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RJR

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No. 2330 BY acc lde

SB TOTAL PROPOSITION TEST

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BACKGROUND

- IN ORIGINAL SB A/P TEST, FISHERMAN DID NOT OUTPERFORM ARCTIC LIGHTS AMONG TARGET OF SEGMENT B TYPES.

THIS WAS DUE TO BOTH LACK OF DIFFERENTIATING MESSAGE AND LESS APPETITE APPEAL (TASTE, SATISFACTION, REFRESHMENT).

- HOWEVER, FISHERMAN DID PERFORM BETTER THAN SALEM LIGHTS AMONG B TYPES.
- CORRECTIVE ACTION TAKEN TO INCREASE APPETITE APPEAL OF FISHERMAN; AND REVISED SB PRODUCT (STRONGER MENTHOL) WAS CONSIDERED AS A PRODUCT ALTERNATIVE.
- FOUR TOTAL PROPOSITIONS TESTED HERE:
 - FISHERMAN - SB CURRENT PRODUCT
 - FISHERMAN - SB REVISED
 - PROBLEM-SOLUTION - SB CURRENT
 - PROBLEM-SOLUTION - SB REVISED

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OVERALL SUMMARY

1. BOTH REVISED EXECUTIONS HAVE CORRECTED SOME COMMUNICATION DEFICIENCIES FROM ORIGINAL FISHERMAN:

- SATISFACTION
- TASTE
- REFRESHMENT
- STRONG MENTHOL

BUT STILL COMMUNICATE SLIGHTLY LESS THAN ARCTIC LIGHTS.

2. APPEAL OF THE ADVERTISING IS AT LEAST AS GOOD AS ORIGINAL FISHERMAN (NEW FISHERMAN IS SLIGHTLY BETTER).

- OVERALL APPEAL

<u>FISH</u>	<u>PS</u>	ORIG <u>FISH</u>
61	59	56

- SKEW IN APPEAL IS NO LONGER AWAY FROM TARGET SMOKERS
- HOWEVER, APPEAL STILL DOES NOT SKEW TOWARD TARGET

3. OF THE FOUR PROPOSITIONS, FISHERMAN WITH REVISED PRODUCT IS MOST APPROPRIATE FOR SB BECAUSE OF BETTER CONVERSION AND OVERALL PERFORMANCE AMONG TARGET SMOKERS (SEGMENT B TYPES: NON-RJR, FF, STRONG MENTHOL/CIGARETTE PREFERRERS).
4. A POSSIBLE IMPROVEMENT--TO INCREASE SKEW OF ADVERTISING APPEAL IS TO COMMUNICATE STRONG MENTHOL/CIGARETTE MORE. THIS IS BECAUSE THE PRODUCT DELIVERS MORE THAN EXPECTED ON THESE ATTRIBUTES. HOWEVER, THIS SHOULD NOT BE AT THE EXPENSE OF TASTE, SATISFACTION AND REFRESHMENT PERCEPTIONS.

I. ADVERTISING PERFORMANCE

- APPEAL
- COMMUNICATIONS

II. PRODUCT FIT TO ADVERTISING

- IN TOTAL
- BY SEGMENTS

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I. ADVERTISING PERFORMANCE

- OVERALL APPEAL OF AD: BOTH REVISED ADS HAVE AT LEAST SAME APPEAL AS ORIGINAL FISHERMAN AND ARCTIC LIGHTS; FISHERMAN HAS SLIGHTLY MORE THAN ORIGINAL FISHERMAN.

OVERALL APPEAL TOTAL MENTHOL SMOKERS

	<u>FISHERMAN</u>	<u>PROBLEM SOLUTION</u>	<u>ORIGINAL FISHERMAN</u>	<u>ARCTIC LIGHTS</u>	<u>SALEM LIGHTS</u>
7+	(61)	59	56	59	56
MEAN	6.97	6.92	6.86	6.86	6.73
DEF/PROB BUY	49	51	50	52	48
DIFF (TOP + 1/3)	28	30	28	21	29
IMPT (TOP + 1/3)	44	49	44	39	32

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BY DEMOGRAPHIC AND USUAL BRAND

- BOTH REVISIONS HAVE CORRECTED SOME DEFICIENCIES (FF 85, KOOL FF 85) BUT STILL REMAIN OLDER, MORE FEMININE.

