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# New Business Research and Development Report

December 15, 1982

To: M. M. Sheridan/M. D. Wallace

From: J. D. Weber

## CONSUMER RESEARCH REPORT

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PROJECT CR QUALITATIVE EXPLORATORY  
EXECUTIVE SUMMARY

BACKGROUND: Research and Development has identified grain as the current most feasible form of a tobacco substitute. To aid in evaluating its acceptance among consumers, as a benefit support for an established or new brand family, six focus groups were completed in Baltimore, Maryland on December 6-7.

To accomplish this objective premise and positioning hypotheses, on the possible consumer benefits of grains utilization, were executed in concept form and exposed in these groups. Additionally, there was some discussion of the presence of grain in their current brand of cigarettes.

The following represent the current major hypotheses based upon the input of this research.

PREMISE/POSITIONING HYPOTHESES:

The utilization of grain in cigarettes was generally accepted when positioned as the support for any meaningful benefit, particularly when positioned as the support for the benefits of value and the alleviation of smoking concerns. The perceived abundance and cheapness of grain relative to tobacco reinforced its use as a cost cutting device for cigarettes. Additionally, the naturalness and nutrition associated with grain made the benefit of a cigarette that has less tar and nicotine more believable. Smokers only concern was its affect on the cigarettes taste.

The use of grain on an unannounced basis for a new or established brand is questionable due to the potential effect on the brands franchise should its use become public knowledge. Most respondents accepted the suggestion that their brand contained 25% grain and stated that this would not cause them to switch. However, some felt cheated and viewed it as a ploy by tobacco companies to make money at their expense. Given the potential positive or negative impact of grains usage, on an unannounced basis, further work is needed to fully determine its viability.

NEXT STEPS: Additional consumer research is necessary to more fully understand grains viability as a tobacco substitute. The nature of this additional work necessitates the use of product protocepts containing grain. Research and Development is currently working to obtain clearance for this testing. No further consumer research is planned until proper clearances have been obtained and product protocepts are made available.

A final report will be issued the week of 1/17/83.

BACKGROUND: Research and Development has a number of programs underway to investigate types of tobacco substitutes. Currently, it appears that grain is the most viable substitute. Therefore, the Project Planning Team has been requested to explore general consumer acceptance of various positioning hypotheses utilizing grain as a benefit support (Attachment). The following report summarizes the methodology and resulting findings of this qualitative exploratory.

METHODOLOGY: Six focus groups, three male and three female, were completed in Baltimore, Maryland on December 6-7. Respondents were screened to be representative of the 1981 Brand Family Segments. In general the topics covered in each group were:

- An Open Discussion Of Grain And The Possible Advantages And Disadvantages Of Adding It To Cigarettes.
- A Discussion Of Various New Brand Concepts Utilizing Grain (Attachment II).
- A Discussion Of The Current Presence/Future Utilization Of Grain In An Existing Brand.

PREMISE HYPOTHESES EXPLORED: Each of the following premise hypotheses were explored in these groups via concept boards. (See Attachments). The following summarizes the general consumer reaction to each premise.

The interpretation of findings from qualitative research is subjective in nature, thus, findings from this study should not be considered projectable to in-market behavior. It should, however, provide a basis for developing and evaluating marketing hypotheses.

#### A Grain-Blended Brand That Stands For More Value.

As would be expected there was definite consumer acceptance of a new brand of cigarettes less expensive than current brands which offered no trade-off in taste and satisfaction. Grain offered a believable reason why as to how this could be accomplished.

A Grain-Blended Brand That Stands For A Unique Taste Experience. While most smokers feel that their current brand offers a unique taste, the distinctiveness perceived to be offered by a grain blended cigarette was not desirable. Smokers are used to the taste of cigarettes and while certain aspects of this taste could be improved (ie: harshness, aftertaste) a new taste is not being sought.

