

REFOCUS INTERVIEW

File 78-132

This last part is somewhat different. One of the advertisers you saw earlier in this issue is doing something new in trying to understand how people feel about this particular ad.

OPEN MAGAZINE TO ^{Kool} ~~BEFORE~~ AD.

Could you please read this ad again all the way through.

ALLOW UP TO 20 SECONDS THEN CLOSE MAGAZINE.

Please read these questions along with me and then tell me the numbers of the answers you feel are the most appropriate.

1. First, I'd like to know how this ^{Kool} ~~Belair~~ ad made you feel about buying a pack of ^{Kool} ~~Belair~~ to try them. You can use any number from 1 to 7. The higher the number, the more likely you would be to buy a pack. Which number from 1 to 7 best describes how likely you would be to buy a pack of ^{Kool} ~~Belair~~ to try them? (CIRCLE CHOICE BELOW)

Definitely would
not buy a pack

1 2 3 4 5 6 7

Definitely would
buy a pack

Based on this ^{Kool} ~~Belair~~ ad, I'd like you to rate this cigarette on several characteristics compared to the brand you smoke most often. Even though you may not have tried ^{Kool} ~~Belair~~, I'd like you to tell me what you expect it to be like compared to the brand you smoke most often.

Based on this ^{Kool} ~~Belair~~ ad, please indicate the number on each line which best describes what you expect ^{Kool} ~~Belair~~ to be like compared to the brand you smoke most often.

Compared to the brand I smoke most often ^{Kool} ~~Belair~~ would be/have:

- | | | | | | | | | |
|--|---|---|---|---|---|---|---|--------------------------------------|
| 2. Milder | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Stronger |
| 3. Less taste/
flavor | 1 | 2 | 3 | 4 | 5 | 6 | 7 | More taste/
flavor |
| 4. Smoother | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Harsher |
| 5. Less tar/nicotine | 1 | 2 | 3 | 4 | 5 | 6 | 7 | More tar/nicotine |
| 6. Less refreshing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | More refreshing |
| 7. Worse mouth
taste | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Better mouth
taste |
| 8. Unpleasant aftertaste | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Pleasant aftertaste |
| 9. Less comforting | 1 | 2 | 3 | 4 | 5 | 6 | 7 | More comforting |
| 10. Lower quality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Higher quality |
| 11. Less
satisfying | 1 | 2 | 3 | 4 | 5 | 6 | 7 | More
satisfying |
| 12. Less menthol | 1 | 2 | 3 | 4 | 5 | 6 | 7 | More menthol |
| 13. Not as good as
the brand I
now smoke | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Better than the
brand I now smoke |

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NOTICE IF THE FILM IMAGE IS NOT CLEAR
THAN THIS NOTICE, IT IS THE
QUALITY OF THE FILM IMAGE.

68504 4 7 6 7

Sentence Completion

All ads

14. The ad gave me the impression that Koal's taste is...

"So Cool, You Can Feel It"

15. When they said "So cool, you can feel it" I thought...

16. When they said "Smooth and crisp, cool and satisfying."
When you feel it, you know it's Koal. I thought...

"Koal. What a feeling!"

15. When they said "Koal. What a feeling!" I thought...

16. When they said "Light up and feel it! Smooth and crisp.
Cool and satisfying. That's the Koal feeling."

"Come Feel the Cool One"

15. When they said "Come. Feel the cool one" I thought...

16. When they said "There's nothing like that Koal feeling.
Smooth and crisp, cool and satisfying" I thought...

Control Ad

15. When they said "The most refreshing taste you can get
in any cigarette" I thought...

16. When they said "No wonder it's America's #1 menthol" I
thought...

Question

*Love. Feel the cool one.
So cool, you can feel it.
Kool. What a feeling.*

FOR QUESTIONS #4-16 GO TO LAST PAGE OF REFOCUS

please read these questions along with me and then tell me the numbers of the answers you feel are the most appropriate.

~~How would you rate the overall quality of Kool cigarettes? (Select ONE)~~

~~Very high quality..... 1
High quality..... 2
Above average quality..... 3
Average quality..... 4
Below average quality..... 5
Low quality..... 6
Very low quality..... 7~~

17. For each pair of words or phrases shown, please ^{indicate the number on each line} put an X in the box that best describes your feeling about the statement "The most refreshing taste you can get in any cigarette." ~~The more you feel the word or phrase applies to this statement, the most refreshing taste you can get in any cigarette, the closer you should put the X to the word or phrase.~~

Believable	1 2 3 4 5 6 7	Unbelievable
Meaningful/ makes sense	1 2 3 4 5 6 7	Meaningless/ does <u>not</u> make sense
Easy to understand	1 2 3 4 5 6 7	Hard to understand
Important idea	1 2 3 4 5 6 7	Unimportant idea
Different than other brands	1 2 3 4 5 6 7	Same as other brands

(PLEASE GO ON TO NEXT PAGE)

Now I'd like you to think about the type of person you would expect to smoke *Kool* cigarettes. For each of the questions below please indicate the number which best describes the type of person who would be likely to smoke *Kool* cigarettes.

18. <i>Open for blacks</i>	1	2	3	4	5	6	7	<i>Open for whites</i>
19. <i>Wants a little menthol</i>	1	2	3	4	5	6	7	<i>Wants a lot of menthol</i>
20. Smokes a little/light smoker	1	2	3	4	5	6	7	Smokes a lot/heavy smoker
21. Female	1	2	3	4	5	6	7	Male
22. Wants little flavor	1	2	3	4	5	6	7	Wants a lot of flavor
23. Younger smoker	1	2	3	4	5	6	7	Older smoker
24. Really enjoys smoking	1	2	3	4	5	6	7	Just smokes from habit
25. Behind the times	1	2	3	4	5	6	7	Modern/Up to date
26. Independent/self-confident	1	2	3	4	5	6	7	Follows the crowd
27. <i>High income</i>	1	2	3	4	5	6	7	<i>Low income</i>
28. <i>Blue collar</i>	1	2	3	4	5	6	7	<i>White collar</i>
29. <i>Wants low tar/ nicotine</i>	1	2	3	4	5	6	7	<i>Wants average tar/ nicotine</i>

68504 4 7 7 1

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"I try to limit
my smoking only
to those times
when it will not
bother anyone else."

1 2 3 4 5 6 7

"It's my right
and privilege
to smoke, and
I smoke whenever
I feel like it."

Below is a second set of opposing attitudes toward smoking. Read each statement carefully and place an "X" in the box next to the statement closest to the way you feel.

"I've cut down
but I'd really
like to cut out
smoking altogether."

1 2 3 4 5 6 7

"I've always
smoked and
never seriously
thought about
cutting down
or giving it up."

→ Listed below are statements which represent opposing attitudes toward smoking. Read each of the pairs of statements carefully and place an "X" in the box next to the statement closest to the way you feel.