AD APPEAL BY SEGMENTS

	<u>FISHERMAN</u> %	<u>PROBLEM SOLUTION</u> %	<u>ORIGINAL FISHERMAN</u> %	<u>ARCTIC LIGHTS</u> %	<u>SALEM LIGHTS</u> %
<u>7+</u>					
TOTAL	62	59	56	59	56
FF	61	58	53	57	51
LT	60	60	62	59	64
KOOL FF 85	59	57	52	63	40
SALEM FF 85	64	59	52	55	62
MEN	57	55	54	51	50
WOMEN	63	62	58	63	60
18 - 24	54	52	48	51	45
25 - 34	55	51	46	53	53
35 - 49	61	59	56	57	57
50+	72	72	71	68	66

BY CONSUMER WANT SEGMENTS

- AD ACCEPTANCE DOES NOT SKEW SUBSTANTIALLY TOWARD SMOKERS WHO WANT STRONGER MENTHOL/CIGARETTE. HOWEVER, THERE IS IMPROVEMENT RELATIVE TO ORIGINAL FISHERMAN IN THAT ORIGINAL FISHERMAN SKEWED AWAY FROM THE TARGET.

AD ACCEPTANCE BY SEGMENTS

	<u>FISHERMAN</u>	<u>PROBLEM</u> <u>SOLUTION</u>	<u>ORIGINAL</u> <u>FISHERMAN</u>	<u>ARCTIC</u> <u>LIGHTS</u>	<u>SALEM</u> <u>LIGHTS</u>
<u>% 7+</u>	%	%	%	%	%
TOTAL	61	59	56	59	56
B1977	63	61	55	59	54
B1979	64	60	-	-	-
CDE	64	62	61	61	62

BY WANT:

STRENGTH:

MORE	55	52	-	-	-
AS MUCH	57	59	54	57	50
LESS	62	61	56	58	59
MUCH LESS	62	64	62	61	62

MENTHOL:

STRONG	60	51	47	59	37
MEDIUM	59	61	55	55	56
LIGHT	61	63	63	61	64

- EVEN WITHIN SEGMENT B, ADVERTISING ACCEPTANCE DOES NOT SKEW TOWARD SB'S KEY TARGET (KOOL, MEN). FISHERMAN DOES SKEW FULL FLAVOR.

AD ACCEPTORS

	FISHERMAN	PROBLEM SOLUTION
	%	%
<u>B1977</u>	63	61
KOOL FF 85	61	63
SALEM FF 85	69	64
FF 85	62	61
LT 85	54	68
MEN	57	62
WOMEN	69	65
<u>B1979</u>	64	60
KOOL FF 85	59	60
SALEM FF 85	68	61
FF 85	63	60
LT 85	58	64
MEN	58	59
WOMEN	70	62

ADVERTISING COMMUNICATIONS

- ① ALTHOUGH BOTH EXECUTIONS, PARTICULARLY FISHERMAN, DO A BETTER JOB OF COMMUNICATING SEVERAL KEY ATTRIBUTES VS. ORIGINAL FISHERMAN, THERE ARE STILL SOME DEFICIENCIES VS. ARCTIC LIGHTS.

COMMUNICATIONSTOTAL MENTHOL SMOKERS

	<u>FISHERMAN</u>	<u>PROBLEM</u>	<u>ORIGINAL</u>	<u>ARCTIC</u>	<u>SALEM</u>
	%	%	%	%	%
LOW T&N					
TOP 2	(42)	(44)	36	40	32
TOP 3	89	89	90	84	78
SATISFACTION	(79)	(76)	71	76	62
STRENGTH	30	(33)	27	31	22
MENTHOL					
STRONG	(16)	9	9	(22)	6
S+M	(58)	(58)	51	60	45
REFRESHMENT					
MORE	(27)	20	17	(36)	21
M+AS	(84)	79	75	83	66
TASTE	(62)	(62)	58	(67)	57
DRAW	81	82	83	80	79
MASC.	47	45	46	(28)	20

- FISHERMAN'S IMPROVEMENT IS ALSO APPARENT AMONG TARGET, BUT ARCTIC LIGHTS STILL OUTPERFORMS SOMEWHAT.

