New Business Research and Development Report

MDD #82-42502 August 18, 1982

To: Ms. K. V. McCaffrey From: Ms. C. S. Hunter

MDD TOPLINE REPORT

PROJECT AA POSITIONING EXPLORATORY RESEARCH

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Executive Summary

Background/Purpose: This reports the topline results of focus groups/in-depth interviews which were conducted on Project AA to aid in the evaluation of the appeal of preliminary positioning ideas among the 18-24 year old female smoker market. In addition, consumer reactions to product protocepts and their ability to fit with these initial positionings was assessed.

Major Hypotheses: The following key hypotheses were confirmed by the focus groups/in-depth interviews.

Concepts

- The designer endorsement concept, "Kelly by Yves Saint Laurent" generated the most favorable overall appeal among the majority of respondents. This concept generated perceptions of sophistication, classiness and fashion consciousness. Respondents felt the universal appeal and popularity of this nationally known designer and his endorsement would generate more consumer interest in a cigarette brand than the other concepts displayed. This "consumer hook" of popularity is key to the success of a new brand positioned against the 18-24 year old female smoker market since brand choice is primarily a function of popularity (i.e., the brand their friends smoke).

- The peer model concept, "On Your Own, You'll Move To Dawn" generated appeal among respondents because it was perceived as communicating a "facet of life" with which they could easily identify. This "facet of life" appeared to represent feelings of either accomplishment, camaraderie or initial experience with independence. Further exploration of this concept is necessary to determine which "feelings" were responsible for this concept's appeal.

Pack Designs

- Respondents appeared to favor simply, sophisticated, classic graphics in pack designs. The majority of the packs that appealed to respondents incorporated some vertical line graphics which enhanced perceptions of a longer cigarette. Longer cigarettes are preferred by respondents for being perceived as more feminine.

Product Descriptions

- Fashion/style product descriptions generated the most positive overall reactions from respondents primarily because they were perceived as providing a new and unique look in cigarettes that was distinctive and stylish.

Product Trial

- The PF-type products tried received favorable reactions from most respondents. They were perceived as having a new and unique taste with a pleasant flavor and slight aroma. Many felt these products fit best with the "Kelly by Yves Saint Laurent" concept because of their perceived distinctiveness and favorable appeal.

- In general, 100mm length and white tipped products were preferred by respondents. The 100mm slim also received favorable response for its perceived stylishness.

Next Steps:

Results from these focus group sessions/in-depth interviews will be used as input for the refinement of positioning ideas into rough ad forms. Additional qualitative research is planned to elicit consumer reactions to these rough ad forms to assess their overall communication and appeal.

Ms. C. S. Hunter
August 18, 1982

MDD TOPLINE REPORT
(MDD #82-42502)

Title: Project AA Positioning Exploratory Research

This topline report provides a summary of major hypotheses/learning from the focus group sessions and in-depth interviews which were conducted in Dallas, Texas in July, 1982.

Background:

Qualitative focus group sessions and in-depth interviews were conducted on Project AA to gain consumer understanding of the 18-24 year old female smoker market and to evaluate initial hypotheses about this market. The results from this qualitative research provided input for generating preliminary positioning ideas. Therefore, qualitative research was conducted to determine consumer interest in these initial positioning ideas.

In addition, to assess whether or not a new and unique taste was required to generate interest in these positionings, both PF-type protocept and regular cigarettes were tested in conjunction with these preliminary brand positionings.

Objective:

The objective of these focus groups and in-depth interviews was to evaluate the appeal of preliminary positioning ideas among the 18-24 year old female smoker market. In addition, consumer reaction to product protocepts and their ability to fit with these initial positionings was assessed.

Methodology:

Five focus group sessions and three in-depth interviews were conducted among qualified respondents to address the above objectives. The sample specifications, moderator's discussion guide as well as the concept boards, package designs and product protocepts exposed are included in the appendix to this report for reference.

A Word Of Caution

As in the case with all qualitative research, consumer feedback provides a basis for developing and evaluting marketing hypotheses and should be considered suggestive rather than definitive. Qualitative research should not be used to project in-market behavior.

Summary Of Major Hypotheses

The following provides a summary of major hypotheses/learning from the focus groups/in-depth interviews.

I. Concepts

A. Style/Fashion Model Hypotheses

1. Designer Endorsement Concepts

a. KELLY By Yves Saint Laurent

This designer endorsement concept generated favorable appeal among the majority of respondents. The concept generated perceptions of sophistication, classiness and fashion consciousness.

KELLY by Yves Saint Laurent was perceived to be more appealing to young adult female smokers 25 to 30 years of age. While respondents were aware of the designer name, Yves Saint Laurent, their lack of real familiarity with this designer appeared to enhance the concept's mystique and appeal.

A few respondents felt the name KELLY did not fit well with the concept visual or with the Yves Saint Laurent name, but was more appropriate for the "fun loving girl who lived next door". However, the lightness of the KELLY name appeared to bring the designer endorsement closer to the respondents' "own world".

Even though this concept was perceived to be most appealing to 25 to 30 year old female smokers, an overwhelming majority of respondents felt among all the concepts displayed, this one would be favored more by 20 to 30 year old female smokers across the country. They felt the universal appeal and popularity of a nationally known designer endorsement would generate more consumer interest in KELLY by Yves Saint Laurent than any of the other concepts displayed. This "consumer hook" of popularity is key to the success of a new brand positioned against this 18-24 year old female smoker market since brand choice is primarily a function of popularity (i.e., the brand their friends smoke).

b. MARCS by Ralph Lauren

MARCS by Ralph Lauren was felt by respondents to be more appropriate for 18 to 25 year old young female smokers. Respondents were much more familiar with the designer Ralph Lauren and his "Polo" line of clothing. While this concept's outdoor scene was perceived to be in harmony with the Ralph Lauren image, the majority of respondents felt his endorsement of a cigarette brand was inappropriate.

A designer endorsement by Ralph Lauren was believed to lack the uniqueness and appeal for respondents that Yves Saint Laurent provided primarily because it appeared to already be an established "brand" in their world (i.e., Polo clothing).

The MARCS name did not appeal to most respondents. It was perceived as masculine and suggestive of a strong tasting cigarette.

2. Designer "Look" Concepts

a. KELLY. Right Where You've Always Wanted To Be

This concept did not elicit strong reactions, positive or negative. The concept's portrayal of a real life situation in which respondents could see themselves was perceived as "boring". This concept was also perceived as very similar to the Virginia Slims ads.

b. MARCS. The Casual Classic

This concept was perceived to be most appropriate for other product categories (i.e. jeans) than cigarettes primarily because of the visual. While the concept's visual was perceived as serene, romantic and outdoorsy, these perceptions did not translate into product or consumer benefits for the respondents. Some respondents did feel the visual signaled a menthol product.

The MARCS name again elicited negative reactions for its masculine sound and connotations of a strong tasting cigarette.

c. DAWN Smokers Always Get The Notices!

This concept elicited negative reactions from the majority of respondents. The intended communication of a fashionable cigarette in the world of art was hindered by the model who was perceived as "punky" in appearance.

B. Social Popularity Hypotheses

1. Social Acceptability Concepts

a. The Carefree Taste Of New DENVER.

Initial reactions to this concept focused on the visual setting (i.e., cowboy bar) and the DENVER name which reminded respondents of the passing but once popular trend in Dallas of the "urban cowboy". Therefore, these initial reactions hindered this concept's ability to communicate consumer benefits or generate interest among respondents.

This concept did generate some appeal among a few respondents in that it created perceptions of a brand that "would be fun and one you could enjoy with your friends". The DENVER name clearly reminded these respondents of Denver, Colorado which appeared to create positive product perceptions of a mild, menthol cigarette.

2. Trendsetter Concept

a. KELLY. The Woman's Taste That Sets The Pace

This concept was perceived to portray a cigarette for both men and women. The woman portrayed by this concept was perceived as outgoing, tough, daring and competitive in a man's world which earned her respect from male peers.

However, respondents did not desire to portray these qualities they perceived the woman in this concept to possess. Therefore, the user imagery communicated by this concept did not generate interest or appeal.

Product perceptions created by this concept were primarily of a strong tasting cigarette.

C. Personal Fulfillment/Achievement Hypotheses

1. Role Model Concepts

a. "I Chose CRAWFORD On My Own."

This concept created perceptions of a woman who was a successful, confident, independent businesswomen. Those respondents in the groups who held more upscale occupations and were somewhat career-oriented appeared to identify with this concept as "where they wanted to be" or the "image they wanted to portray".

However, the majority of respondents' occupations, primarily because of their age, were not career-oriented but simply jobs which were financially necessary. Therefore, for many, this concept was portraying a selfish, self-centered woman concerned more with her career than her family. She was perceived as intimidating, abrasive, and very much a feminist.

Product perceptions focused on a mild cigarette which was longer in length.

The CRAWFORD name elicited negative reactions for being awkward in pronunciaction, too long and more appropriate for Joan Crawford than for cigarettes.

2. Peer Model Concepts

a. On Your Own, You'll Move To DAWN.

This concept generated much appeal among respondents primarily because it was perceived as communicating "a facet of life with which everyone could identify". This "facet of life" appeared to be tied with feelings of either accomplishment, camarderie or one's first experience with independence. Further exploration of this concept is necessary to determine which "feelings" were responsible for this concept's appeal.

This approach was felt to be appropriate and appealing to women of all ages. Product perceptions created were of a mild cigarette for both men and women.

b. You're Really Going Places Now. Take DENVER Along.

This concept generated both positive and negative user perceptions among respondents. Some respondents felt the concept communicated a sophisticated yet fun-loving woman who was enjoying her job more for fun than as a career. These favorable reactions appeared to be a function of the perceived carefree nature of this woman's job, its lack of responsibility and commitment.

Conversely, other respondents felt this woman was a secretary. She was not perceived as intelligent, but absentminded and incapable of the job she was holding.

3. Intelligent/Knowledgeable Concepts

a. Once You Know Where You're Going, You'll Come To KELLY

This concept did not generate consumer interest. Respondents felt the woman in this concept appeared to be somewhat aimless with no direction in life. Whether or not respondents knew what direction they were taking in their lives they did want to feel as if they were "in control".

Product perceptions created by this concept were of a light, mild, slim cigarette.

b. Look Out World. Here Comes CRAWFORD.

This concept generated perceptions of a younger adult female smoker currently in college who has not yet taken on the challenges of life. The user imagery portrayed by this concept was of a young, naive woman whose life currently lacks any real responsibilities. This image was not appealing to most of the respondents since the majority were employed with financial and family responsibilities.

The CRAWFORD name was perceived by the majority of respondents as being too old for the younger usery imagery being communicated by this concept.

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II. Package Designs

Respondents appeared to favor simply, sophisticated, classic graphics in pack designs regardless of the concepts displayed (i.e., packs 3, 4, 8, 11, 13, 14). The majority of these packs also incorporated some vertical line graphics which appeared to enhance perceptions of a longer and/or slim cigarette which respondents preferred for being perceived as more feminine.

The Satin pack displayed also generated favorable reactions among respondents. Its simple graphics were perceived as sophisticated and feminine.

III. Product Descriptions

A. Taste Descriptions

1. Identified Taste

- Lemon - L
- Wintergreen - P
- Brandy - R

a. Lemon - L

The lemon product description received negative reactions from all respondents. Many perceived it as being sour or a non-tobacco cigarette. This product description was perceived to fit with the "MARCS. The Casual Classic" concept primarily because respondents did not like either the concept or product description.

b. Wintergreen - P

This product description generated some appeal among those who liked a wintergreen flavor. Others felt it was just another menthol. This product description appeared to fit best with the "Carefree Taste Of New DENVER" concept primarily because of DENVER's association with Colorado, mountains and menthol.

c. Brandy - R

The brandy product description received favorable reactions from many respondents. Most felt the brandy would provide a different taste which was desired by many respondents. Others felt it would taste like a pipe tobacco, but since most enjoyed the smell of a pipe, they felt the taste would be acceptable. This product description was perceived to fit best with the "KELLY by Yves Saint Laurent" concept primarily because both the concept and the product description were perceived as distinctive and different.

2. Unidentified Taste

- Moisturized tobacco - G
- Naturally sweet tobaccos - H
- Last cigarette of the day will taste as good as first - S
- Fresher tobacco in specially sealed cigarette pack - B
- Cigarette especially for a woman's taste - N

a. Moisturized Tobacco - G

Since most respondents could identify with stale cigarettes, the majority responded favorably to this product description (i.e., moisturized tobacco) as a solution to stale cigarettes. This product description was perceived to fit well with the "MARCS by Ralph Lauren" concept because of the fresh, outdoors scene in the concept which they felt was consistent with fresh cigarettes - the benefit of moisturized tobacco.

b. Naturally Sweet Tobaccos - H

This product description was perceived by the majority of respondents as most appropriate for pipe tobacco. Most felt this product fit best with "The Carefree Taste Of New DENVER" concept primarily because the concept was somewhat masculine as was pipe tobacco.

c. Last Cigarette Of Day Will Taste As Good As First - S

Most respondents were confused by this product description. This confusion was most likely a function of these respondents' lack of experience with "taste burn out" because of their light usage (i.e., less than one pack a day). The "MARCS by Ralph Lauren" concept was perceived to fit best with this product description because both were perceived to communicate freshness.

d. Fresher Tobacco In Specially Sealed Cigarette Pack - B

While respondents' reactions were favorable towards this product description, they were skeptical of its delivery and the possible inconvenience of a specially sealed cigarette pack.

e. Cigarette Especially For A Woman's Taste - N

This product description elicited both positive and negative reactions. Negative comments focused on the phrase "especially for a woman's taste" which respondents were not sure would be a good tasting cigarette. Others felt this product would be very mild and satisfying and fit well with the "KELLY by Yves Saint Laurent", "I Chose CRAWFORD On My Own", and "On Your Own You'll Move To DAWN" concepts.