### A Grain-Blended Brand That Stands For Improved Smoking Pleasure.

A grain blended cigarette positioned in a fashion which improved upon the delivery of current cigarettes (ie: smoother, consistent delivery, ease of draw) was positively received. However, the driving force behind this acceptance appeared to be the improved benefits being delivered rather than the utilization of grain as a support.

### A Grain-Blended Brand That Stands For The Alleviation Of Tar And Nicotine Concerns.

Concerns over tar and nicotine remain an important consumer problem. It appears that the utilization of grain as a support is most conducive to this premise. The general positive associations with grain such as nutrition, and naturalness make it a strong support for the promised benefit of the alleviation of tar and nicotine concerns.

### HYPOTHESES DEVELOPED:

The Utilization Of Grain In Established Cigarette Brands Will In General Be Accepted By Smokers, However, Some Positive Benefit Should Be Communicated To Consumers To Rationalize Its Use. Most accepted the suggestion that their current brands contained as much as 25% grains, however, some felt cheated and viewed this as a ploy, by tobacco companies, to make more money. Therefore, the safest way to utilize grain on an established brand would be to position it offensively through the association with a positive benefit. However, additional work is needed to fully understand its viability on an unannounced basis.

The Type Of Grain Utilized Is Not Important To The Overall Proposition. It appears as though the specific type of grain utilized is neither important nor meaningful. Consumers were unable to associate any different potential benefits or negatives with wheat, rice, corn or other alternatives proposed.

### NEXT STEPS:

It would appear that the utilization of grain in a new or established brand may present this company with a significant opportunity. Conceptually the utilization of grain was accepted by consumers particularly when positioned as the support for the consumer benefits of value or smoking concerns. In order to more fully understand the viability of grain as a tobacco substitute, product protocepts must be utilized. As such, no further consumer work is planned on grain until clearances to test products have been obtained and protocepts are made available.

The final report will be issued the week of 1/17/83.

ATTACHMENTS

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GRAIN/CONCERN

PREMISE:

A grain-blended brand that stands for relieving health concerns.

POSITIONING  
HYPOTHESES:

1. A grain-blended cigarette that delivers lower tar and nicotine will be perceived by concerned smokers as relieving health concerns.
2. A grain-blended cigarette which provides a cleaner smoking experience will be perceived by concerned smokers as relieving health concerns.

GRAIN/ECONOMY

PREMISE:

A grain-blended brand that stands for more value.

POSITIONING  
HYPOTHESES:

1. A brand blended with grain that delivers good taste will be perceived by value-conscious smokers as providing cost savings over conventional cigarettes.

GRAIN/NEW TASTES

PREMISE:

A grain-blended brand that stands for a unique taste experience.

POSITIONING  
HYPOTHESES:

1. A grain-blended brand with the flavor of whole grains will be perceived by adventuresome smokers as offering a unique taste experience.



