Order of titles [illegible] for each feature - different color?
page numbers on all

TRUE PORTFOLIO [redacted] RESEARCH
MRD # 5 5542/687-1087

Prepared For:
Lorillard
New York, N.Y.
December, 1987

89583007

TABLE OF CONTENTS

BACKGROUND AND PURPOSE

In an attempt to increase volume for the brand, five new single page ads for True were initially developed. Two other groups of ads were subsequently developed and tested at two different points in time.

The objective of the additional ads was to incorporate certain copy elements from the ads initially tested in order to increase noting and communication.

As such, the ads tested include:

Phase I	Phase II	Phase III
Cartoon	Finding A Good ULT - Blue	Big True - Blue
Long Copy/Man	Finding A Good ULT - Red	Big True - Red
Better Yet	Long Copy/Woman	If You Can't Taste - Diner
So Right - Carlton/ Now	True's Got It/Barber	True's Got It/Sharing
So Right - If You Can't Taste		

Specifically, the purposes of this research were to measure noting and buying interest for the ads, evaluate their communication of specific product qualities and obtain diagnostic information for future copy development. In Phase I, an evaluation of the True ads versus competition -- Carlton, Now and Merit Ultra -- was obtained. (Comparisons were made to previous research - MRD # 5542/687 .)

METHOD

~~One five-cell and two four-cell~~ True portfolio studies were conducted among male and female smokers between the ages of 18-64 -- ~~one-third~~ 18-34, ~~one-third~~ 35-49, ~~one-third~~ 50-64. Furthermore, quotas were imposed so as to obtain one-half males and one-half females within each age group. Additionally, Lo-Fi usage was limited to about 40% in each cell. ~~The True cells were each~~ comprised of approximately 200 respondents. Additional portfolio ~~testing was done on competitive ads consisting of 150 respondents~~ per cell, including Carlton and Now and two Merit Ultra cells, which ~~were combined.~~

Interviewing was conducted ~~at the following points~~ in time in the ~~following geographically dispersed~~ markets:

True Cells			Competitive Cells
Phase I (9/18-10/3, 1987)	Phase II (10/9-20, 1987)	Phase III (10/22-11/4, 1987)	(9/4-9, 1987)
~~September 18-October 3, 1987~~	~~October 9-20, 1987~~	~~October 22-November 4, 1987~~	~~September 4-9, 1987~~
Boston	Boston	Boston	
Chicago	Chicago	Chicago	
Cleveland	Des Moines	Des Moines	
Detroit	Detroit	Detroit	
Houston	Fredericksburg, VA	Fredericksburg, VA	
Los Angeles	Houston	Houston	
Massapequa	Los Angeles	Los Angeles	
Oklahoma City	Massapequa	Massapequa	
Omaha	Memphis	Memphis	
Phoenix	Oklahoma City	Oklahoma City	
Portland, ME	Omaha	Omaha	
Syracuse	Portland, ME	Portland, ME	
	Syracuse	Syracuse	

89583010

SUMMARY OF FINDINGS - "IF YOU CAN'T TASTE - DINER"

I. Overall Evaluation

A. Noting

Of all executions tested, "If You Can't Taste - Diner" attained the highest noting levels (56%). Noting scores were consistently high across all examined subgroups.

B. Buying Interest

~~Among all smokers~~ After re-exposure to the ad, buying interest levels for "If You Can't Taste - Diner" were similar to most other executions, but fell below some others, including:

- So Right - If You Can't Taste
- Finding A Good ULT - Blue

Buying interest seems to trend higher for "If You Can't Taste - Diner" among low tar smokers and younger adults (18-49 years of age).

Additionally, among smokers expressing total positive buying intent (extremely, very or somewhat interested) nearly half (47%) found this execution would interest them more in smoking the brand.

(See Tables A and B)

II. Diagnostic Evaluation

A. Main Benefit

For the "If You Can't Taste - Diner" ad, low tar mentions were played back more frequently compared to comments regarding taste. Playback of taste for the "If You Can't Taste - Diner" ad is comparable to the other executions tested.