B. Aroma Description

1. Identified

- Woodsy - T
- Floral - J

a. Woodsy - T

Respondents reacted negatively to this woodsy aroma product description. They did not want their cigarettes to have an aroma at all and woodsy was perceived as more descriptive of pine trees than cigarettes. This product description was perceived to fit well with "The Carefree Taste Of New DENVER" concept because of the connotations of Colorado and mountains.

b. Floral - J

As with the woodsy aroma product description, respondents did not want their cigarettes to have a floral aroma. Floral aromas were perceived much more appropriate for perfumes. This description appeared to fit best with the "You're Really Going Places Now. Take DENVER Along" concept primarily because of the model's secretarial image.

2. Unidentified

a. Fresh Scent - W

This product description elicited very unfavorable reactions and was felt by the majority of respondents to describe an air freshener.

C. Identified Taste And Aroma Descriptions

1. Cherry - V

This cherry taste and aroma product description did not appeal to respondents and was perceived to describe a strong pipe tobacco and not a cigarette.

D. Fashion/Style Descriptions

1. Designer Endorsed - F

Respondents favorable reactions to this product description were unanimous. They wanted a new look and a change in their cigarettes. This description was perceived to fit well with the "KELLY by Yves Saint Laurent" concept because of its stylishness and distinctiveness.

2. Designer Look - E

This description also elicited the same positive response as the designer endorsed product description-F. Respondents perceived this cigarette as distinctive, stylish, new and similar to MORE. This description was perceived to fit well with the "I chose CRAWFORD On My Own" and "On Your Own, You'll Move To DAWN" concepts primarily because respondents favored both these concepts and the designer look product description.

3. Oval - M

This product was perceived as radically different, unique and typically designer. Therefore, this product description was perceived to fit well with the "KELLY by Yves Saint Laurent" and "MARCS by Ralph Lauren" concepts. Respondents were curious about an oval cigarette, but somewhat skeptical of its acceptance.

E. Value - K

This product description received strong positive response from many respondents. Its perceived benefits were convenience, smaller size and lower transaction price. Some respondents even felt their cigarettes would stay fresher because they would more likely smoke all ten cigarettes in a day, whereas they would not smoke a whole pack (i.e. twenty cigarettes). Others felt this product was an appropriate size for an evening out and, therefore, somewhat "dressy".

This product description was felt to fit best with the "Look Out World. Here Comes CRAWFORD" concept because respondents felt this product would appeal most to someone in college.

IV. Product Trial

Responents tried basically two different products, a regular cigarette and a PF-type cigarette. Different cigarette lengths, widths and tipping colors were also explored.

A. PF-Type Products

The PF-type products received favorable reactions from most respondents. They were perceived as having a new and unique taste with a pleasant flavor and slight aroma. Both the low and high flavor products were perceived strong in taste. The higher flavored PF-type products did generate more comments for their similarity to a cigar or pipe tobacco as well as their perceived fit with the brandy cured product description. The 85mm length PF-type products, regardless of flavor level, were also perceived as stronger, higher in tar, and somewhat harsh.

Many felt this product in the 100mm length fit best with the "KELLY by Yves Saint Laurent" concept because of its distinctiveness and appeal. Some respondents fit the 100mm PF-type products with the "On Your Own, You'll Move To DAWN" concept because they liked both the concept and the products.

The PF-type products in the 85mm lengths were felt by respondent to fit best with the "MARCS by Ralph Lauren" and "The Carefree Taste Of New DENVER" concepts because of their perceived strength and more masculine taste.

B. Regular Cigarettes

These cigarettes were perceived as mild tasting, ordinary, plain cigarettes and were generally perceived as fitting with concepts to which respondents' reactions were neutral or negative.

C. Length/Tipping Color

In general, 100mm length and white tipped cigarettes were preferred by respondents for their perceived feminine image. The 100mm slim cigarette received favorable response for its perceived stylishness.

The 85mm length and cork tipped products were perceived as stronger tasting and more masculine in appearance.

Next Steps:

Results from these focus group sessions/in-depth interviews will be used as input for the refinement of positioning ideas into rough ad forms. Focus group sessions are planned for late August to elicit consumer reactions to these rough ad forms.

APPENDIX

TABLE I
METHODOLOGY

Methodology:

Five two hour focus group sessions and three one hour in-depth interviews were conducted in Dallas, Texas, July 19-21, 1982. Brooke McClure of BRM Research was the moderator. Lori Blicker of Southwest Research was responsible for recruiting participants.

In each session, the discussion focused on evaluating the appeal of initial positioning ideas and product protocepts. Group/in-depth interviews were comprised as follows:

Group/In-Depth Description

Event	Occupation	Timing
1. In-Depth 1	College	July 19, 4:30 p.m. - 5:30 p.m.
2. In-Depth 2	Working	July 19, 5:45 p.m. - 6:45 p.m.
3. Group 1	Working	July 19, 7:00 p.m. - 9:00 p.m.
4. In-Depth 3	College	July 20, 11:00 a.m. - 12:00 noon
5. Group 2	College	July 20, 12:15 p.m. - 2:15 p.m.
6. Group 3	Working	July 20, 5:30 p.m. - 7:30 p.m.
7. Group 4	Working	July 21, 5:30 p.m. - 7:30 p.m.
8. Group 5	College	July 21, 7:45 p.m. - 9:45 p.m.

Age/Sex:

All smokers were females between 18-24 years old with a distribution of ages per focus group/in-depth interview.

Education:

The majority of these 18-24 year old females had high school eduations (65%).

Marital Status:

The majority of these 18-24 year old females were also single (67%).

Brand Usage:

All cigarette brands qualified with a maximum of three respondents who smoked the same brand per focus group. No two respondents for the in-depth interviews smoked the same brand.

TABLE II

DISCUSSION GUIDE

I. Warm-Up Discussion

- Name/occupation
- Usual brand/how long smoked
- Previous usual brand/how long smoked

II. Ad Discussion

(CHOOSE FIVE ADS FROM THE AREAS LISTED BELOW FOR DISCUSSION)

A. Stylish/Fashion Model

1. Designer endorsement
2. Designer look

B. Social Popularity

1. Social acceptability
2. Trendsetter

C. Personal Fulfillment/Achievement

1. Role model
2. Peer model
3. Intelligent/knowledgeable

- Overall Reaction
  - Does this cigarette idea appeal to you? Why?
- Importance/Difference
  - Is this cigarette idea important to you? Why?
  - Is this cigarette different from other cigarettes currently on the market? How?
- Perceived Benefits
  - General

    What are the benefits of this cigarette? Are these benefits important to you?

- Product Perceptions/Benefits

  What do you think this cigarette would be like? (Low tar, satisfying taste, smooth, etc.)

  What would you like this cigarette to have? (a different taste, an aroma, etc.)

- User Perceptions/Benefits

  What do you think the person would be like who would smoke this cigarette? (Sex, age, occupation, education)

- Purchase Interest

  - Why/Why not?

  (REPEAT FOR ALL ADS, THEN CONTINUE)

- Compare differences in communication and appeal across ads if any appear to exist.

III. Package Discussion

(CHOOSE SEVERAL PACK DESIGNS TO BE DISPLAYED, THEN CONTINUE)

- Overall reactions to pack

  - Likes/dislikes

- Product/User Perceptions

  - What do you think this cigarette would be like? (amount of T&N, strong/mild taste, etc.)

  - What do you think the person would be like who would have a pack of cigarettes with this design (sex, age, occupation, education, etc.)

  - Which ad does this pack go with? Why?

- Purchase Interest

  - Based on package with the ad that respondents matched it to? Why/why not?

- Do you feel this pack would be right for you? Why/why not?

  (REPEAT FOR ALL PACKS, THEN CONTINUE)

IV. Product Descriptions (Written and Visual)

(CHOOSE SEVERAL WRITTEN PRODUCT DESCRIPTIONS FROM THE AREAS LISTED BELOW AS WELL AS VARIOUS VISUAL DESCRIPTIONS.)

A. Taste

1. Identified (Wintergreen)
2. Unidentified

B. Aroma

1. Identified (Woodsy and floral)
2. Unidentified

C. Taste and Aroma (Cherry)

D. Fashion/Style

1. Designer endorsed
2. Designer look

- Overall Reaction
  - Does this cigarette description appeal to you? Why?
- Fit of Product Description with Ad
  - Which, if any, ad do you feel this cigarette description goes with? Why?
- Purchase Interest
  - Based on product description with ad that respondents matched it to? Why/Why not?

(REPEAT FOR ALL PRODUCT DESCRIPTIONS, THEN CONTINUE)

V. Product Trial (One of Two PF Flavors)

- Overall reaction
  - Likes/dislikes
  - Perception of taste - satisfying, strong/mild, etc.
  - Perception of tar - high/low
  - Ease of draw
  - Perception of harshness
  - Other taste comments
- Comparison Versus Usual Brand (on taste perception)
- Product Fit with Ad

- Which, if any, ad do you feel this cigarette goes with? Why?

- Product Fit With Package

  - Which package, if any, do you feel this cigarette goes with? Why?

- Purchase Interest

  - Based on product with ad that respondents matched it to? Why/Why not?

TABLE III

CONCEPT BOARDS

KELLY CIGARETTES

BY
YVES SAINT LAURENT

THE FASHIONABLE SATISFACTION

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Pleasure By Design

Pleasure By Design

The Casual Classic

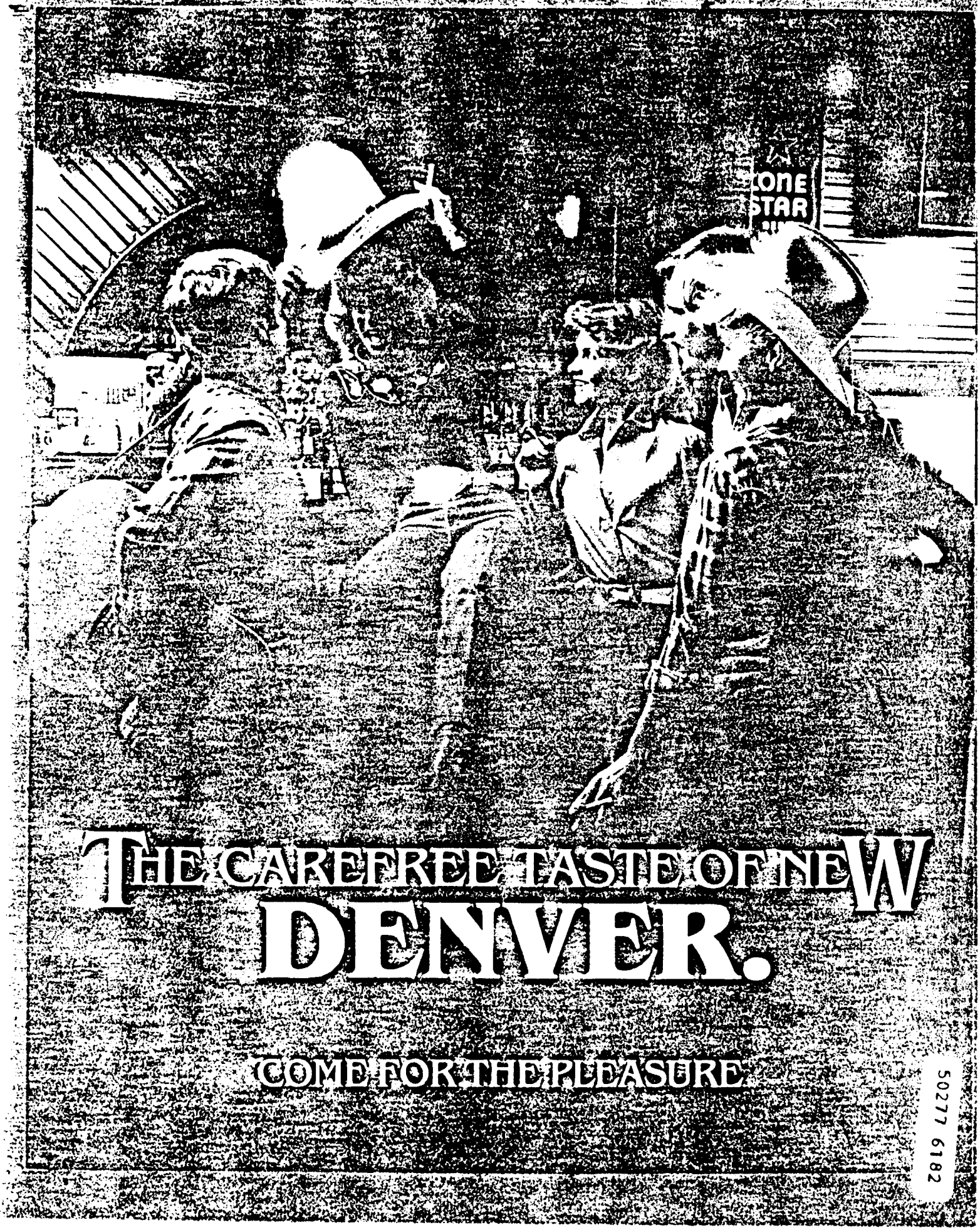
Marcs

Cigarettes

Pleasure made for the way America smokes today.

