Davis (MSA)

Budget Books - Winston, Camel, Salem, Now, Doral

BIC

12/1/94

## AFFINITY/PERCEPTIONS BRAND SCHEME



Financial Program # \_\_\_\_\_  
(For Finance Use Only)Contract # \_\_\_\_\_  
(For Finance Use Only)

## BIAD Research Proposal

## Financial Information Summary

Originator: RCFBIAD Proposal Number: 96-11123Title: 1996 Affinity Tracking - Winston

Brief Description: \_\_\_\_\_

Execution Date \_\_\_\_\_

Complete Date: \_\_\_\_\_

Program Type: Tracking  
Type Code: 06

General Ledger Charge Code:

04 - 75 - 3200 - 8755 - 855PLAN # 9979

Subactivity	MARC	MSA	
	(Supplier Name)	(Supplier Name)	(Supplier Name)
	Budget \$	Budget \$	Budget \$
01 Name Lists			
02 Fieldwork/data collection			
03 Data Processing	<u>11,352</u>		
04 Incentives/gratuities	<u>528</u>	<u>12,300</u>	
05 Analysis			
06 Administration			
07 Materials			
08 (Not Available)			
09 Postage			
10 Supplier Travel			
11 Printing			
12 Enhancements			
13 Product			
14 Prescreening			
15 Reporting			
16 Recruiting			
17 Consulting			
18 Other (food/shipping/postage)			
19 Audits			
20 Scanner			
21 Panel			
22 Facility Rental			
23 Moderator			
24 Study Prep	<u>264</u>		
25 Mailer Preparation			

Total By Supplier:

\$ 12,144\$ 12,300

\$ \_\_\_\_\_

Project Total:

\$ 24,444

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Financial Program # \_\_\_\_\_

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Contract # \_\_\_\_\_

(For Finance Use Only)

## BIAD Research Proposal

## Financial Information Summary

Originator: RCPBIAD Proposal Number: 96-19124Title: 1996 Affinity Tracking - Camel

Brief Description: \_\_\_\_\_

Execution Date \_\_\_\_\_

Program Type: Tracking

Complete Date: \_\_\_\_\_

Type Code: 06

General Ledger Charge Code: \_\_\_\_\_

04-75-4600-8755-855

PLAN # 9979

	Subactivity	MARC	MSA	
		(Supplier Name)	(Supplier Name)	(Supplier Name)
		Budget \$	Budget \$	Budget \$
01	Name Lists			
02	Fieldwork/data collection	11,352		
03	Data Processing	528	12,300	
04	Incentives/gratuities			
05	Analysis			
06	Administration			
07	Materials			
08	(Not Available)			
09	Postage			
10	Supplier Travel			
11	Printing			
12	Enhancements			
13	Product			
14	Prescreening			
15	Reporting			
16	Recruiting			
17	Consulting			
18	Other (food/shipping/postage)			
19	Audits			
20	Scanner			
21	Panel			
22	Facility Rental			
23	Moderator			
24	Study Prep	264		
25	Mailer Preparation			

Total By Supplier:

\$ 12,144

\$ 12,300

\$

Project Total:

\$ 24,444

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Financial Program #

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Contract #

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## BIAD Research Proposal

## Financial Information Summary

Originator: REPBIAD Proposal Number: 96-12120Title: 1996 Affinity Tracking - Salem

Brief Description:

Execution Date

Complete Date:

Program Type:

Type Code:

Tracking  
06

General Ledger Charge Code:

04 - 75 - 3400 - 8755 - 855PLAN # 9979

Subactivity		MAAC	MSA	
		(Supplier Name)	(Supplier Name)	(Supplier Name)
		Budget \$	Budget \$	Budget \$
01	Name Lists			
02	Fieldwork/data collection	<u>6,966</u>		
03	Data Processing	<u>324</u>	<u>19,800</u>	
04	Incentives/gratuities			
05	Analysis			
06	Administration			
07	Materials			
08	(Not Available)			
09	Postage			
10	Supplier Travel			
11	Printing			
12	Enhancements			
13	Product			
14	Prescreening			
15	Reporting			
16	Recruiting			
17	Consulting			
18	Other (food/shipping/postage)			
19	Audits			
20	Scanner			
21	Panel			
22	Facility Rental			
23	Moderator			
24	Study Prep	<u>162</u>		
25	Mailer Preparation			
Total By Supplier:		\$ <u>7,452</u>	\$ <u>19,800</u>	\$

Project Total:

\$ 27,252

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Financial Program #

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Contract #

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## BIAD Research Proposal

## Financial Information Summary

Originator: RCPBIAD Proposal Number: 96-16103Title: 1996 Affinity Tracking - NOW

Brief Description:

Execution Date

Complete Date:

Program Type: TrackingType Code: 06

General Ledger Charge Code:

04 - 75 - 4000 - 8755 - 855

PLAN # 9979

Subactivity	MARC	MSA	
	(Supplier Name)	(Supplier Name)	(Supplier Name)
	Budget \$	Budget \$	Budget \$
01 Name Lists			
02 Fieldwork/data collection	6,966		
03 Data Processing	324	7,150	
04 Incentives/gratuities			
05 Analysis			
06 Administration			
07 Materials			
08 (Not Available)			
09 Postage			
10 Supplier Travel			
11 Printing			
12 Enhancements			
13 Product			
14 Prescreening			
15 Reporting			
16 Recruiting			
17 Consulting			
18 Other (food/shipping/postage)			
19 Audits			
20 Scanner			
21 Panel			
22 Facility Rental			
23 Moderator			
24 Study Prep	162		
25 Mailer Preparation			
Total By Supplier:	\$ 7,452	\$ 7,150	\$

Project Total:

\$ 14,602

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Financial Program #

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Contract #

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## BIAD Research Proposal

## Financial Information Summary

Originator: RCPBIAD Proposal Number: 96-18111

Title:

1996 Affinity Tracking - Donal

Brief Description:

Execution Date

Complete Date:

Program Type:

Type Code:

Tracking06

General Ledger Charge Code:

04-75-4200-8755-855PLAN # 9979

Subactivity		MARC (Supplier Name) Budget \$	MSA (Supplier Name) Budget \$	(Supplier Name) Budget \$
01	Name Lists			
02	Fieldwork/data collection			
03	Data Processing	<u>14,964</u>	<u>19,450</u>	
04	Incentives/gratuities	<u>696</u>		
05	Analysis			
06	Administration			
07	Materials			
08	(Not Available)			
09	Postage			
10	Supplier Travel			
11	Printing			
12	Enhancements			
13	Product			
14	Prescreening			
15	Reporting			
16	Recruiting			
17	Consulting			
18	Other (food/shipping/postage)			
19	Audits			
20	Scanner			
21	Panel			
22	Facility Rental			
23	Moderator			
24	Study Prep	<u>348</u>		
25	Mailer Preparation			

Total By Supplier:

\$ 16,008\$ 19,450

\$

Project Total:

\$ 35,458

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