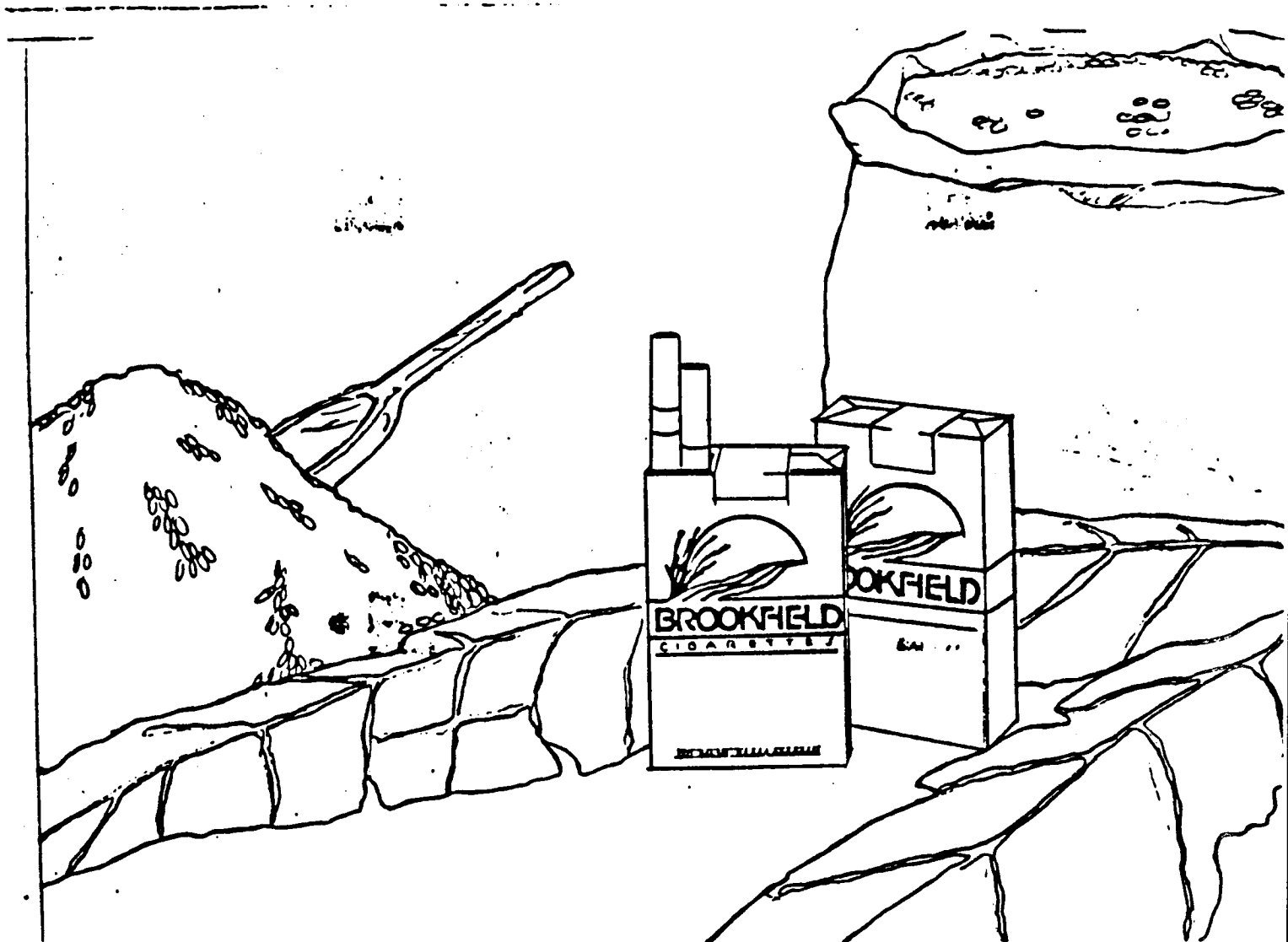
GRAIN/IMPROVED PLEASURE

PREMISE:

A grain-blended brand that stands for improved smoking pleasure.

POSITIONING  
HYPOTHESES:

1. A grain-blended brand with a smoother, mellower taste imparted thru grain will be perceived by heavy smokers as less harsh, thereby improving smoking pleasure.
2. A grain-blended brand which provides consistent delivery from first to last puff will be perceived by heavy smokers as improving smoking pleasure.
  - grain/tobacco blend
  - grain segmented
3. A brand with an easier draw via grain will be perceived by concerned smokers as improving enjoyment of low tar cigarettes.
4. A brand blended with grain to reduce aftertaste will be perceived by heavy smokers as improving smoking pleasure.



NEW BROOKFIELD REDUCES TAR AND NICOTINE WITH  
GRAIN BLENDING.

BROOKFIELD IS THE FIRST CIGARETTE MADE WITH A BLEND  
OF 75% FINE QUALITY TOBACCOS AND 25% ROASTED  
NATURAL GRAINS TO REDUCE TAR AND NICOTINE. THIS  
GRAIN-BLENDING PROVIDES A SMOKING SATISFACTION  
THAT IS UNIQUELY BROOKFIELD, AT 25% LESS TAR AND  
NICOTINE.