The Casual Classic

DAWN SMOKERS ALWAYS GET THE NOTICES!

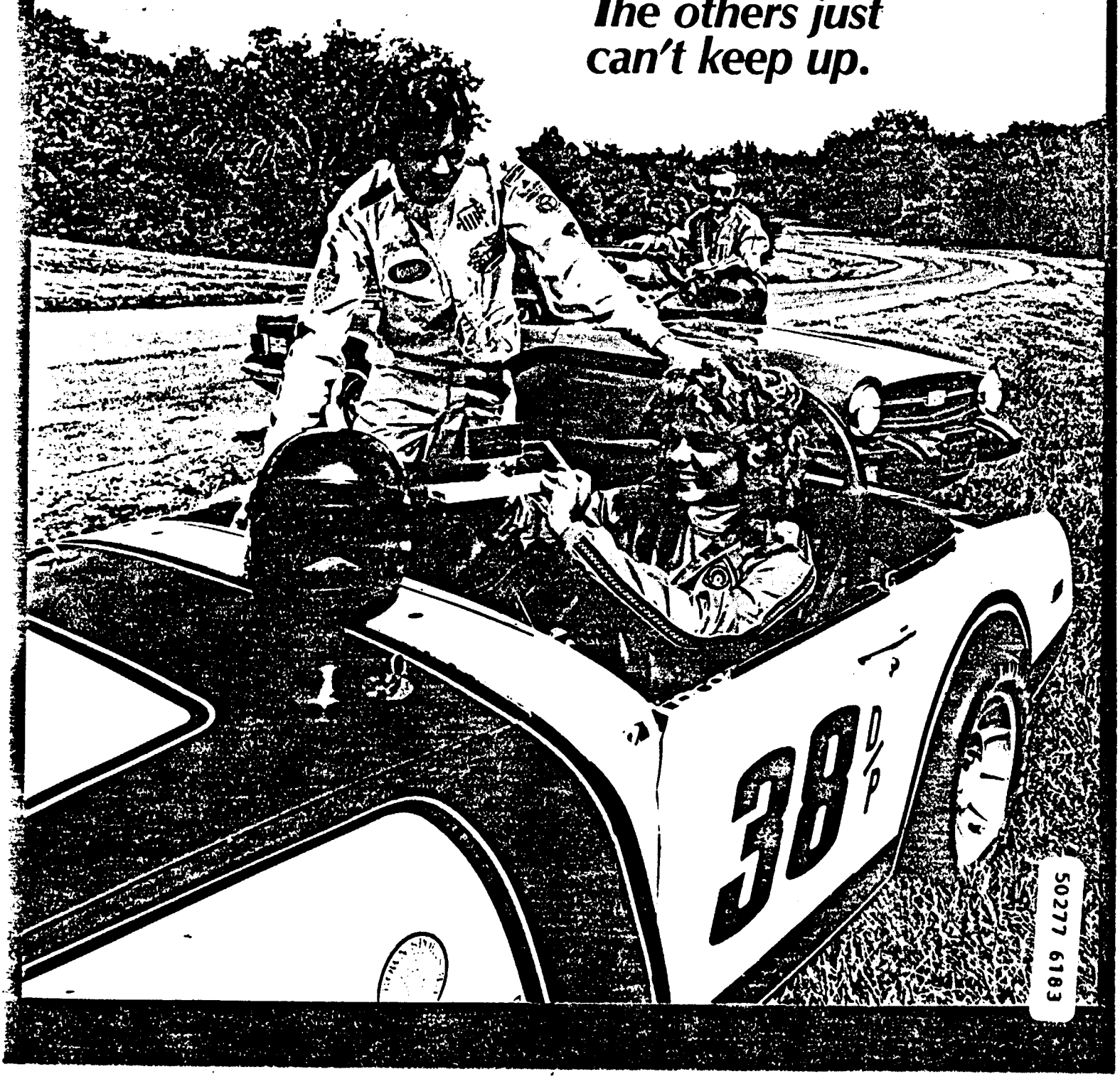


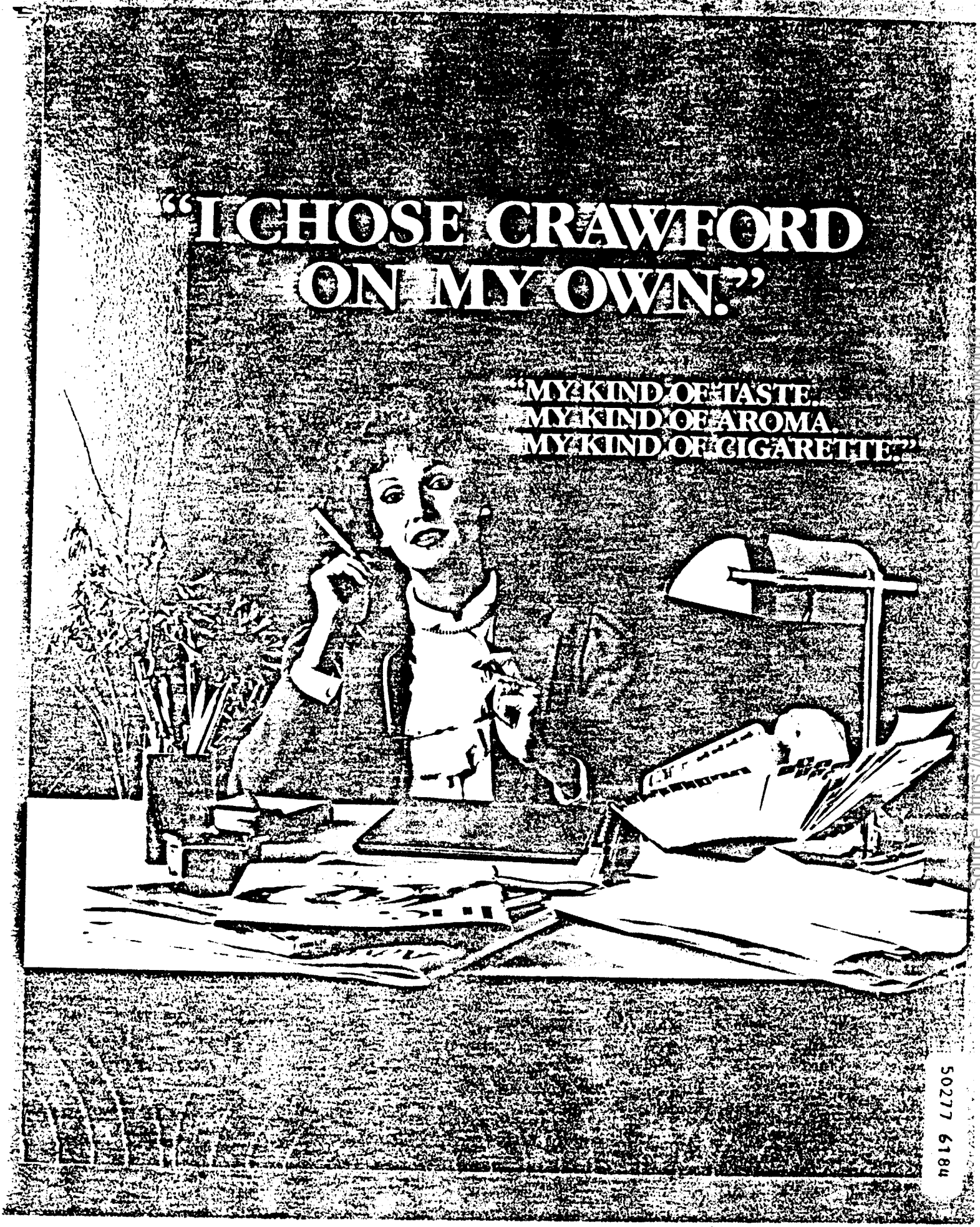
THE CAREFREE TASTE OF NEW DENVER.

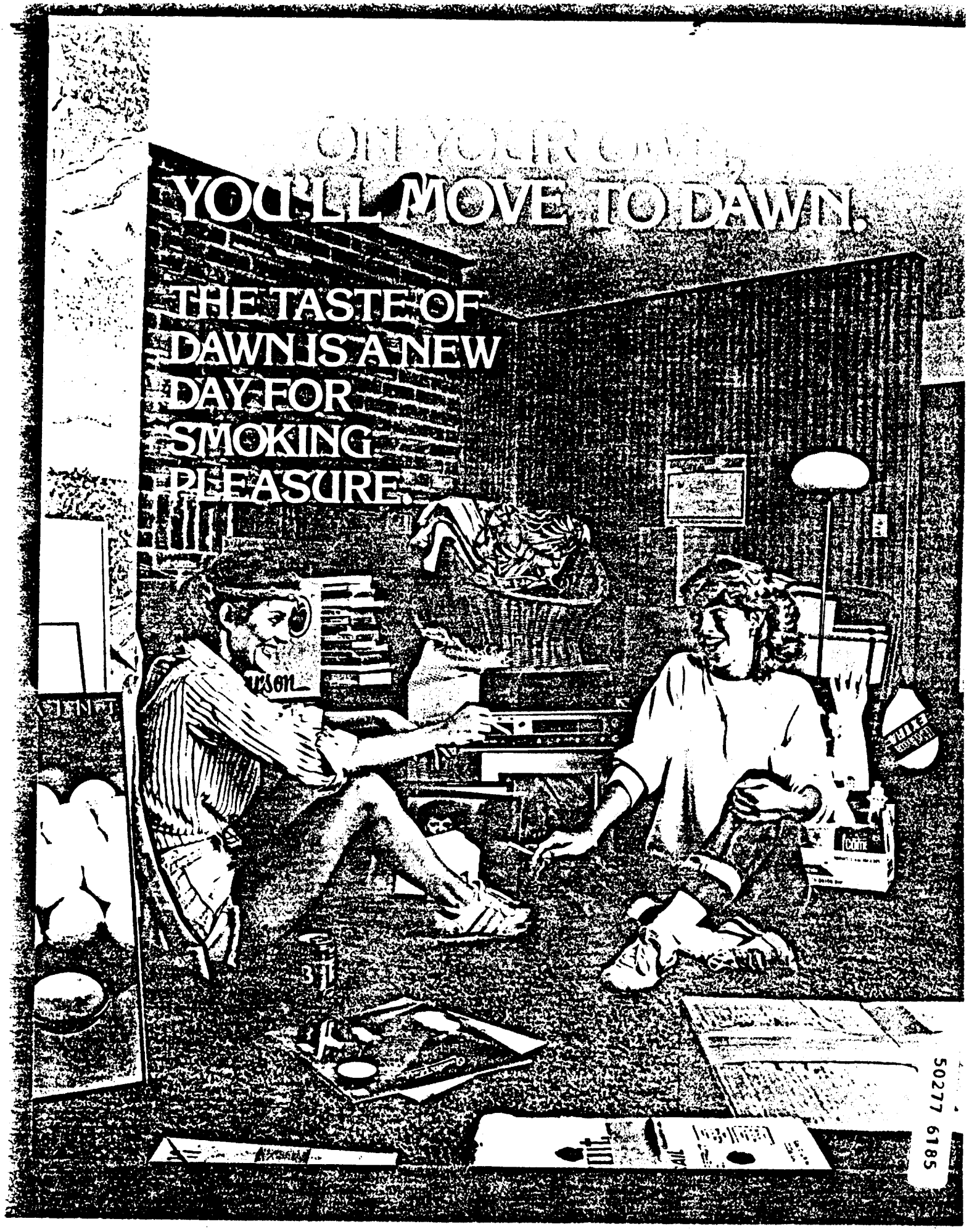
COME FOR THE PLEASURE.