COMMUNICATIONS

B 1977 SMOKERS

	<u>FISHERMAN</u>	<u>PROBLEM</u> <u>SOLUTION</u>	<u>ORIGINAL</u> <u>FISHERMAN</u>	<u>ARCTIC</u> <u>LIGHTS</u>	<u>SALEM</u> <u>LIGHTS</u>
	%	%	%	%	%
LOW T&N					
TOP 2	44	48	47	34	29
TOP 3	87	91	90	84	75
SATISFACTION	78	77	75	87	58
STRENGTH	30	39	33	37	19
MENTHOL					
STRONG	20	11	8	27	6
S+M	69	67	60	71	51
REFRESHMENT					
MORE	28	19	14	33	20
M+AS	83	79	79	89	66
TASTE	66	66	59	74	55
DRAW	78	78	80	87	69
MASC.	49	49	43	36	21

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ADVERTISING RESULTS - SUMMARY

1. BOTH REVISED EXECUTIONS HAVE AT LEAST AS MUCH APPEAL AS ORIGINAL FISHERMAN AND ARCTIC LIGHTS. FISHERMAN IS SLIGHTLY MORE APPEALING THAN ORIGINAL FISHERMAN.
2. APPEAL DOES NOT SKEW TOWARD TARGET. HOWEVER, THE SKEW IS IMPROVED VS. ORIGINAL FISHERMAN IN THAT IT SKEWED AWAY FROM TARGET.
3. COMMUNICATIONS HAVE BEEN IMPROVED BUT ARE STILL SOMEWHAT LESS THAN ARCTIC LIGHTS.

IMPROVEMENTS: SATISFACTION
TASTE
REFRESHMENT
STRONG MENTHOL

LESS THAN ARCTIC LIGHTS: REFRESHMENT
TASTE
STRONG MENTHOL

II. PRODUCT FIT TO ADVERTISING

- OVERALL, ALL FOUR PROPOSITIONS PERFORM EQUALLY, AND PERFORM AS WELL AS ORIGINAL FISHERMAN AND ARCTIC LIGHTS.

TOTAL MENTHOL

<u>ALTERNATIVE</u>	<u>AD ACCEPTORS</u> %	<u>CONVERSION*</u> %	<u>"BOTTOM LINE"</u> %
FISHERMAN/CURRENT	60	65	39
FISHERMAN/REVISED	61	64	39
PROBLEM-SOL/CURRENT	60	65	39
PROBLEM-SOL/REVISED	59	67	39
ORIGINAL FISHERMAN	56	68	38
ARCTIC LIGHTS	59	61	36
SALEM LIGHTS	56	69	39

*CONVERSION = % OF AD ACCEPTORS WHO ALSO LIKE PRODUCT.

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- DUE PRIMARILY TO BETTER CONVERSION (PRODUCT FIT) AMONG KEY SEGMENTS, FISHERMAN/REVISED IS MOST APPROPRIATE FOR SB.

	<u>FISH/C</u> <u>CONV</u> %	<u>FISH/R</u> <u>CONV</u> %	<u>PS/C</u> <u>CONV</u> %	<u>PS/R</u> <u>CONV</u> %
TOTAL	65	64	65	67
B 1977	61	67	65	71
B 1979	59	69	67	72
CDE	65	67	66	69

WANTS:

MENTHOL

STRONG	63 ↓	77 ↑	65 ↓	59 ↓
MEDIUM	64 ↓	64 ↑	64 ↓	67 ↓
LIGHT	70 ↓	63 ↑	65 ↓	69 ↓

STRENGTH

MORE	63 ↓	65 ↑	- ↑	63 ↓
AS MUCH	60 ↓	72 ↑	61 ↑	61 ↓
LESS	64 ↓	63 ↑	65 ↑	72 ↓
MUCH LESS	74 ↓	64 ↑	65 ↓	63 ↓

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- THIS BETTER FIT IS NOTICED PARTICULARLY AMONG KEY SUBSEGMENTS OF SB'S TARGET.

