

**TO:** Sue Norris  
**FROM:** Urvashi Kohli

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**SUBJECT:** MARLBORO BAR STUDY

Attached is the presentation deck, "Marlboro Bar Study." The objectives were to: understand bar going behavior among young adult smokers, evaluate awareness of the bar program, and assess the perceived value of visibility and events bars in enhancing Marlboro's image.

**Findings**

**Behavior:**

- (1) The top three reasons for going to bars among young adult smokers are: meeting friends, listening to music, and to relax.
- (2) The most popular bars among young adult smokers are live music bars, dance clubs and neighborhood bars.
- (3) Key factors in choosing a bar are ambiance, service, and music.
- (4) In choosing a bar, word of mouth has the greatest impact.

**Awareness:**

- (1) Unaided recall of Marlboro's bar program is the second highest, following Budweiser.
- (2) Free gifts have the highest recall.
- (3) Smokers recruited for research participation in events bars have higher unaided recall of Marlboro promotions than those recruited in visibility and control bars.

**Brand Image:**

- (1) Younger adult Marlboro smokers recruited for this study view their brand as more social, trendy and fun loving.
- (2) Events bars further dimensionalize Marlboro's image  
Marlboro smokers see the brand as caring, fun loving and exciting.  
Competitive smokers view the brand as more social.

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