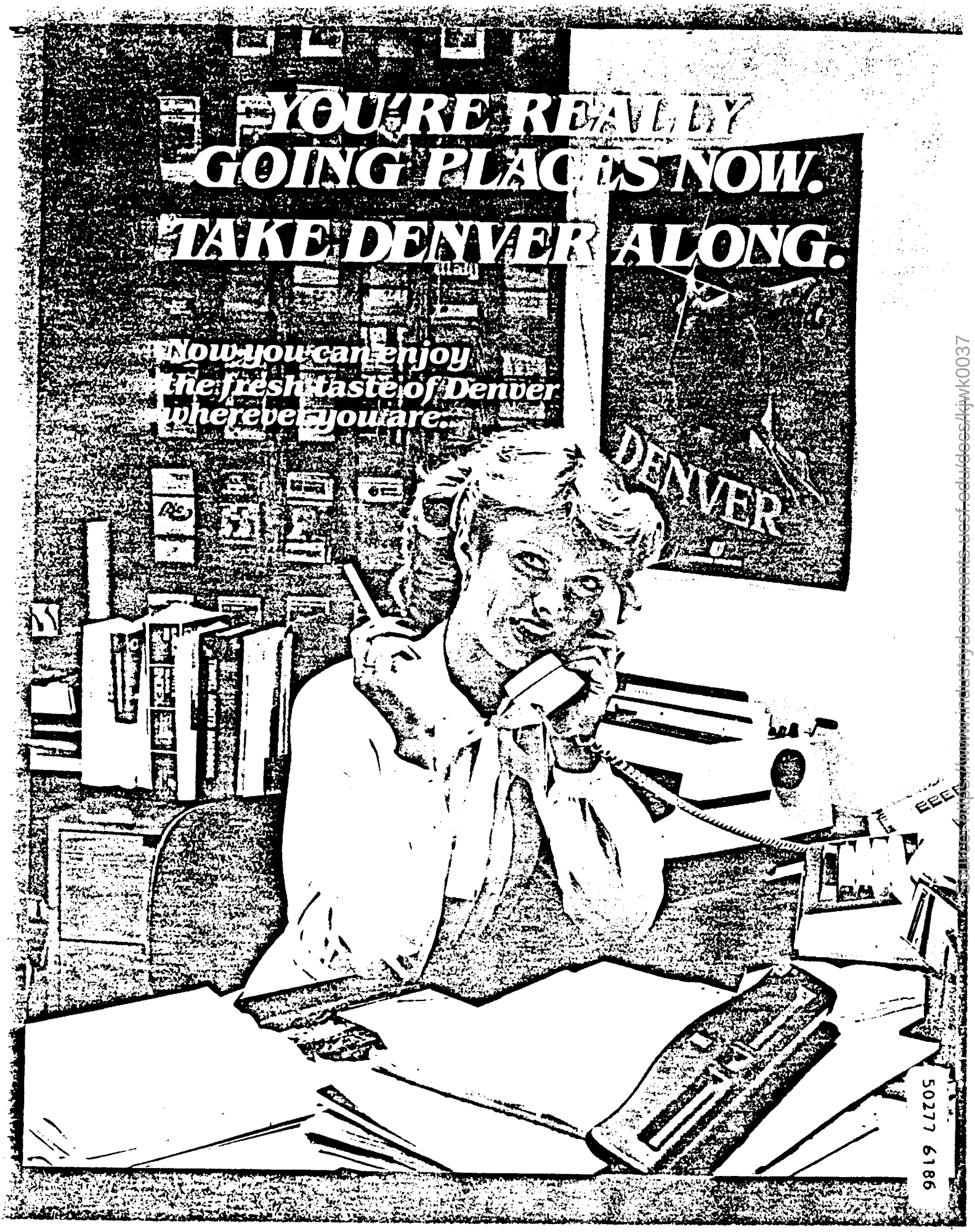
KELLY. THE WOMAN'S TASTE THAT SETS THE PACE

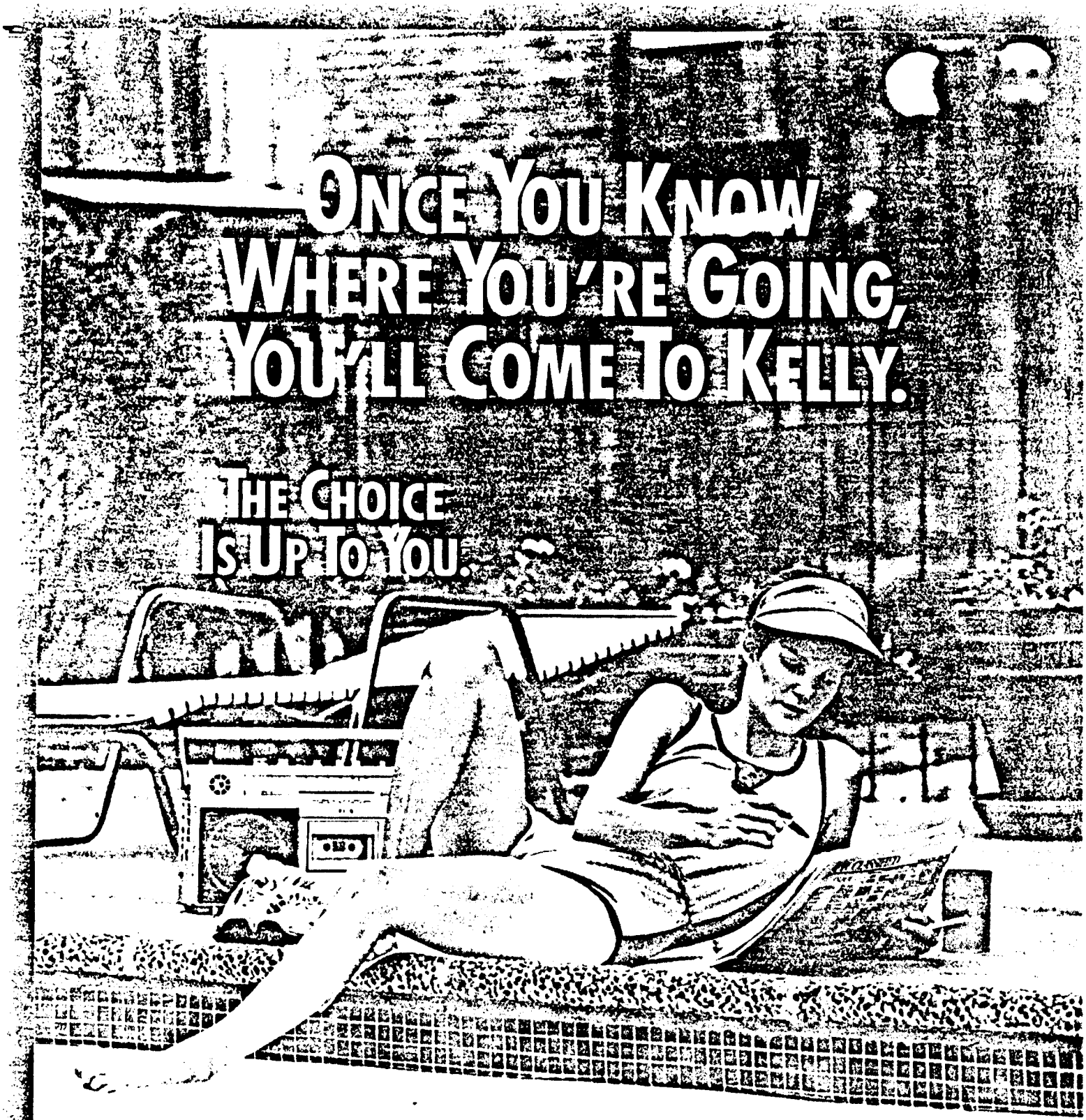
The others just can't keep up.








YOU'RE REALLY
GOING PLACES NOW.
TAKE DENVER ALONG.
Now you can enjoy
the fresh taste of Denver
wherever you are.
DENVER
50277 6186



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Look Out World. Here Comes CRAWFORD.

It's this new flavor is all new smoking pleasure.

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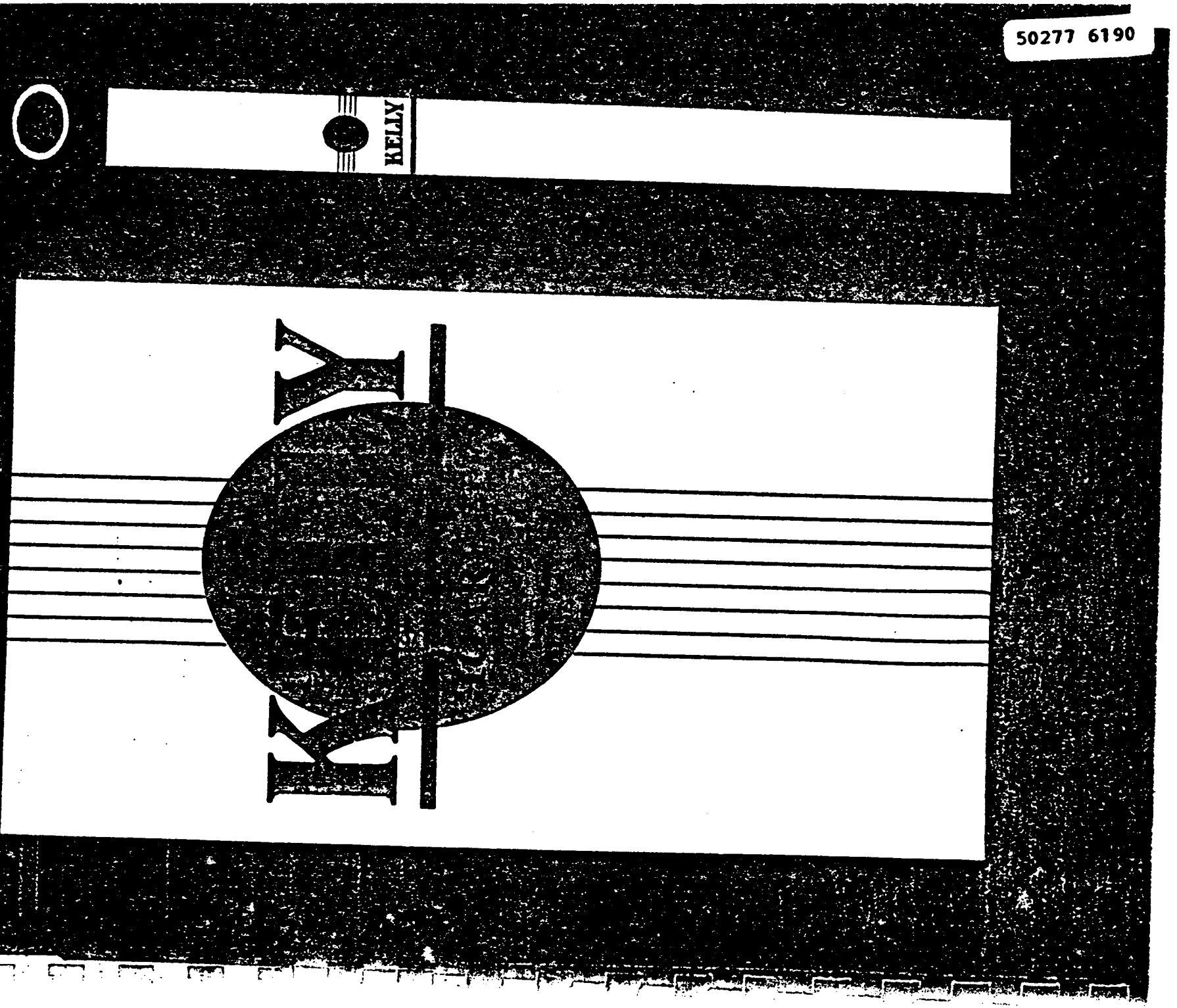
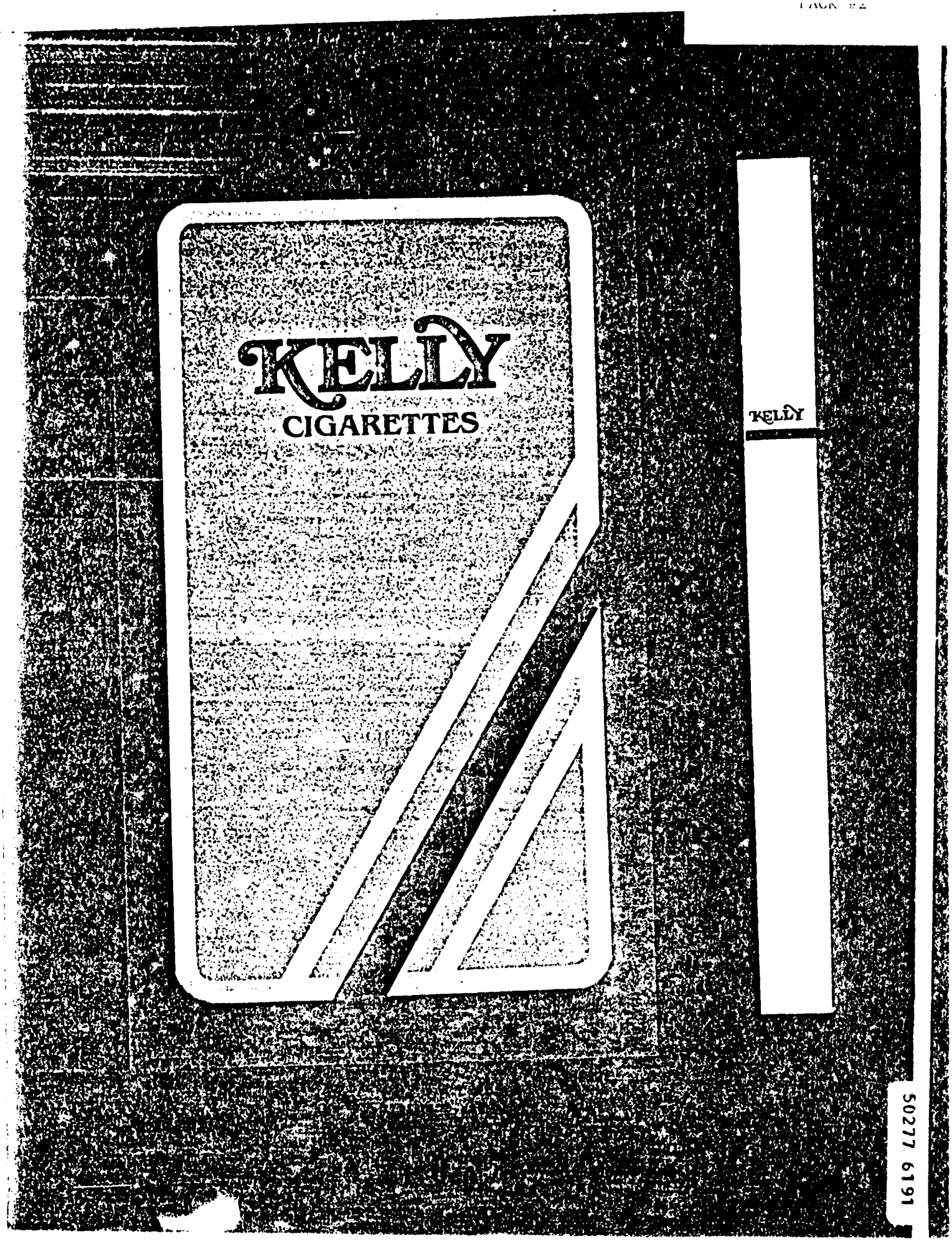
TABLE IV