	<u>FISH/C</u> <u>CONV</u> %	<u>FISH/R</u> <u>CONV</u> %	<u>PS/C</u> <u>CONV</u> %	<u>PS/R</u> <u>CONV</u> %
<u>B (1977)</u>				
TOTAL	[61]	[67]	65	[71]
RJR	55	58	64	62
NON RJR	64	[74]	66	[78]
KOOL FF85	68	[86]	56	72
SALEM FF85	[50]	76	73	71
FF 85	63	[77]	62	[76]
LT 85	60	60	66	67

	FISH/C CONV %	FISH/R CONV %	PS/C CONV %	PS/R CONV %
<u>B (1979)</u>				
TOTAL	59	69	67	72
RJR	55	61	66	60
NON-RJR	61	76	68	80
KOOL FF85	68	86	64	76
SALEM FF85	55	79	67	74
FF85	64	80	66	78
LT85	56	61	66	68

- WHEN VIEWED BY STANDARD DEMOGRAPHIC AND BRAND BREAKS, CONVERSION DOES NOT SKEW NON-RJR OR FF. THE ONLY BIG SKEW IS OLDER.

	FISH/C CONV %	FISH/R CONV %	PS/C CONV %	PS/R CONV %
TOTAL	65	64	65	67
RJR	64	64	61	62
NON-RJR	66	64	67	70
MEN	68	64	62 ↓	67 ↓
WOMEN	64	64	68 ↓	66 ↓
18-24	66 ↓	68 ↑	76 ↑	63 ↓
25-34	77 ↓	58 ↑	64 ↑	67 ↓
35-50	61 ↓	62 ↑	61 ↑	68 ↓
50+	63 ↓	69 ↑	63 ↓	66 ↓
FF	65	63	67	68
LT	67	67	62	64

- THIS BETTER FIT IS NOTICED PARTICULARLY AMONG KEY SUBSEGMENTS OF SB'S TARGET.

	FISH/C			FISH/R			PS/C			PS/R		
	AA	CONV	BL	AA	CONV	BL	AA	CONV	BL	AA	CONV	BL
	%	%	%	%	%	%	%	%	%	%	%	%
<u>B (1977)</u>												
TOTAL	63	[61]	38	63	[67]	42	63	65	41	63	[71]	45
RJR	67	55	37	70	58	41	65	64	42	73	62	45
NON RJR	61	64	39	58	[74]	43	62	66	41	57	[78]	45
KOOL FF85	61	68	41	60	[86]	[51]	64	56	35	61	72	43
SALEM FF85	67	[50]	33	70	76	53	63	73	46	66	71	47
FF 85	64	63	41	60	[77]	[47]	63	62	39	58	[76]	44
LT 85	48	60	29	60	60	36	65	66	43	72	67	48

- DUE PRIMARILY TO BETTER CONVERSION (PRODUCT FIT) AMONG KEY SEGMENTS, FISHERMAN/REVISED IS MOST APPROPRIATE FOR SB.

	FISH/C			FISH/R			PS/C			PS/R		
	AA	CONV	BL	AA	CONV	BL	AA	CONV	BL	AA	CONV	BL
	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL	60	65	39	61	64	39	60	65	39	59	67	39
B 1977	63	61	38	63	67	42	63	65	41	63	71	45
B 1979	64	59	38	64	69	44	63	67	42	59	72	43
CDE	64	65	42	63	67	42	62	66	41	62	69	43
<u>WANTS:</u>												
<u>MENTHOL</u>												
STRONG	59	63	37	62	77	48	52	65	34	49	59	29
MEDIUM	58	64	37	61	64	39	61	64	39	61	67	41
LIGHT	66	70	46	56	63	36	66	65	43	59	69	41
<u>STRENGTH</u>												
MORE	53	63	33	58	65	38	-	-	-	52	63	33
AS MUCH	57	60	34	57	72	41	58	61	36	60	61	37
LESS	61	64	40	64	63	41	63	65	41	58	72	42
MUCH LESS	68	74	50	56	64	35	64	65	41	63	63	40

