

PARLIAMENT MENTHOL LIGHTS - CORK TIP  
QUICK TOPLINE OF QUALITATIVE RESEARCH AMONG AFRICAN-  
AMERICANS OUTSIDE REGION I

-DRAFT-

**OBJECTIVE:** To gauge the appeal of PML's imagery and product (cork tip), as well as the recessed filter among African-American Newport smokers outside of Region I

**SAMPLE:** Eight (8) mini-focus groups among urban African-American Newport kings box (predominantly full flavor) smokers, ages 18-34. Half were among women and half among men. Research was conducted in the Washington, D.C. area on April 1st-2nd.

**SUMMARY OF KEY FINDINGS**

- ✓ • These smokers had minimal interest in, even skepticism of, a "light" cigarette
  - Many had rejected Newport Lights because it is too light
  - They are very loyal to Newport because of its popularity ("the menthol Marlboro" phenomenon)
- ✓ • Pre-conceived perceptions of Parliament are shallow, at best
  - Not much familiarity with Parliament and little knowledge about the filter
  - Old man, generic imagery generally ascribed to it in the pack sort seems to have been easily overcome given exposure to advertising and product
- Reactions to the product after trial were extremely positive
  - ✓ - Perceived to be smooth, satisfying and refreshing; much better (and stronger) than Newport Lights, an alternative to Newport Full Flavor
  - ✓ - Perceived advantages of recessed filter were ambiguous (some thought it would be stronger, others weaker); in general, it was not a big deal
  - Brown recessed filter provided positive taste cues while white filter was generally perceived to be a negative among this audience (too light, more like Salem)
  - After trial, PML tended to end up in the same "pile" (based on pack sort) as Newport
- Advertising imagery (apart from the name "Lights") was generally appealing to this audience
  - Communicates relaxation, socializing and fun, while reinforcing positive taste cues (a mild, breezy, refreshing cigarette)
  - Playback of a tropical island (the Bahamas, Jamaica, Hawaii), but not too out of reach for this audience
  - White clothing slightly preferred to multi-color clothing (enhances the fantasy)
- Reactions to Newport Ice were polarized
  - Name and advertising communicates coolness, refreshment, lighter, mintier taste
  - Some younger males expected it to be stronger because of the analogy to beer
  - Product rejected by many who thought it was too powerful (more like Kool), especially given their expectations, while the younger males who expected it to be stronger liked it

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## **Parliament Exploratory**

- Proposition:**
- Cork Tipped Menthol Kings FTB
  - Current Parliament Menthol Lights Campaign
    - mix of White and Afro-American models

- Audience:**
- Male/Female, Afro-American smokers, 21-34 years of age
  - Outside of Region I

### **Preliminary Qualitative Findings:**

- Low awareness / popularity
  - no defined equity
- Campaign has appeal
  - pleasant, refreshing
- Recessed filter ambiguous
  - mixed perceptions of impact on flavor, delivery
- "Lights" identification seen as barrier to trial
- Taste exceeds expectations

### **Key Issues:**

- May lack compelling reason for being
- Strategic fit and expansion
- Creation of new brand identity
- What's the question?

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