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CONCERN #2-B

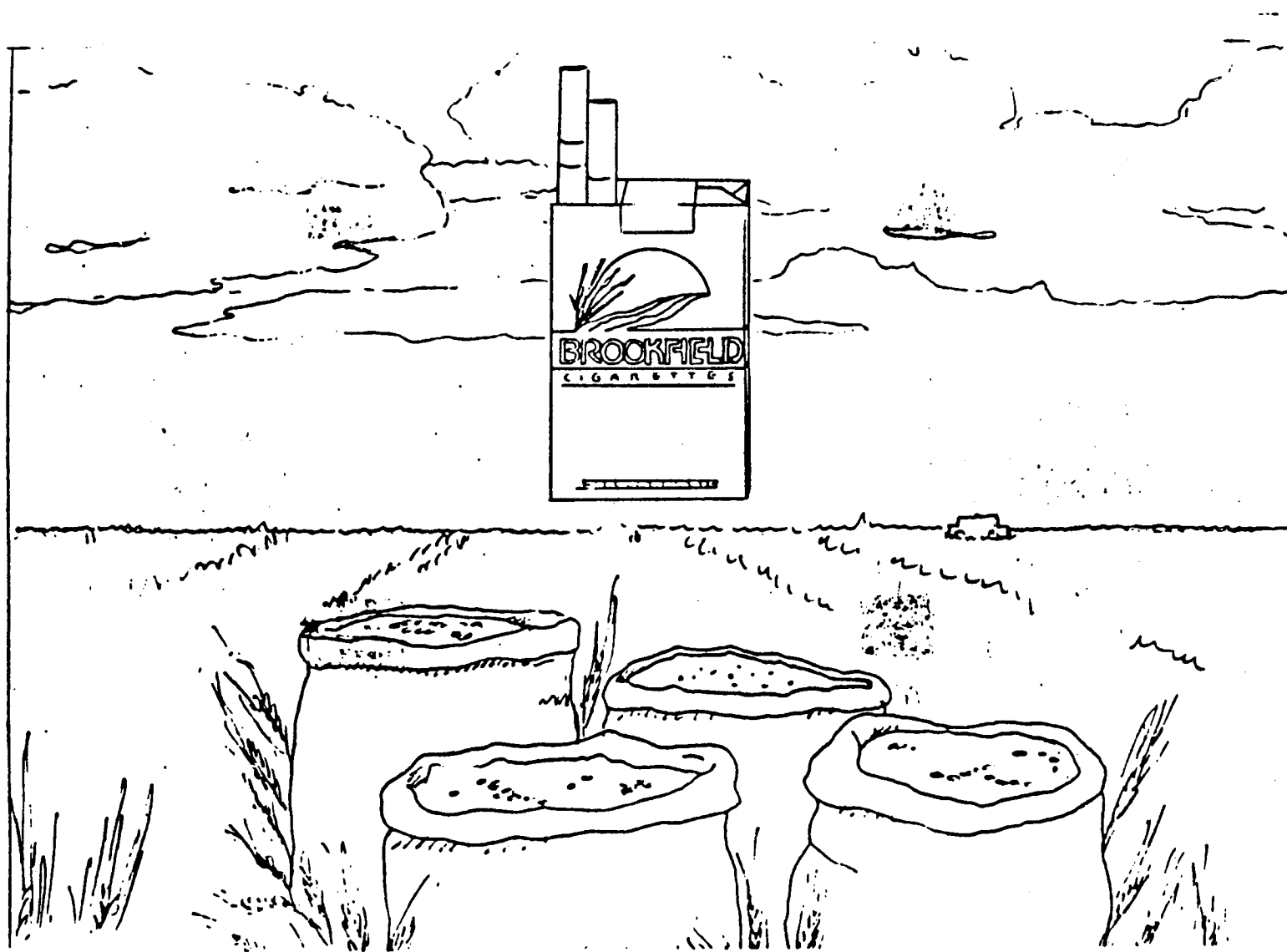
REVISED

VISUAL:      PACK AND SHAFT OF WHEAT IN LIMBO SETTING (DARK)

HEAD:          INTRODUCING BROOKFIELD...THE CIGARETTE THAT'S  
100% NICOTINE FREE.