Among Low Tar smokers, "If You Can't Taste - Diner" generated slightly higher levels of taste mentions.

B. New Information Imparted Based On Ad/Uniqueness Compared To Other ULT Brands

Nearly one-third of smokers (31%) found they learned something new from the "If You Can't Taste - Diner" copy -- representing the highest score compared to the other executions tested.

Furthermore, based on the ad, the majority of smokers (66%) found the brand different compared to other ULT brands currently available. Low tar/nicotine and taste generated fairly high levels for being the unique elements (28% and 32%, respectively).

C. Agreement That Specific Statements Describe Ad

The vast majority of smokers agree that the "If You Can't Taste - Diner" execution is clear (96%) and informative (82%).

Furthermore, there did not appear to be any credibility problems with this True ad, as almost three-quarters (73%) agree that the ad is believable.

(See Tables A and B)

Table A

TRUE
PORTFOLIO SCORECARD

	True Test Ads															
		Long Copy			So Right											
	Cartoon %	Man %	Woman %	Better Yet %	Carlton/ Now %	If You Can't Taste %	True's Got It (Barber) %	Finding A Good ULT Blue %	Red %	Big True Blue %	Red %	If You Can't Taste %	True's Got It/ Sharing %	Carlton %	Now %	Merit Ultra %
Unaided Noting	40	31	33	39	33	31	36	37	41	38	43	48	33	50	35	41
Total Noting	47	40	40	45	41	37	41	45	47	44	49	56	39	64	42	48
(AMONG NOTERS:)																
Main Benefits																
Taste Only:	4	6	4	1	4	12	10	7	4	7	6	10	3	5	2	9
Low Tar Only:	39	25	37	44	29	44	37	45	55	27	35	45	45	39	67	31
Both Taste and Low Tar:	2	3	17	2	6	5	4	1	5	2	6	2	3	1	-	2
Product Superiority:	1	6	16	3	5	5	6	4	4	3	6	3	1	10	27	6
(AMONG TOTAL SAMPLE—AFTER SECOND EXPOSURE):																
Main Benefits																
Taste Only:	2	11	11	6	17	15	15	5	2	27	19	17	14	3	1	27
Low Tar Only:	54	48	50	56	29	36	45	69	71	37	44	37	51	36	82	12
Both Taste and Low Tar:	2	4	27	8	11	15	17	7	11	21	14	13	12	-	1	3
Product Superiority:	4	11	1	3	15	1	8	6	8	7	17	7	8	7	65	3
Copy:	19	29	6	11	31	21	18	9	12	6	16	17	14	27	4	10

89583014

Table

TADCEA
True

Portfolio Scorecard

(Continued)

	True Test Ads															
		Long Copy			So Right											
	Cartoon	Man	Woman	Better Yet	Carlton/ Now	If You Can't Taste	True's Got It (Barber)	Finding A Good ULT Blue	Red	Big True Blue	Red	If You Can't Taste	True's Got It/ Sharing	Carlton	Now	Merit Ultra
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
(AMONG NOTERS:)																
Interest In Buying																
Top Box	-	1	2	1	2	3	6	3	2	-	5	2	3	3	8	1
Top Two Boxes	4	5	5	4	4	8	12	8	8	-	11	3	6	6	8	7
Top Three Boxes	24	38	29	32	29	41	35	26	32	17	34	21	30	22	29	29
(AMONG TOTAL SAMPLE—AFTER SECOND EXPOSURE):																
Interest In Buying																
Top Box	-	-	1	-	2	1	3	3	1	1	3	2	2	3	4	1
Top Two Boxes	3	2	3	3	4	6	7	7	5	2	7	5	5	6	8	7
Top Three Boxes	20	29	29	22	27	32	26	31	26	21	28	23	23	22	33	31
Ad Made Me More Interested: (asked among top three boxes only)	34	47	44	48	42	44	48	41	48	40	50	47	37	33	63	50
Made a lot more interested	12	3	18	11	8	12	17	15	15	9	19	16	17	15	22	14
Made a little more interested	22	44	26	37	34	32	32	26	33	31	31	31	20	18	41	36
Ad Imparted New Information:	15	25	25	29	21	25	22	26	29	25	26	31	31	9	41	14
Brand Is Different:	57	69	57	57	63	70	53	54	57	60	67	66	54	34	65	42
Main differences																
Low Tar/Nicotine	17	27	11	19	19	24	14	16	21	24	26	28	18	20	49	12
Taste	18	42	30	18	38	43	22	16	20	26	29	32	24	2	3	16
Ad Is Believable:	72	78	72	82	69	74	62	74	80	72	69	73	62	69	81	61
Ad Is Clear:	90	95	95	98	92	91	88	92	91	98	93	96	96	91	89	86
Ad Is Informative:	62	86	75	80	80	76	73	82	82	88	80	82	82	67	85	60

