

MRCR 77-24

March 1, 1977

REPORT OF CONFERENCE

DATE: February 23, 1977
PLACE: Louisville, Ky.
PRESIDENT: A.R. Nagle and C.S. Mulje
COPIES: Messrs. McCarty, Broughton, Cummins, DeWitt,
Dr. Hughes, Nagle, Pepples, Pittman, Stewart,
Johnston, Madsen, Middleton, Broach, Broecker,
McCafferty, McKeown, Reid and Schermerhorn

PILOT STUDY OF
NEW PRODUCT EVALUATION TECHNIQUE
(PROJECT #1977-44)

Marketing Research was authorized to conduct a pilot test of an experimental test design to evaluate new or repositioned brands in a quantitative study prior to test marketing.

The test is a form of extended use testing. A panel of smokers are given a week's supply of the test brand with an advertising brochure. Weekly recontacts are made for the next four weeks. At each recontact the smoker has the option of receiving another carton of cigarettes — all of the test brand, all of his usual brand, or any combination of the two. At the final contact a detailed interview is obtained.

The purpose of the pilot test is to determine if the test discriminates between brands. Two brands will be tested -- Merit and "old" FACT. If discrimination is obtained, several additional tests will be conducted to provide a range of results against which future tests of new or repositioned brands can be measured.

The sample for this test will be 400 smokers of 84mm non-menthol cigarettes, divided equally by sex. The schedule is not firmed up, but it is anticipated that product will be shipped to the field by early April and top-line results would be available by early June.

The Market Facts proposal for this study was authorized at a cost of \$21,000 \pm 10%.

K. G. Kelly