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	FISH/C			FISH/R			PS/C			PS/R		
	AA %	CONV %	BL %	AA %	CONV %	BL %	AA %	CONV %	BL %	AA %	CONV %	BL %
<u>B (1979)</u>												
TOTAL	64	59	38	64	69	44	63	67	42	59	72	43
RJR	70	55	39	67	61	41	66	66	43	66	60	40
Non-RJR	61	61	38	61	76	46	61	68	42	55	80	44
Kool FF85	63	68	42	56	86	49	62	64	40	59	76	45
SALEM FF85	65	55	35	71	79	56	59	67	39	63	74	47
FF85	64	64	41	61	80	48	64	66	42	56	78	43
LT85	55	56	31	62	61	38	66	66	44	61	68	42

- WHEN VIEWED BY STANDARD DEMOGRAPHIC AND BRAND BREAKS, ADS AND PROPOSITIONS TEND TO SKEW:

- MORE FEMALE
- OLDER
- RJR

	FISH/C			FISH/R			PS/C			PS/R		
	AA	CONV	BL	AA	CONV	BL	AA	CONV	BL	AA	CONV	BL
	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL	60	65	39	61	64	39	60	65	39	59	67	39
RJR	63	64	41	67	64	43	60	61	37	64	62	40
Non-RJR	59	66	39	58	64	37	60	67	40	56	70	39
MEN	56	68	38	57	64	37	55	62 ↓	34	54	67 ↓	36
WOMEN	64	64	41	64	64	41	63	68 ↓	43	63	66 ↓	42
18-24	54	66 ↓	36	51	68 ↓	34	61	76 ↑	46	45	63 ↓	28
25-34	55	77 ↓	42	56	58 ↓	33	48	64 ↑	31	52	67 ↓	35
35-50	59	61 ↓	36	63	62 ↓	39	58	61 ↑	35	62	68 ↓	42
50+	72	63 ↓	46	71	69 ↓	49	71	63 ↓	45	75	66 ↓	49
FF	60	65	39	62	63	39	58	67	39	59	68	40
LT	60	67	39	60	67	40	62	62	39	59	64	38

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FISHERMAN/REVISED: REASONS FOR BETTER FIT AMONG KEY SEGMENTS

- THE REVISED PRODUCT DELIVERS TO SPECIFIC PRODUCT EXPECTATIONS CREATED BY FISHERMAN BETTER THAN OTHER COMBINATIONS.

COMMUNICATIONS

	TOTAL MENTHOL		B 1977		B 1979	
	FISH	PS	FISH	PS	FISH	PS
	%	%	%	%	%	%
LOW T&N	89	89	87	91	85	89
SATISFACTION	79	76	78	77	77	76
STRENGTH	30	33	30	39	29	34
MENTHOL						
STRONG	16	9	20	11	16	9
S+M	58	58	69	67	60	59
REFRESHMENT						
MORE	27	20	28	19	29	21
MORE + AS	84	79	83	79	86	81
TASTE	62	62	66	59	61	60
DRAW	81	82	78	78	80	81

- FISHERMAN/REVISED HAS A BETTER FIT AMONG KEY SEGMENTS BECAUSE THE REVISED PRODUCT DELIVERS TO SPECIFIC PRODUCT EXPECTATIONS CREATED BY FISHERMAN BETTER THAN OTHER COMBINATIONS.