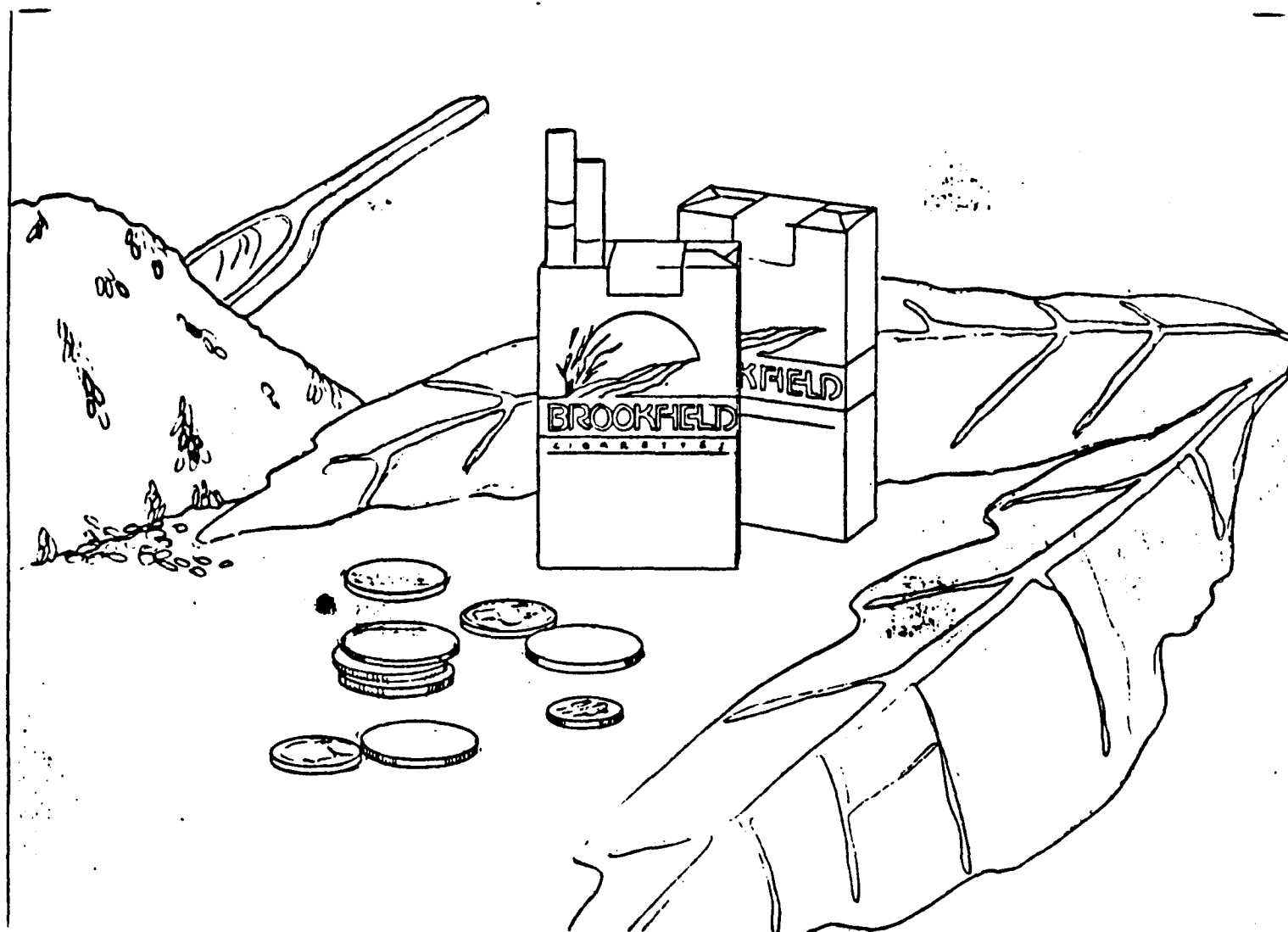
COPY:          NOW SMOKING PLEASURE COMES NICOTINE FREE WITH  
NEW BROOKFIELD. BROOKFIELD IS MADE ENTIRELY OF  
NATURAL WHOLE GRAINS THAT HAVE BEEN ROASTED AND  
PUFFED TO PROVIDE A UNIQUE SMOKING EXPERIENCE  
WITHOUT TOBACCO...AND ABSOLUTELY NO NICOTINE.