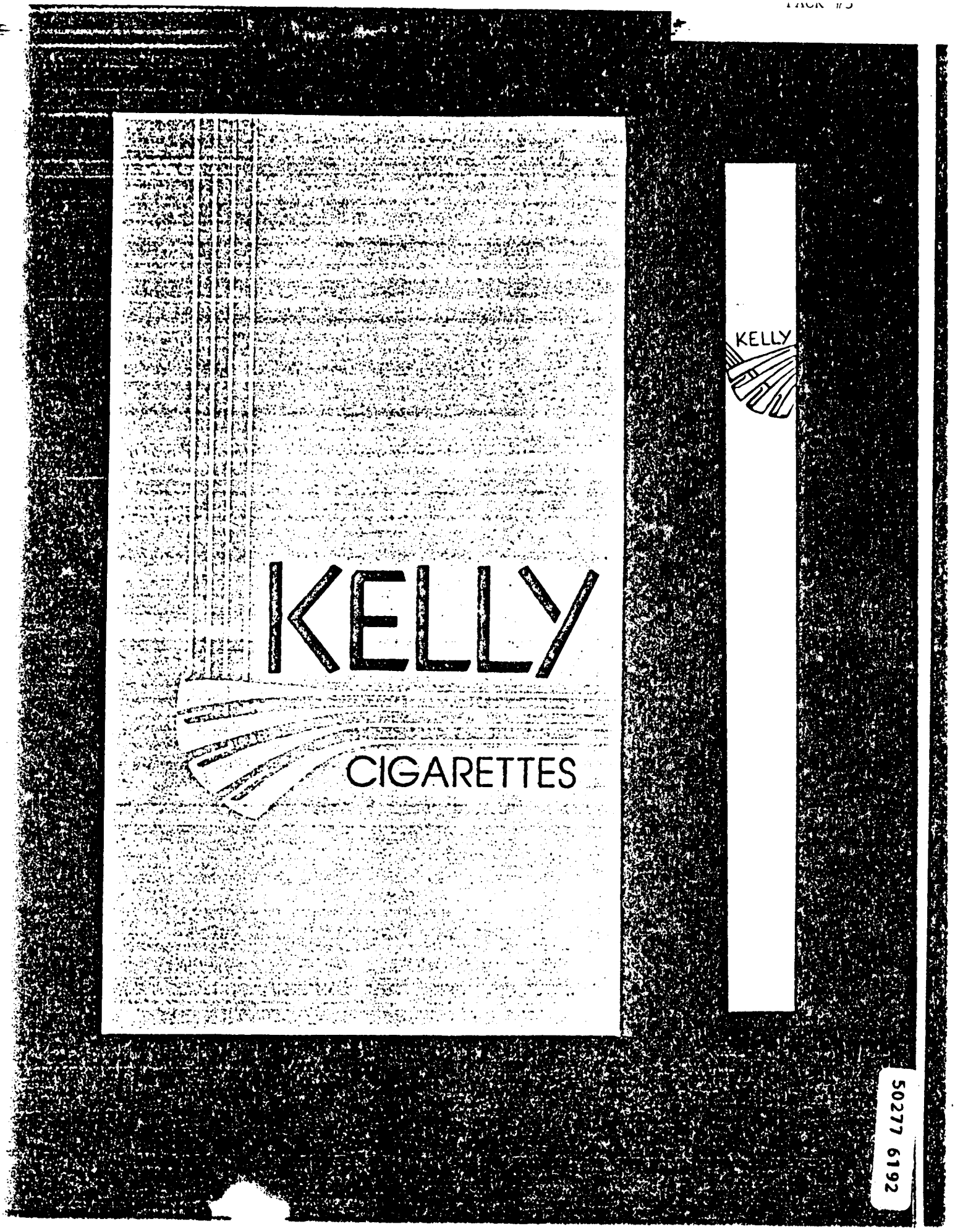
PACKAGE DESIGNS

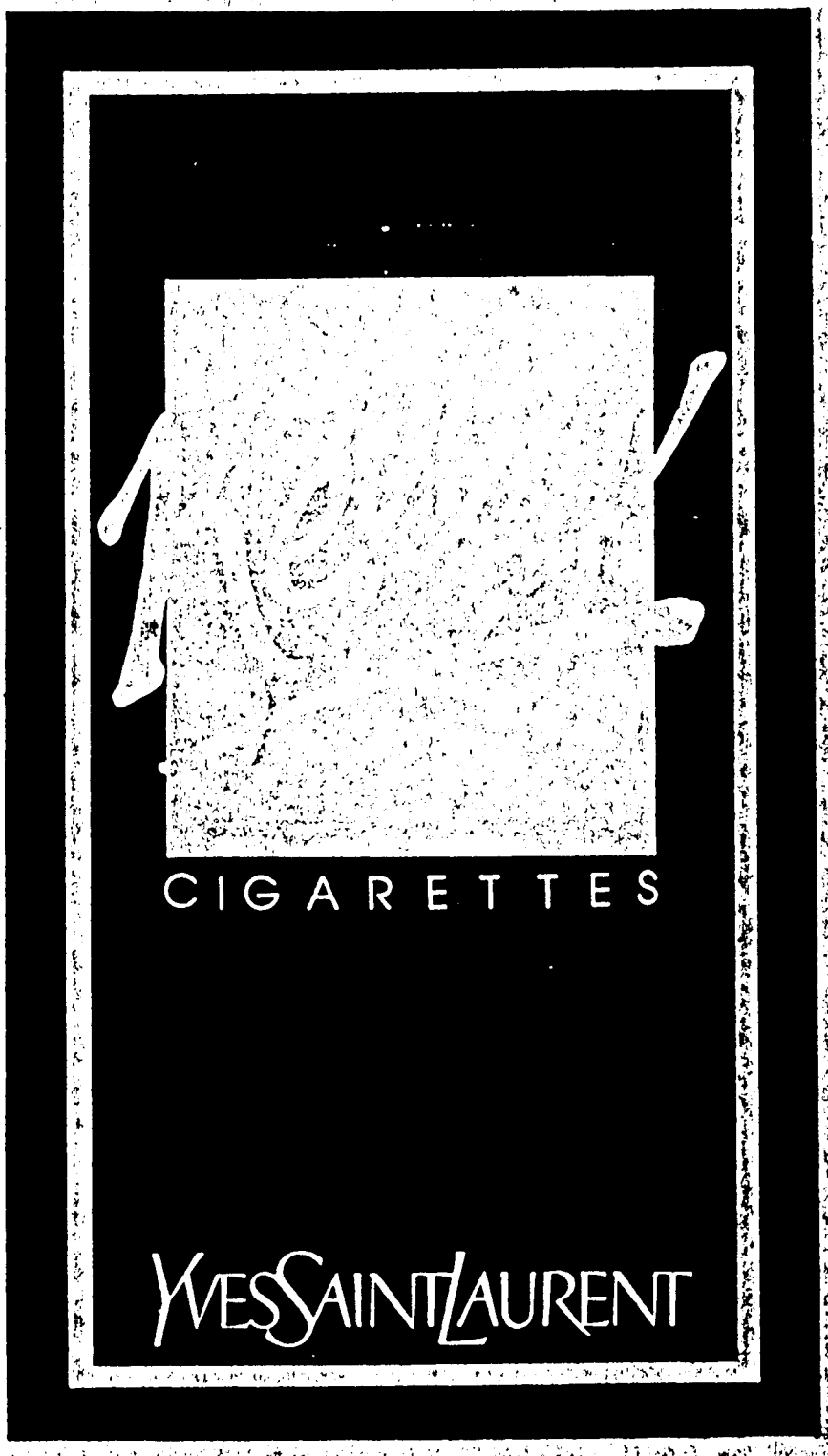
PACK #1

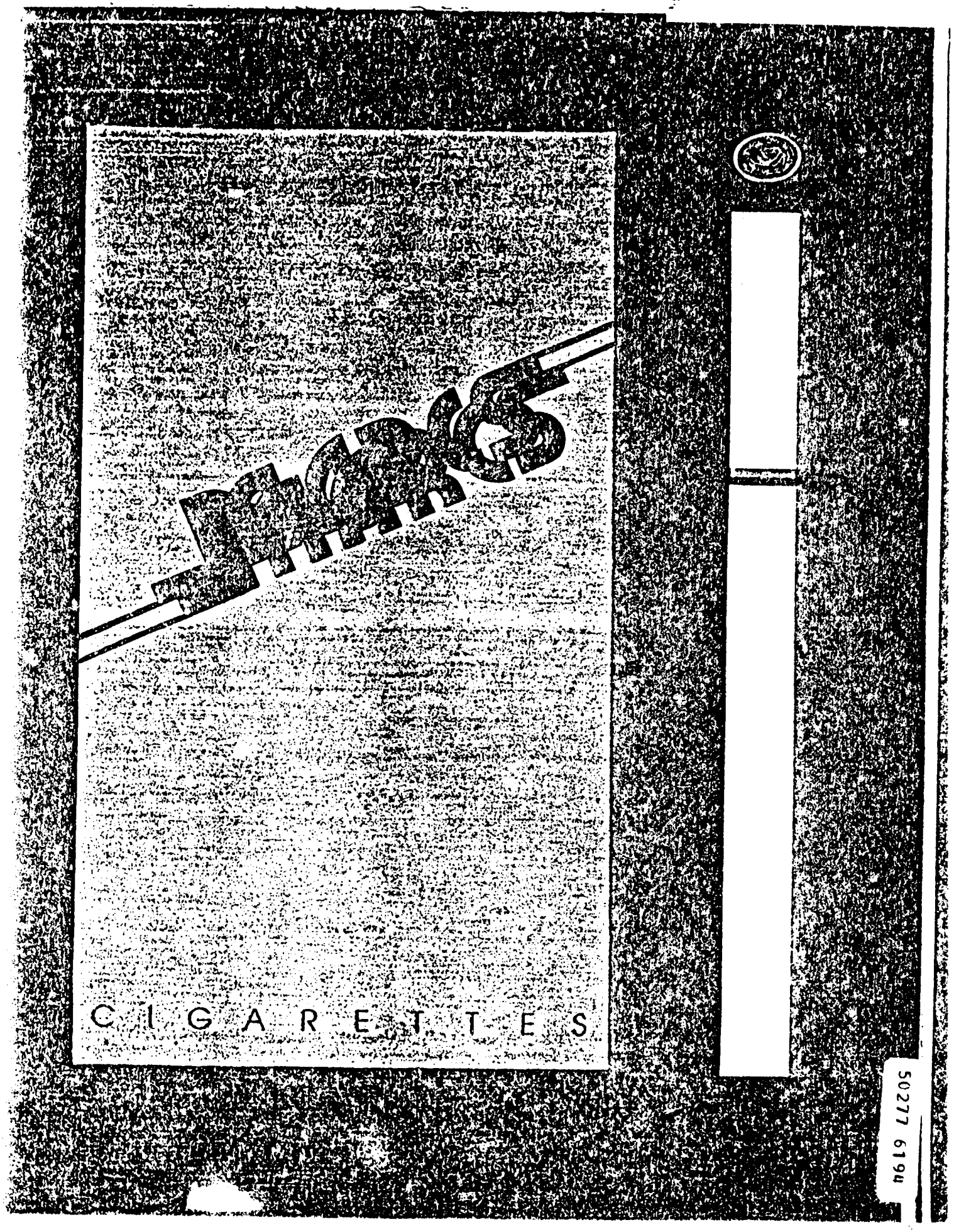
50277 6190







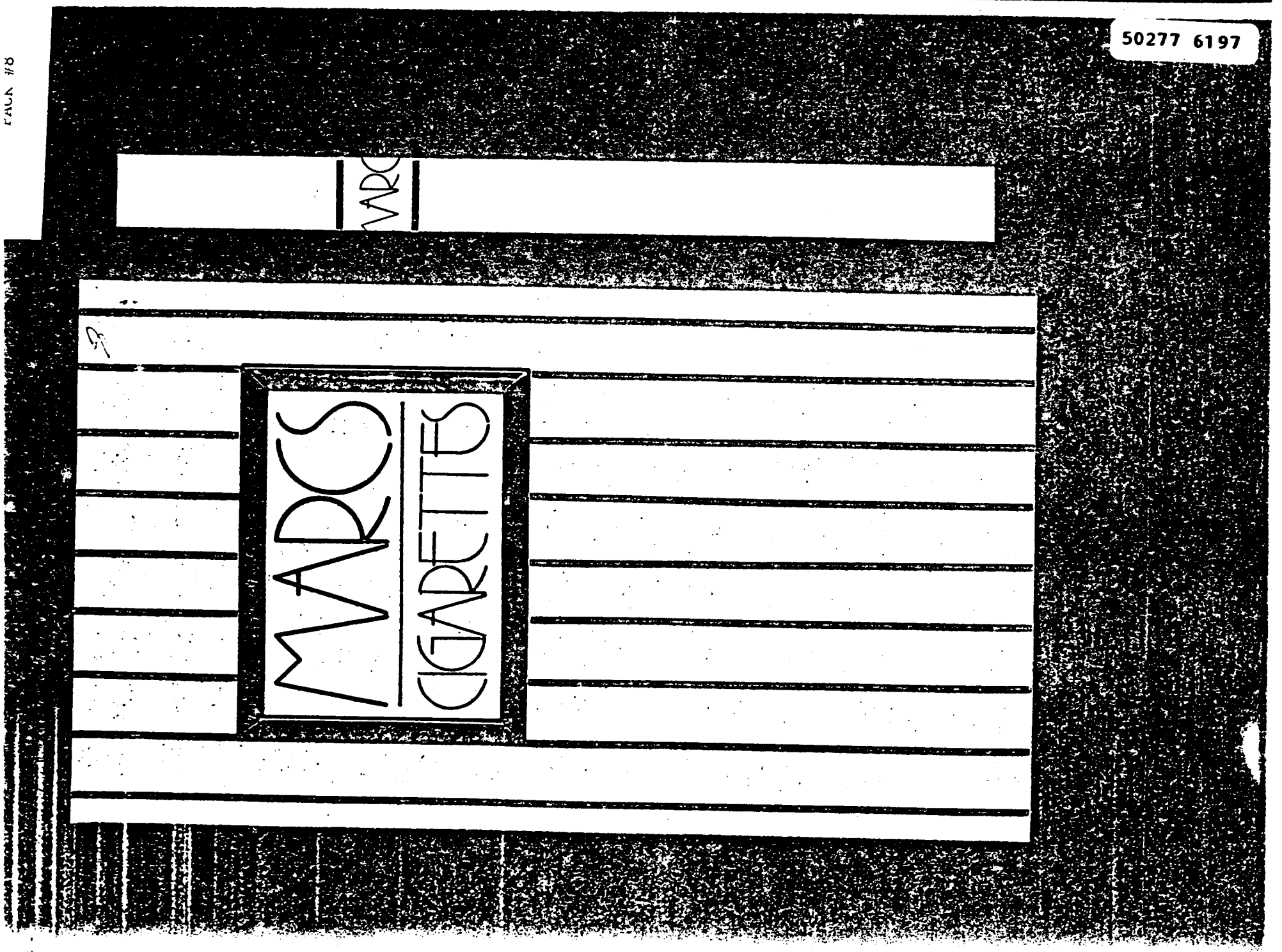




MARCS
• by •