SEGMENT B (1977)

	<u>FISH/C</u> %	<u>FISH/R</u> %	<u>PS/C</u> %	<u>PS/R</u> %
<u>PRODUCT To Ad</u>				
<u>T&N</u>				
EQUAL	39	45	34	45
PRODUCT LESS	31	27	29	21
<u>SATISFACTION</u>				
EQUAL	39	44	39	40
PRODUCT MORE	22	25	27	26
<u>STRENGTH</u>				
EQUAL	31	35	35	30
PRODUCT MORE	42	42	38	44
<u>MENTHOL</u>				
EQUAL	39	46	42	39
PRODUCT MORE	33	34	30	38
<u>REFRESHMENT</u>				
EQUAL	46	42	40	40
PRODUCT MORE	16	27	27	30
<u>TASTE</u>				
EQUAL	33	45	40	46
PRODUCT MORE	33	24	36	31

- ALTHOUGH LESS NOTICEABLE, FISHERMAN/REVISED'S PRODUCT FIT TO AD IS ALSO SLIGHTLY BETTER AMONG SEGMENT B (1979).

SEGMENT B (1979)

	<u>FISH/C</u> %	<u>FISH/R</u> %	<u>PS/C</u> %	<u>PS/R</u> %
<u>PRODUCT TO AD</u>				
<u>T&N</u>				
EQUAL	38	42	36	44
PRODUCT LESS	24	25	29	21
<u>SATISFACTION</u>				
EQUAL	36	42	40	39
PRODUCT MORE	23	25	26	25
<u>STRENGTH</u>				
EQUAL	32	32	33	29
PRODUCT MORE	40	45	38	44
<u>MENTHOL</u>				
EQUAL	39	43	41	40
PRODUCT MORE	32	39	31	40
<u>REFRESHMENT</u>				
EQUAL	42	40	40	40
PRODUCT MORE	17	27	25	26
<u>TASTE</u>				
EQUAL	34	42	40	43
PRODUCT MORE	30	27	39	30

- INTERESTINGLY, THESE DIFFERENCES ARE NOT NOTICEABLE AMONG TOTAL SMOKERS. THIS SHOULD NOT BE SURPRISING SINCE WE DID NOT SEE BETTER CONVERSION IN TOTAL FOR FISHERMAN/REVISED.

PRODUCT FIT TO ADVERTISING

TOTAL MENTHOL

FISH/C
%

FISH/R
%

PS/C
%

PS/R
%

PRODUCT To Ad

I&N

EQUAL	31	34	34	36
PRODUCT LESS	26	21	25	22

SATISFACTION

EQUAL	39	37	39	37
PRODUCT MORE	23	26	25	25

STRENGTH

EQUAL	33	32	32	32
PRODUCT MORE	39	47	41	44

MENTHOL

EQUAL	40	42	41	40
PRODUCT MORE	31	40	35	41

REFRESHMENT

EQUAL	40	39	40	38
PRODUCT MORE	20	24	24	25

TASTE

EQUAL	37	37	37	38
PRODUCT MORE	30	30	31	31

IMPROVEMENTS

EVEN THOUGH FISHERMAN-REVISED DOES A BETTER JOB OF DELIVERING TO EXPECTATIONS (RELATIVE TO OTHER ALTERNATIVES), FIT AMONG KEY SEGMENTS IS NOT AS GOOD AS SEEN PREVIOUSLY.

SEGMENT B (1977)

	<u>AD</u> <u>ACCEPTANCE</u> %	<u>CONV</u> %	<u>BL</u> %
FISHERMAN - REVISED	63	67	42
ORIGINAL FISHERMAN	55	76	42
ARCTIC LIGHTS	59	68	40

THIS IS DUE TO UNDER PROMISE OF PRODUCT PERFORMANCE.

PRODUCT PERFORMANCE VS. EXPECTATIONS

	FISHERMAN REVISED %	ORIGINAL FISHERMAN %	ARCTIC LIGHTS %	SALEM LIGHTS %
TOTAL SMOKERS				
PRODUCT BETTER	(38)	33	32	25
PRODUCT EQUAL	36	45	43	51
B TYPES				
PRODUCT BETTER	(39)	36	36	22
PRODUCT EQUAL	39	44	41	52

THIS UNDER PROMISE IS NOTICED PRIMARILY ON TWO ATTRIBUTES:

