

DISCUSSION GUIDE

FRANK & WILLIAMSON NAME GROUP

MARCH 13, 1970 - MARCH 15, 1970

I. INTRODUCTION

Explain to respondents that the purpose of this discussion is to get their feelings about cigarette names in terms of how ~~well they like~~ ^{they like} the various choices and what they mean to them.

II. GENERAL DISCUSSION

1. Current brands smoked and why.
2. Other brands smoked and level of satisfaction with them.
3. Mention that consumers tell us that certain cigarettes have images or "personality" like people. Which are the characteristics you would use to most properly describe the cigarette you smoked?

III. GENERAL NAME DISCUSSION

1. Mention that first you wish to talk about the names of cigarettes in general.
2. Which of the currently available cigarette brands do they feel have good names? Why?
3. Which of the extremely available cigarette brands do they feel do ~~not~~ ^{not} have good names? Why?
4. What information would they like a cigarette name to convey to them?
5. Is there any information that they would ~~not~~ want a cigarette name to tell them?

6. What kinds of adjectives do they feel are most appropriate for the brands they smoke? What is good about this aspect?

IV. NAME DEFINITIONS

1. Show respondent list of ten names.
2. Have them briefly, one by one, define each in terms of what they mean to them.
3. Have them indicate to what degree each is appropriate for their cigarette and why.

V. AREAL PLACEMENT

1. Have the respondent, one at a time, place the five spots along the spectrum involved in terms of which name best describes the cigarette smoking characteristics involved down to which name (least describes or does the poorest job of describing) the cigarette characteristics involved.

Range Group	Characteristics
100%	100% Flavorful Not Flavorful
2	Flavorful Not Flavorful
1	Satisfying Not Satisfying
2	Satisfying Not Satisfying
1	High Tar/Low Tar
2	High Tar/Low Tar
1	High Tar/Low Tar 100%
2	High Tar/Low Tar

100%
Satisfying

VI. NAME SELECTION

1. Ask the respondents to indicate which three names they consider to be best overall.
2. Then have them circle which of the three they consider to be their top choice.
3. Then determine their reasons for their preference.

4. Repeat steps 1-3 for 10th