Ralph Lauren

MARCS

CHICAGO ARLINGTON



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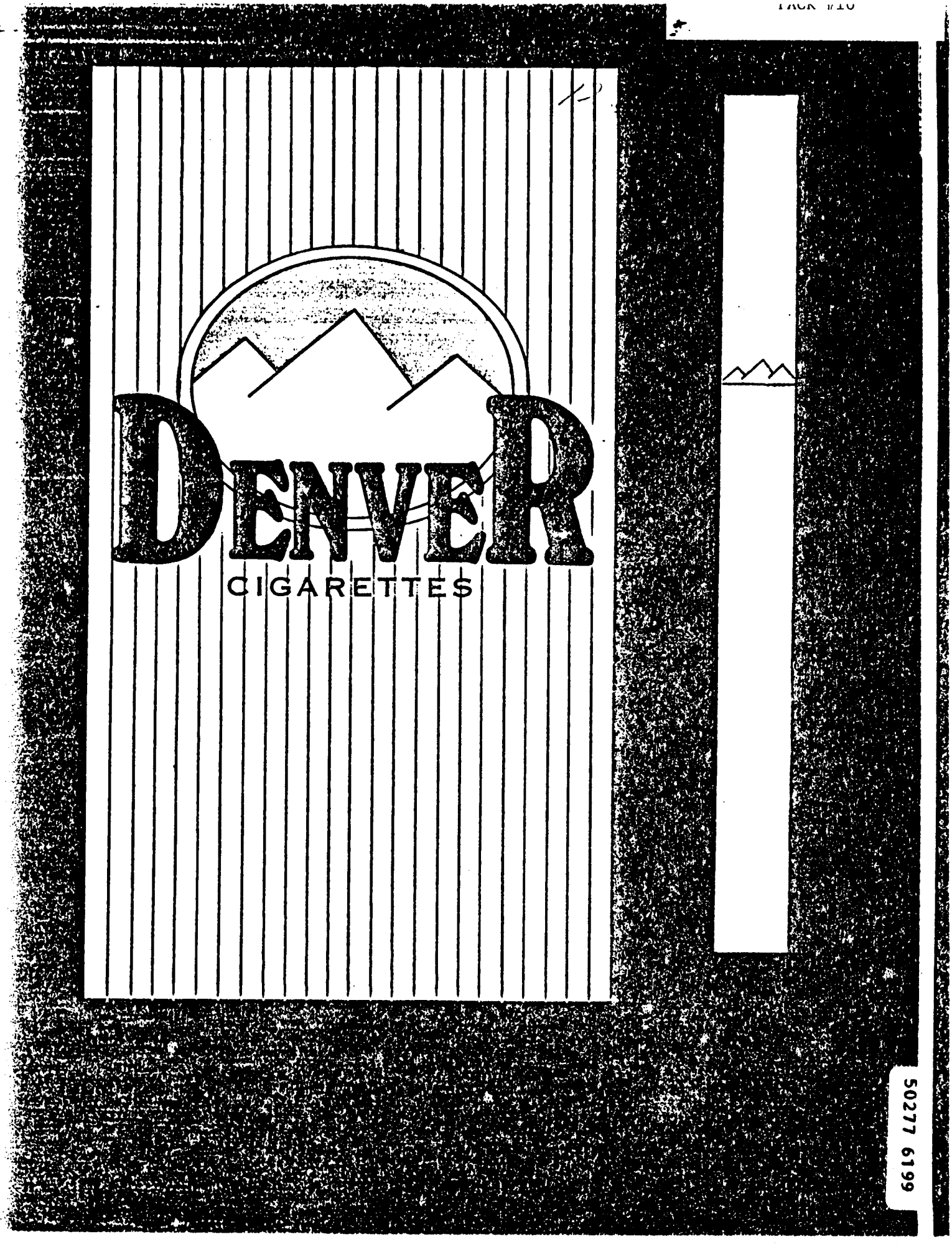

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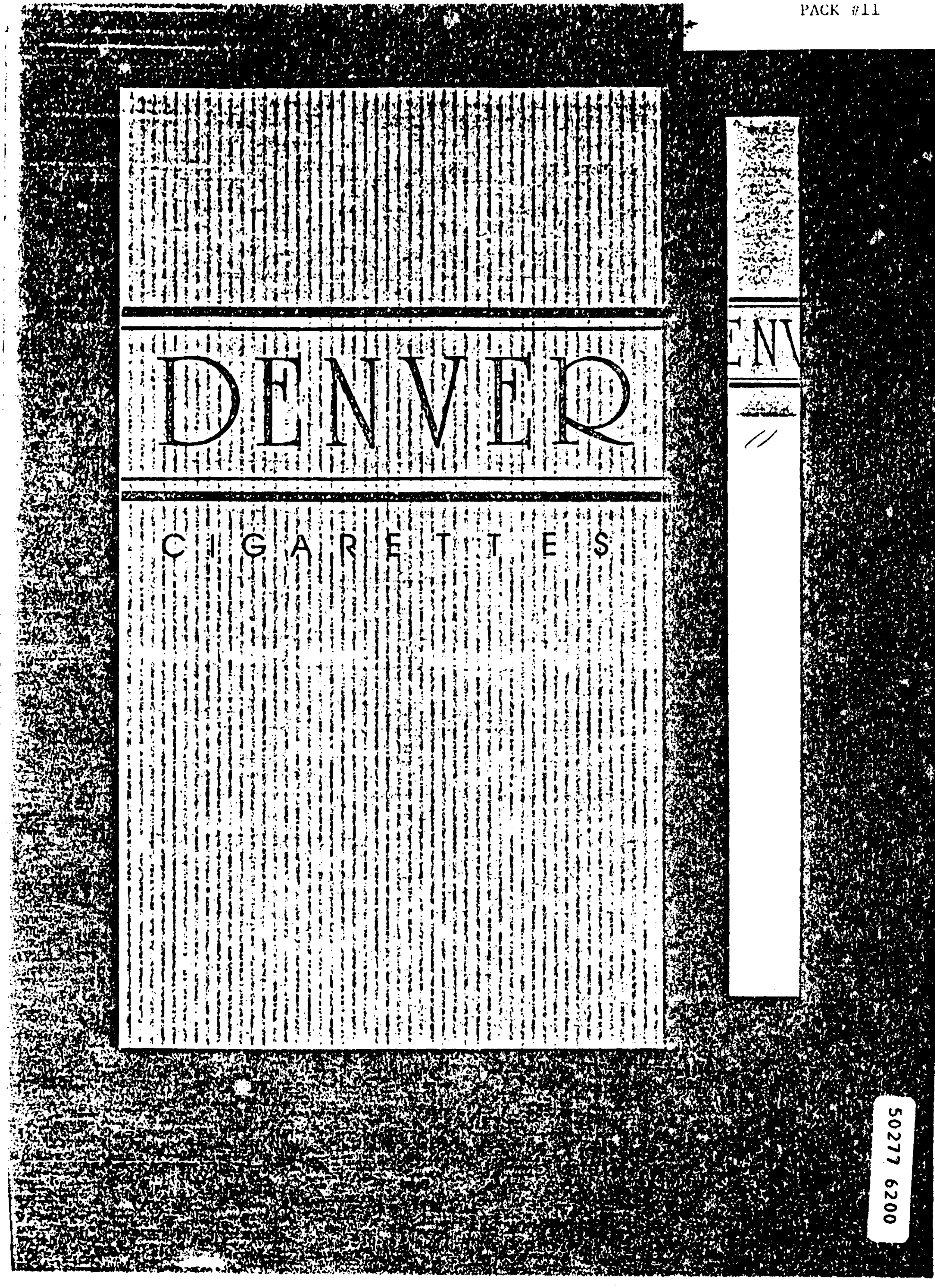