STRENGTH
MENTHOL

PRODUCT FIT WITH AD

SEGMENT B 1977

	<u>FISHERMAN</u> <u>REVISED</u> %	<u>ORIGINAL</u> <u>FISHERMAN</u> %	<u>ARCTIC</u> <u>LIGHTS</u> %	<u>SALEM</u> <u>LIGHTS</u> %	<u>FISHERMAN</u> <u>CURRENT</u> %
STRENGTH					
PRODUCT = AD	38	40	31	43	33
PRODUCT MORE	(45)	32	36	36	(44)
PRODUCT LESS	17	28	33	21	23
MENTHOL					
PRODUCT = AD	44	54	48	53	41
PRODUCT MORE	(40)	23	21	24	(35)
PRODUCT LESS	16	23	21	23	24

IN FISHERMAN/REVISED, THE ADVERTISING DOES NOT PREPARE SMOKERS FOR THE STRENGTH OF THE CIGARETTE.

BY INCREASING STRENGTH/MENTHOL PERCEPTIONS IN THE AD, IT IS CONCEIVABLE THAT AD APPEAL COULD BEGIN TO SKEW TOWARD THE DESIRED SEGMENT.

PRODUCT FIT WITH AD

TOTAL SMOKERS

	<u>FISHERMAN REVISED</u> %	<u>ORIGINAL FISHERMAN</u> %	<u>ARCTIC LIGHTS</u> %	<u>SALEM LIGHTS</u> %	<u>FISHERMAN CURRENT</u> %
STRENGTH					
PRODUCT = AD	33	37	34	44	33
PRODUCT MORE	(48)	35	38	33	(41)
PRODUCT LESS	19	28	28	23	25
MENTHOL					
PRODUCT = AD	43	52	45	53	42
PRODUCT MORE	(41)	23	29	25	(33)
PRODUCT LESS	16	25	26	22	26

IMPLICATION:

COMMUNICATING PRODUCT PERFORMANCE BETTER COULD:

1. SKEW AD APPEAL TOWARD TARGET
2. GENERATE HIGHER CONVERSION AMONG TARGET

HOWEVER - COMMUNICATIONS OF STRENGTH/MENTHOL SHOULD NOT
BE AT THE EXPENSE OF OTHER KEY ATTRIBUTES
(TASTE, SATISFACTION, REFRESHMENT)--AS
THESE ARE KEY IN CREATING SB'S APPEAL.

TASTE, SATISFACTION, REFRESHMENT MUST BE MAINTAINED IN COPY AS
PERCEPTION OF THESE ATTRIBUTES DIFFERENTIATE AD ACCEPTORS/
REJECTORS.

	FISHERMAN			1.
	ACCEPTORS %	REJECTORS %	DIFFL %	
TASTE	73	34	+39	
SATISFACTION	83	64	+19	
REFRESHMENT	90	74	+16	
T&N	88	82	+6	
STRENGTH	30	28	+2	
MENTHOL	56	59	-3	

SUMMARY/IMPLICATIONS

1. FISHERMAN/REVISED IS THE MOST APPROPRIATE PROPOSITION FOR SB BECAUSE OF ITS STRONGER CONVERSION AND OVERALL PERFORMANCE AMONG TARGET SMOKERS.
2. THE FISHERMAN EXECUTION IS IMPROVED OVER ORIGINAL FISHERMAN, BUT IS STILL SOMEWHAT DEFICIENT VS. ARCTIC LIGHTS.
3. THE FISHERMAN EXECUTION DOES NOT PREPARE SMOKERS FOR THE STRENGTH OF EITHER PRODUCT, ESPECIALLY THE REVISED PRODUCT.
 - IMPROVEMENT IN STRENGTH PERCEPTIONS COULD INCREASE AD APPEAL AMONG TARGET.

OVERALL SUMMARY

1. BOTH REVISED EXECUTIONS HAVE CORRECTED SOME COMMUNICATION DEFICIENCIES FROM ORIGINAL FISHERMAN:

- SATISFACTION
- TASTE
- REFRESHMENT
- STRONG MENTHOL

BUT STILL COMMUNICATE SLIGHTLY LESS THAN ARCTIC LIGHTS.