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NATURAL GRAIN MAKES BROOKFIELD THE CLEANER SMOKE.

NEW BROOKFIELD IS A BLEND OF 75% QUALITY TOBACCOS  
AND 25% NATURAL GRAINS. GRAIN BURNS CLEANER AND  
DOES NOT INTERFERE WITH TOBACCO SATISFACTION.  
WITH BROOKFIELD YOU GET CLEANER SMOKING PLEASURE...  
NATURALLY.



NATURAL GRAIN GIVES BROOKFIELD GOOD TASTE THAT  
MAKES GOOD CENTS.

BROOKFIELD INTRODUCES A NEW IDEA IN SMOKING  
PLEASURE: A UNIQUE BLEND OF 75% FINE TOBACCOS  
AND 25% ROASTED NATURAL GRAIN. THE RESULT IS  
A SMOOTH AND PLEASURABLE SMOKING EXPERIENCE...  
WITH A WELCOME COST SAVINGS COMPARED TO OTHER  
BRANDS. FOR ENJOYABLE TOBACCO FLAVOR, AND  
SAVINGS TOO, THE NATURAL CHOICE IS BROOKFIELD.

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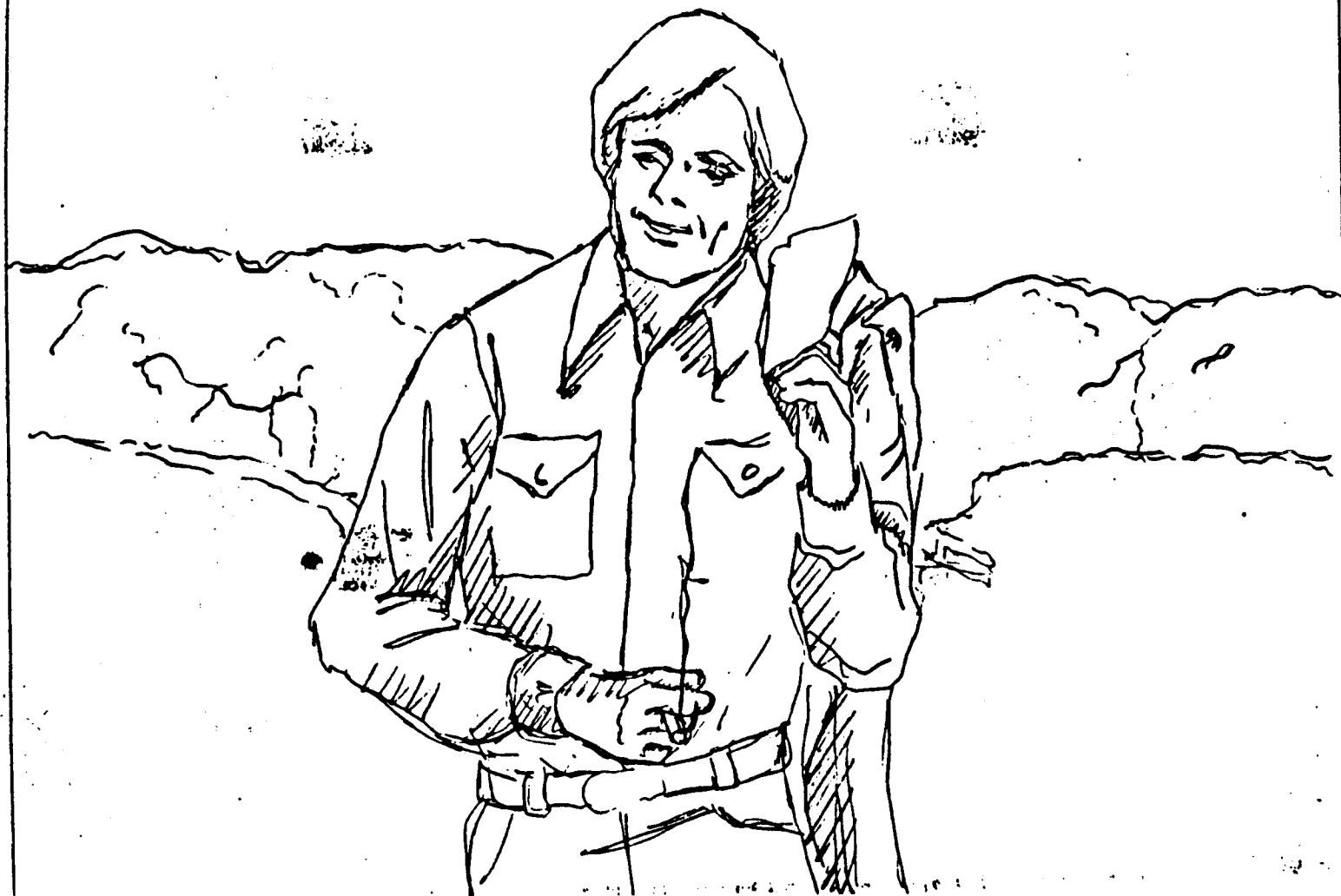
NEW TASTES #1-A