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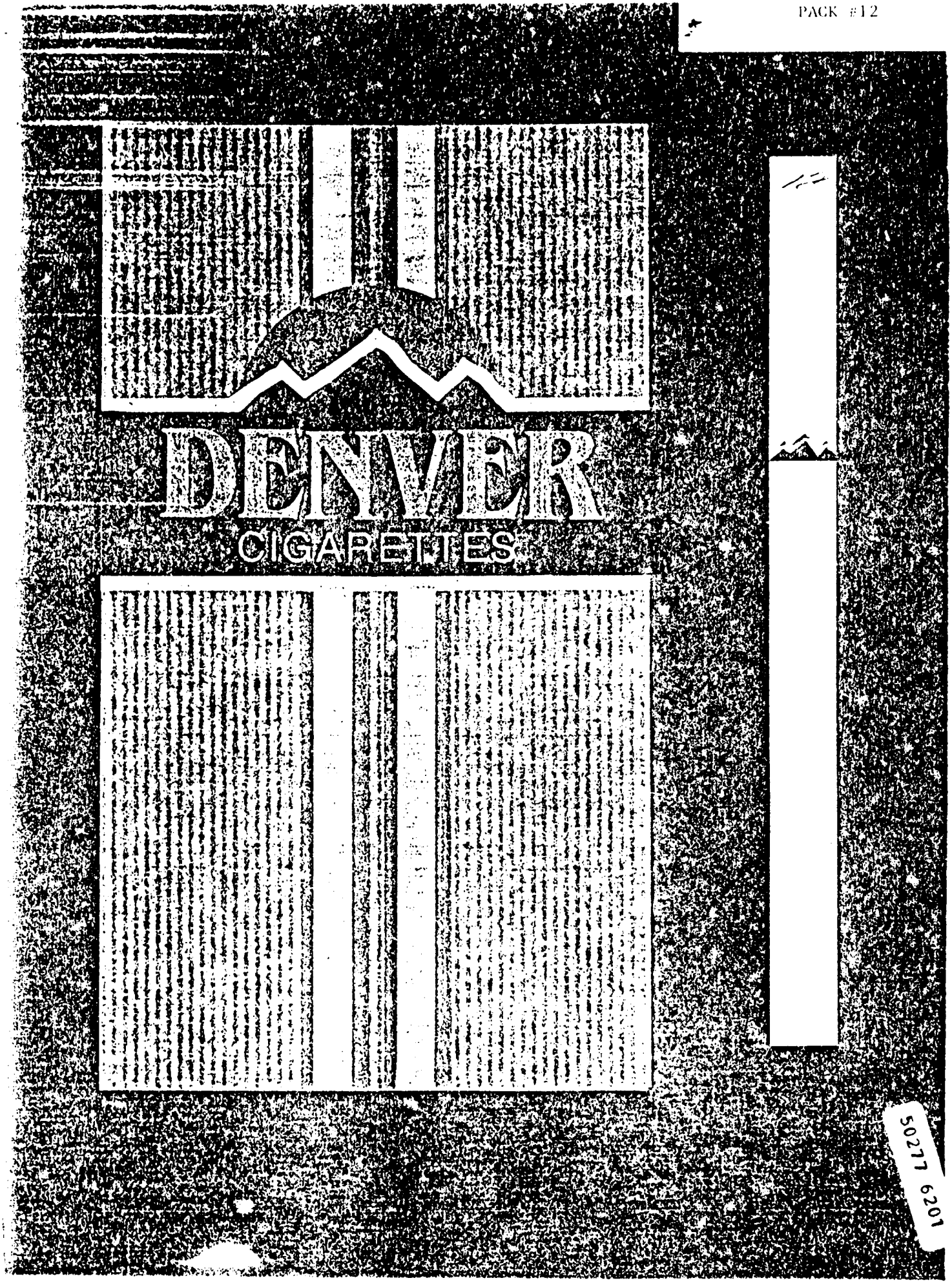
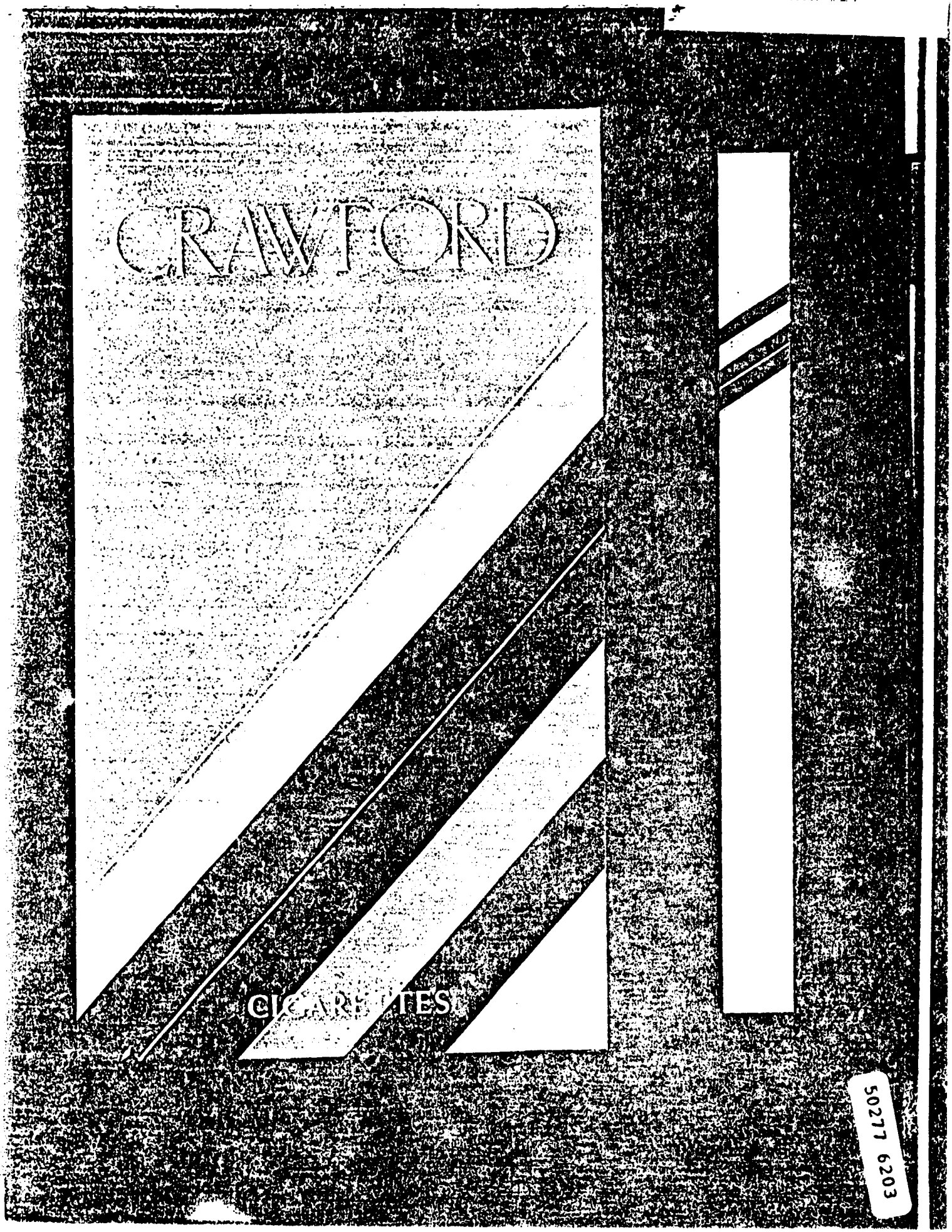
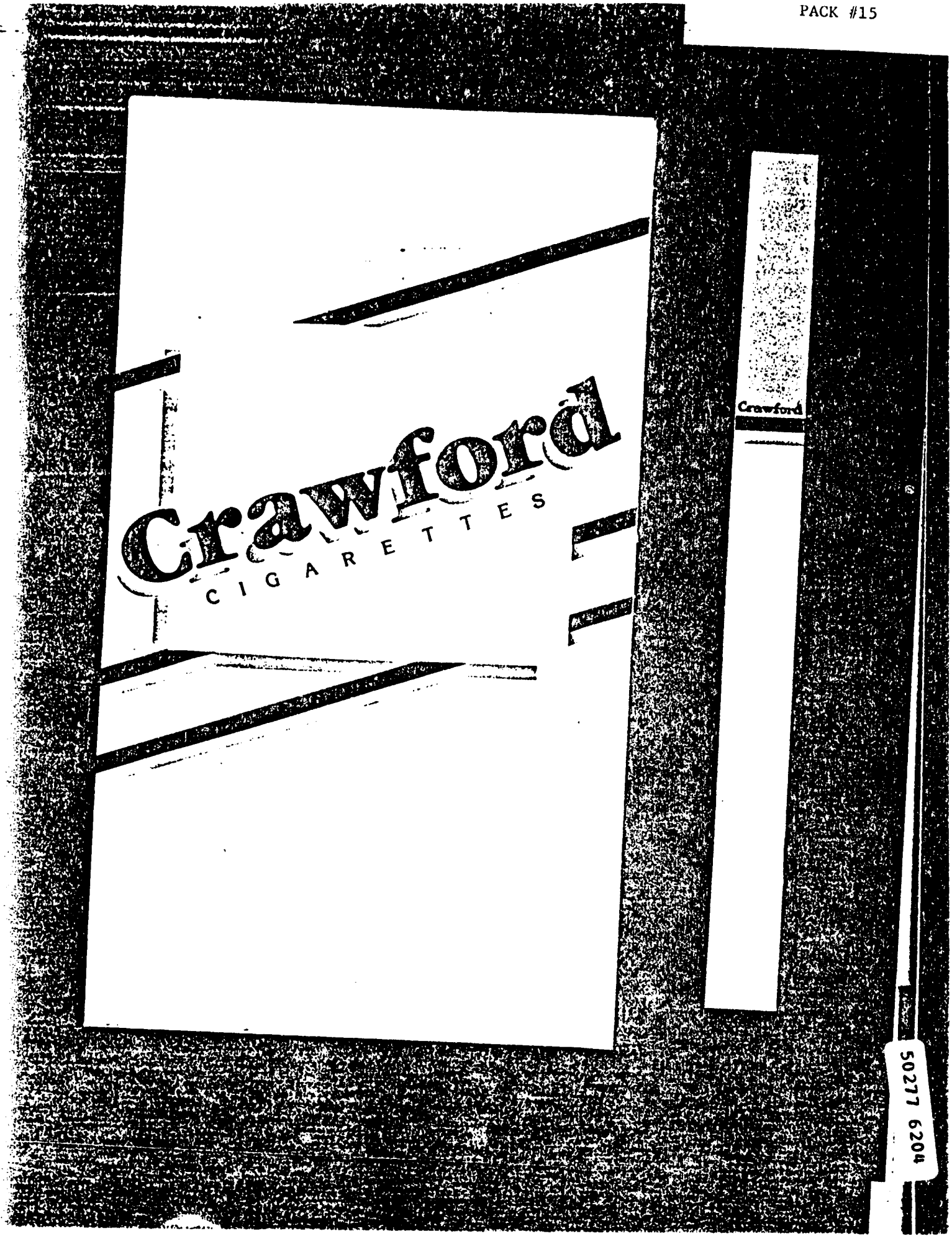
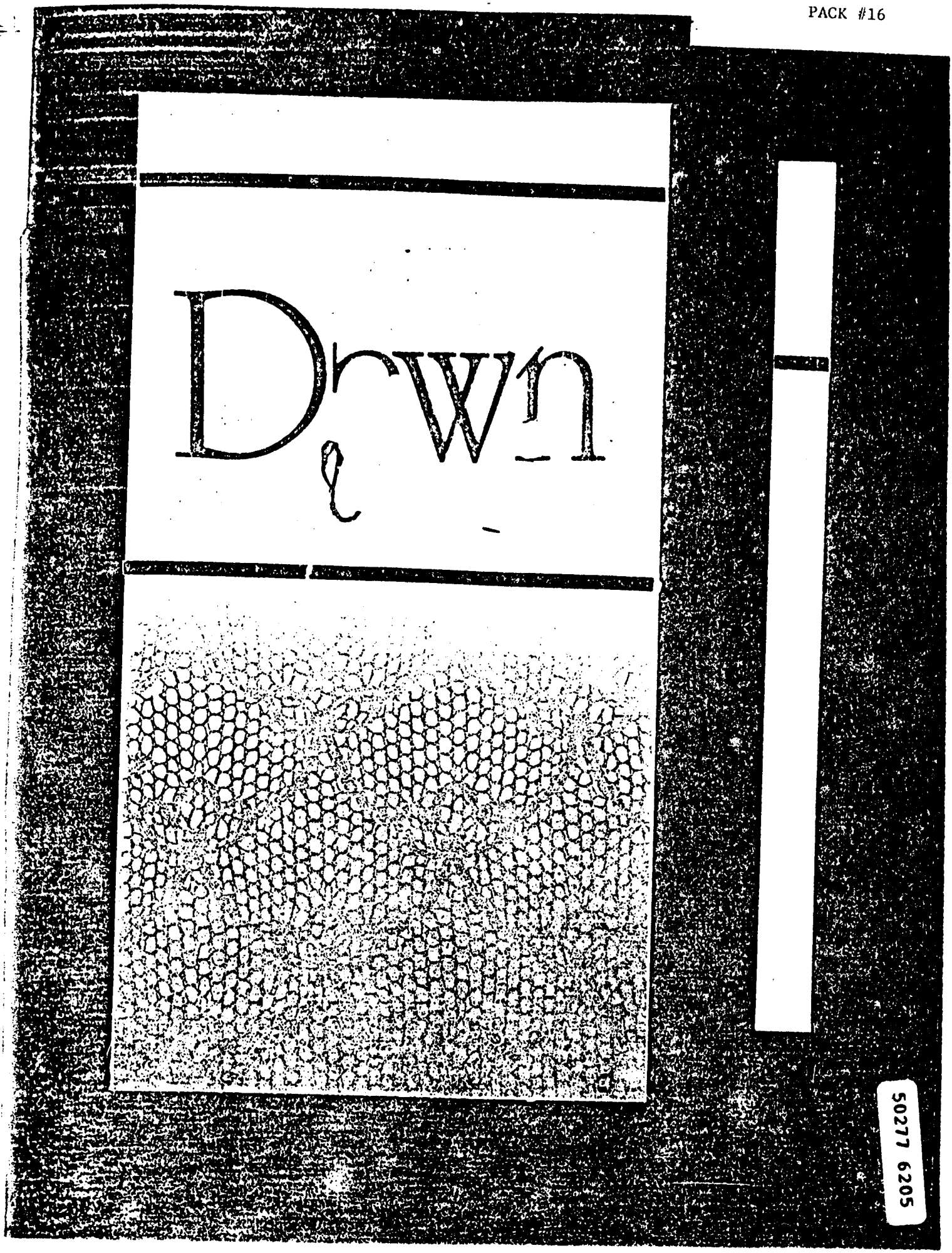