2. APPEAL OF THE ADVERTISING IS AT LEAST AS GOOD AS ORIGINAL FISHERMAN (NEW FISHERMAN IS SLIGHTLY BETTER).

- OVERALL APPEAL

<u>FISH</u>	<u>PS</u>	ORIG <u>FISH</u>
61	59	56

- SKEW IN APPEAL IS NO LONGER AWAY FROM TARGET SMOKERS

- HOWEVER, APPEAL STILL DOES NOT SKEW TOWARD TARGET

3. OF THE FOUR PROPOSITIONS, FISHERMAN WITH REVISED PRODUCT IS MOST APPROPRIATE FOR SB BECAUSE OF BETTER CONVERSION AND OVERALL PERFORMANCE AMONG TARGET SMOKERS (SEGMENT B TYPES: NON-RJR, FF, STRONG MENTHOL/CIGARETTE PREFERRERS).

4. A POSSIBLE IMPROVEMENT--TO INCREASE SKEW OF ADVERTISING APPEAL IS TO COMMUNICATE STRONG MENTHOL/CIGARETTE MORE. THIS IS BECAUSE THE PRODUCT DELIVERS MORE THAN EXPECTED ON THESE ATTRIBUTES. HOWEVER, THIS SHOULD NOT BE AT THE EXPENSE OF TASTE, SATISFACTION AND REFRESHMENT PERCEPTIONS.

FISHERMAN - REVISED VS. ORIGINAL FISHERMAN, ARCTIC LIGHTS

	<u>F/R</u>			<u>ORIG. FISH.</u>			<u>ARCTIC LIGHTS</u>		
	<u>AA</u> %	<u>CONV</u> %	<u>BL</u> %	<u>AA</u> %	<u>CONV</u> %	<u>BL</u> %	<u>AA</u> %	<u>CONV</u> %	<u>BL</u> %
TOTAL	61	64	39	56	68	38	59	61	38
B 1977	63	67	42	55	76	42	59	68	40
CDE	63	67	42	61	76	46	61	62	38
<u>MENTHOL</u>									
STRONG	62	77	48	47	57	27	59	63	37
MEDIUM	61	64	39	55	69	38	55	65	36
LIGHT	56	63	36	63	70	44	61	54	37
<u>STRENGTH</u>									
MORE	58	65	38	--	--	--	--	--	--
AS MUCH	57	72	41	54	67	36	57	54	31
LESS	64	63	41	56	68	38	58	66	38
MUCH LESS	56	64	35	62	73	45	61	57	35

PRODUCT PERFORMANCE VS. EXPECTATIONS/WANTS

B 1977 AD ACCEPTORS

	EXPECTATIONS			WANTS		
	FISH/C %	FISH/R %	ORIG FISH %	FISH/C %	FISH/R %	ORIG FISH %
<u>1&N</u>						
P=A	28	44	35	28	30	25
PROD. LESS	37 > 65	28 > (72)	31 > 66	6 > 34	3 > 33	8 > 25
PROD. MORE	35	28	34	66	67	67
<u>SATISFACTION</u>						
P=A	45	51	36			
PROD. MORE	18 > 63	19 > (70)	26 > 62			
PROD. LESS	37	30	37			
<u>STRENGTH</u>						
P=A	31	40	38	(28)	36	35
PROD. MORE	46 > 77	42 > (82)	31 > 70	35	32	21
PROD. LESS	23	18	31	37	32	44
<u>MENTHOL</u>						
P=A	39	45	52	42	(48)	41
PROD. MORE	36 > 75	31 > 76	21 > 73	18	26	10
PROD. LESS	25	21	22	40	26	49
<u>TASTE</u>						
P=A	40	51	43			
PROD. MORE	27 > 67	23 > 74	30 > 73			
PROD. LESS	33	26	27			
<u>REFRESHMENT</u>						
P=A	51	52	39			
PROD. MORE	10 > 61	22 > (74)	24 > 63			
PROD. LESS	39	26	37			