REVISED  
VISUAL: COUPLE ON FENCE WITH GRAINFIELD BEHIND, PACK  
IN INSET.

HEAD: THE NATURAL GRAIN IN BROOKFIELD GIVES SMOKING  
PLEASURE A UNIQUE NEW TASTE.

COPY: BROOKFIELD IS AN ENTIRELY NEW TASTE EXPERIENCE  
IN SMOKING. IT IS A BLEND OF 75% QUALITY  
TOBACCOS AND 25% NATURAL WHOLE GRAINS THAT HAVE  
BEEN TOASTED AND PUFFED TO SMOKE LIKE TOBACCO.  
THIS ADDITION OF GRAIN GIVES THE SMOKING PLEASURE  
OF BROOKFIELD A TASTE THAT IS UNIQUELY DELIGHTFUL.

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THE GRAIN BLENDING IN BROOKFIELD REDUCES  
CIGARETTE AFTERTASTE.

NEW BROOKFIELD IS A QUALITY BLEND OF FINE  
TOBACCOS AND NATURAL GRAINS. THESE GRAINS  
LOOK AND SMOKE JUST LIKE TOBACCO AND DO NOT  
INTERFERE WITH TRUE TOBACCO ENJOYMENT. BUT,  
GRAIN DOESN'T LEAVE A HARSH UNWANTED AFTERTASTE,  
SO BROOKFIELD SMOKES SMOOTHER AND MELLOWER  
THROUGH AND THROUGH.

#### IMPROVED PLEASURE #4



BROOKFIELD IS GRAIN-BLENDED TO MAKE YOUR LAST CIGARETTE OF THE DAY MORE ENJOYABLE.

THE FINE TOBACCOS OF NEW BROOKFIELD HAVE BEEN BLENDED WITH NATURAL GRAINS THAT ARE ROASTED, TOASTED, AND PUFFED FOR SMOKABILITY. THESE GRAINS SERVE TO REDUCE THE HOTNESS AND HARSHNESS OF SMOKING THAT OFTEN OCCURS TOWARD THE END OF THE DAY...WITHOUT INTERFERRING WITH TRUE TOBACCO SATISFACTION. NOW YOUR LAST CIGARETTES OF THE DAY WILL BE MORE PLEASING...THANKS TO THE GRAIN BLENDING OF BROOKFIELD.

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