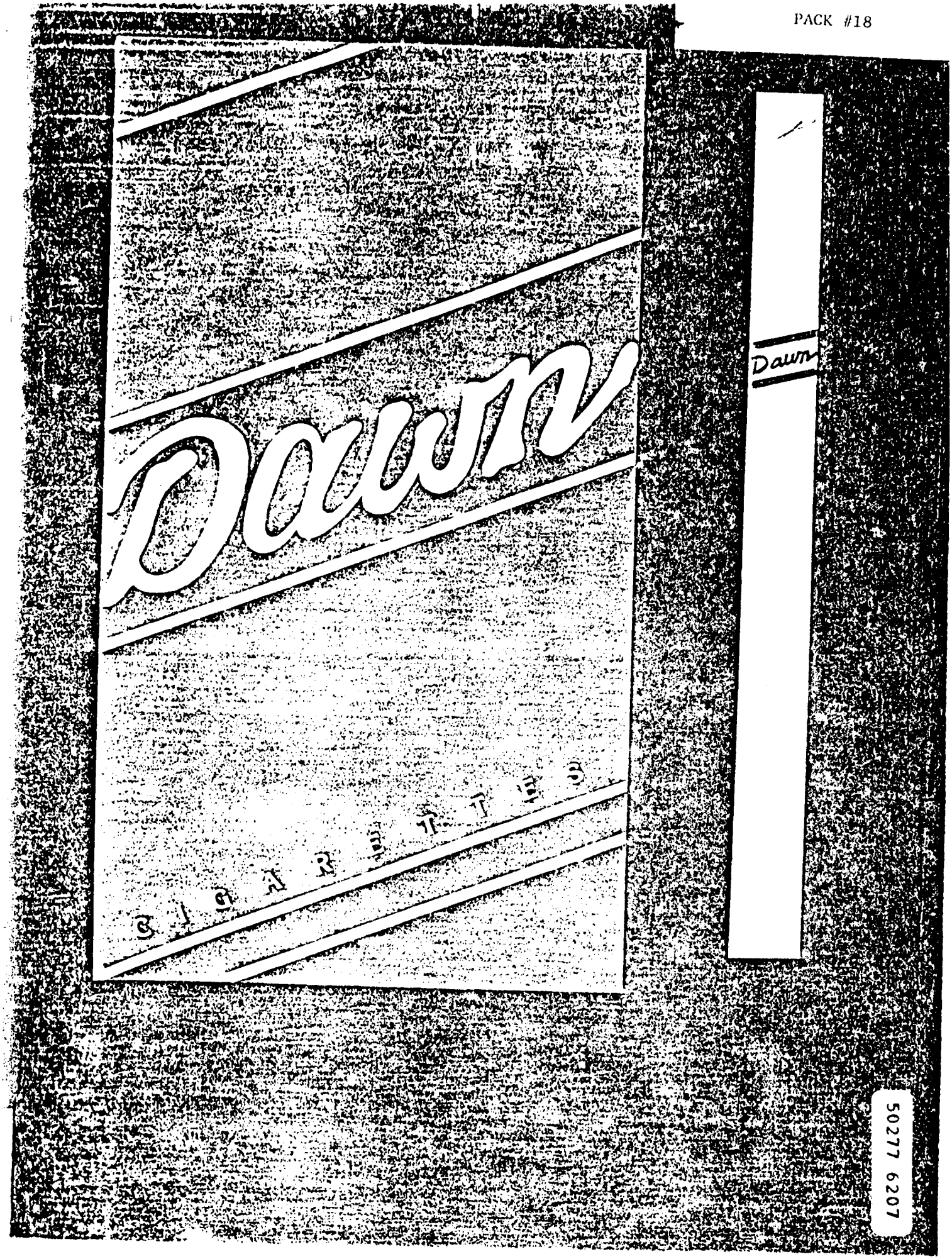






DAWN

CIGARETTES



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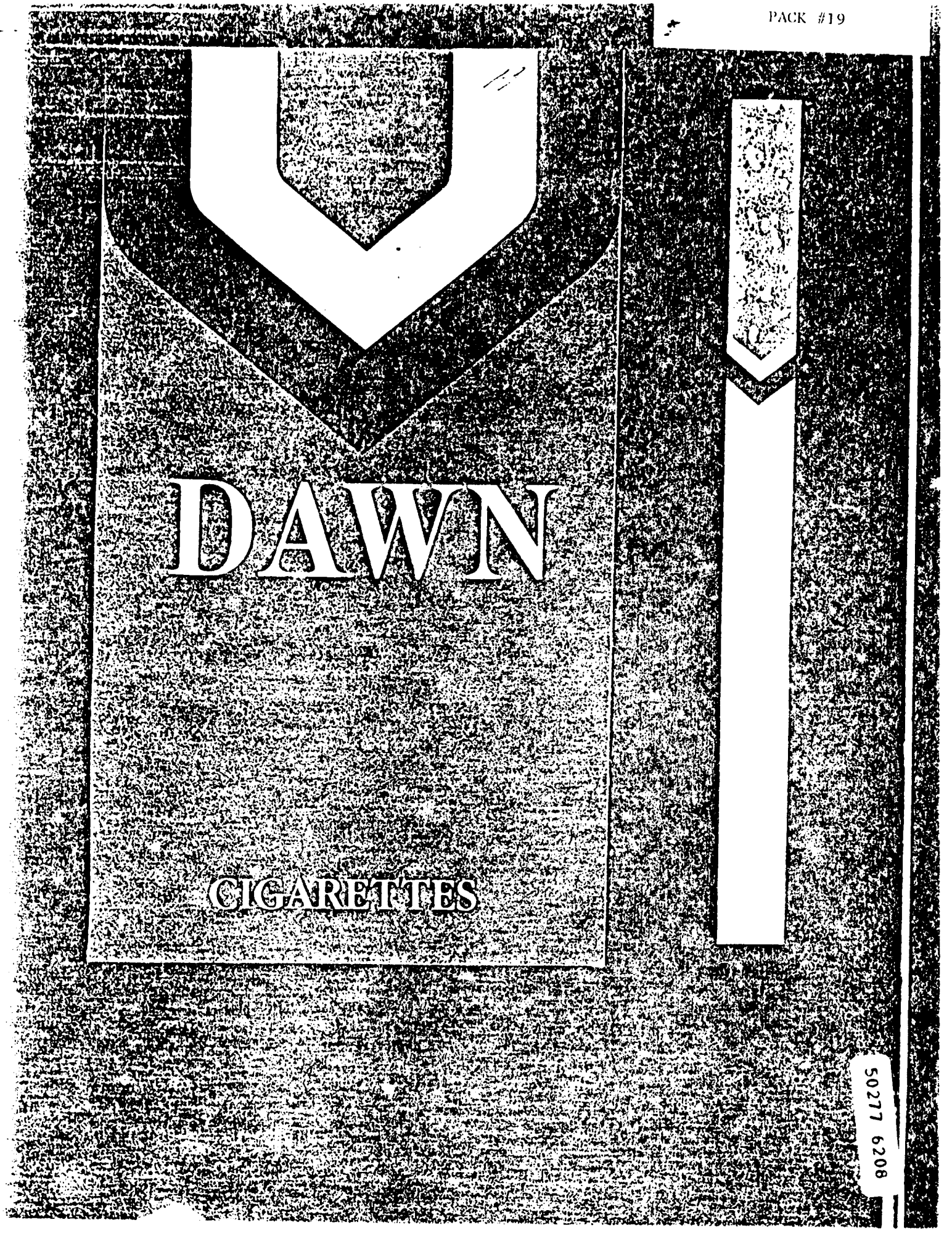

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TABLE V

PRODUCT DESCRIPTIONS

IDENTIFIED TASTE DESCRIPTIONS

L

A major tobacco company has developed a new low tar cigarette with a refreshing twist of lemon. The result is a refreshingly satisfying flavor with less tobacco aftertaste.

P

A major tobacco company has developed a unique, new low tar cigarette that has a satisfying tobacco taste with a subtle hint of wintergreen flavor. This new cigarette gives you a fresher tobacco taste which enhances your smoking experience.

R

A major tobacco company has developed a unique, new low tar cigarette which provides a new, more enjoyable taste in smoking. This new taste is achieved through lightly curing and aging of the cigarette's tobacco in brandy to enhance the tobacco's natural flavor. The result - a richer, more satisfying taste.

UNIDENTIFIED TASTE DESCRIPTIONS

G

A major tobacco company has developed a new low tar cigarette with super moisturized tobacco. This new cigarette gives you a smoother taste that's naturally fresh.

H

A major tobacco company has developed a new low tar cigarette which provides a more enjoyable taste in smoking. This new taste is achieved through selection in blending of naturally sweet tobaccos. The result is smoother taste that's rich and full but never harsh.

S

A major tobacco company has developed a new low tar cigarette that is designed to deliver consistently good taste all day long. This new cigarette gives you such a unique and smooth, satisfying taste that your last cigarette of the day will taste as good as your first.

B

A major tobacco company has developed a unique, new low tar cigarette that has a fresher, more satisfying tobacco taste and comes in a specially sealed, air tight cigarette pack. This new cigarette gives you that freshly made tobacco flavor for a smoother, more mellow smoking experiece.

N

A major tobacco company has developed a new low tar cigarette especially for a woman's taste. A specially selected blend of mild and naturally sweet tobaccos produce a taste that's smooth as silk....and an aroma that's exclusively feminine.

IDENTIFIED AROMA DESCRIPTIONS

T

A major tobacco company has developed a new low tar cigarette that has a satisfying tobacco taste and gives off a new refreshing woodsy aroma. This pleasant aroma will add to your smoking pleasure as well as to the enjoyment of those around you by leaving a fresh scent in the air.

J

A major tobacco company has developed a new low tar cigarette that gives you both satisfying tobacco taste and a pleasant floral aroma when it is smoked. This is the first cigarette that gives off a pleasing aroma to you and those around you.

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UNIDENTIFIED AROMA DESCRIPTION

W

A major tobacco company has developed a new low tar cigarette that has a satisfying tobacco taste and gives off a new refreshing aroma. This pleasant aroma will add to your smoking pleasure as well as to the enjoyment of those around you by leaving a fresh scent in the air.

IDENTIFIED TASTE AND AROMA DESCRIPTION

V

A major tobacco company has developed a new low tar cigarette that has a satisfying tobacco taste with a subtle cherry flavor and aroma. This new cigarette gives you a unique and satisfying taste and additionally is pleasing to others around you.

FASHION/STYLE DESCRIPTIONS

F

A major tobacco company has developed a new low tar cigarette that provides a distinctive new look and style in smoking endorsed by a nationally known designer. This new cigarette comes in a new 94 length (longer than the Regular 85's but shorter than the 100's). It is a slim cigarette with a unique filter color and design. This new cigarette will be available in a stylish box package designed for contemporary female smokers. This cigarette will provide a satisfying taste as distinctive as the cigarette looks.

E

A major tobacco company has developed a new low tar cigarette that provides a new and distinctive look in smoking for contemporary smokers. This new cigarette comes in a new 94 length (longer than the Regular 85's but shorter than the 100's). It has a distinctive beige filter tip color and comes in a stylish new box package. Its taste is as distinctive as the design of the cigarette and its packaging.

M

A major tobacco company has developed a new low tar cigarette that comes in a unique oval shape. The look: very stylish. The feel: totally feminine. And the taste: equally distinctive.

VALUE DESCRIPTION

K

A major tobacco company has developed a unique, new low tar cigarette that has a satisfying tobacco taste and comes in packs of ten cigarettes at half the price of regular cigarettes. (i.e., $.80 for 20 cigarettes - $.40 for 10 cigarettes). This unique pack of ten cigarettes offers you a fresher tobacco taste because of the reduced number of cigarettes sealed in a pack.

TABLE VI

PRODUCT PROTOCEPTS

Protocepts

All protocepts are the CAMEL Filter blend and are within the 10-13 mg. tar range.

85mm

1.	Control	Cork Tipping	
2.	Control	White Tipping	
3.	PF Type	Cork Tipping	Flavor #1 Low
4.	PF Type	Cork Tipping	Flavor #1 High

100mm

5.	Control	Cork Tipping	
6.	Control	White Tipping	
7.	PF Type	Cork Tipping	Flavor #1 Low
8.	PF Type	Cork Tipping	Flavor #2 High

100mm Slim

9.	Control	White Tipping