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November 9, 1981

Mr. George M. Hoefer
MCA Advertising
405 Lexington Ave.
New York, N.Y. 10174

Dear George:

Subject: Newport Red/Marlboro

The following records my thoughts on the above mentioned subject as it relates to the Switching Study data.

Reliability of Business Source/Loss Data

The reliability of the Switching Study data is not questionable. The methodology that is employed from year to year is constant. Generally speaking, when a brand such as Newport is skewed quite young, it is very difficult to get a handle on the entire Newport population. So much may be happening before the age of 18 that changes can occur from year to year within the Switching Study. More specifically, the growth of the Newport brand is ever increasing. Much of the brand's growth is due to younger smokers who are:

- a) Coming from Kool (Blacks) or,
- b) Switching before they reach 18.

Newport Red Aware/Triers

A quantitative piece of research is going into the field November 13 in the original test markets with the objective being to examine triers, non-triers and trier-rejectors of Newport Red. This research will provide us with the following:

- 1) Who is trying Red
- 2) Why has the group of rejectors turned off to Red
- 3) Reasons for non-trial of Red
- 4) Demos of Red triers, trier-rejectors and aware non-triers
- 5) Imagery of Red: is it compatible with Green
- 6) Where is Red's image strongest

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This research will be of more value to us than focus groups as a much larger sample is employed. I believe that the focus group sessions should be held in abeyance until we examine the results of this study and explore the avenues that this study can lead us to.

Sincerely,



Scott R. Benson

SRB:sd

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