89583015

Table B

"If You Can't Taste - Diner"

- Subgroup Analysis -

Base: Total Respondents	Total (207) %	Sex: Males (102) %	Sex: Females (105) %	Age: 18-34 (72) %	Age: 35-49 (69) %	Age: 50-64 (66) %	Type Smoked Most Often: Menthol (55) %	Type Smoked Most Often: Non-Menthol (152) %	Type Smoked Most Often: Lo-Fi (98) %	Type Smoked Most Often: Low Tar (74)
Total Noting	56	50	62	51	59	58	60	55	53	58
Main Benefit Among Total Sample After Re-Exposure										
Taste only	17	18	17	15	20	17	20	16	15	22
Both taste and low tar	13	13	13	13	10	17	11	14	11	15
Interest In Buying Among Total Sample After Re-Exposure										
Top 2 boxes	5	6	5	7	6	3	6	5	2	8
Top 3 boxes	23	23	23	24	29	15	26	22	15	27
Ad made me more interested in brand	47	48	46	41	50	50	50	46	40	45
Brand is different from other ULT's	66	70	62	68	75	53	62	67	64	69
Main difference is taste	32	39	25	32	36	27	26	34	37	35

89583016

PHASE I

Phase I

True Test Ads:

Cartoon

Long Copy/Man

Better Yet

So Right - Carlton/Now

So Right - If You Can't Taste

Competitive Ads:

Carlton

Now

Merit Ultra

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Cartoon

The True

the whole True

and nothing but the True.

Only one ultra low tar cigarette makes striking a match worth the effort.

True-ism: True is Pure Pleasure.

89583019

Long Copy/Man

If you can't taste it, why light it?

Some cigarette makers seem to have become so utterly fixated on reducing tar, they've forgotten why people smoke in the first place.

Certainly, it's not for the pleasure of periodically lighting matches or to practice manual dexterity.

Which is why True is made to achieve a balance: the lowest ultra-low you can still taste. Because, anything else just doesn't make sense.

Better Yet

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Better yet, enjoy a True.

Only 5mg tar and a taste worth switching to.

TRUE

So Right-Carlton/Now

"Carlton and Now were like sucking air. I want taste.

"True's a whole different story. It's got real taste and it's low tar."

TRUE.

SO RIGHT, RIGHT NOW.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Only 5mgs.

So Right-
If You Can't Taste

"If you can't taste it, why light it?"

True. The one ultra low tar with a taste worth switching to.

TRUE.

SO RIGHT, RIGHT NOW.

Only 5mgs.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

If you smoke

please try Carlton.

89583024

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Box and 100's Box Menthol: Less than 0.5 mg. "tar", 0.05 mg. nicotine.
Soft Pack, Menthol and 100's Box: 1 mg. "tar", 0.1 mg. nicotine.
100's Soft Pack and 100's Menthol: 5 mg "tar", 0.4 mg. nicotine
120's: 7 mg. "tar", 0.6 mg. nicotine av. per cigarette, FTC Report Jan. 85
Slims: 6 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method

NOW FLATTENS THEM ALL.

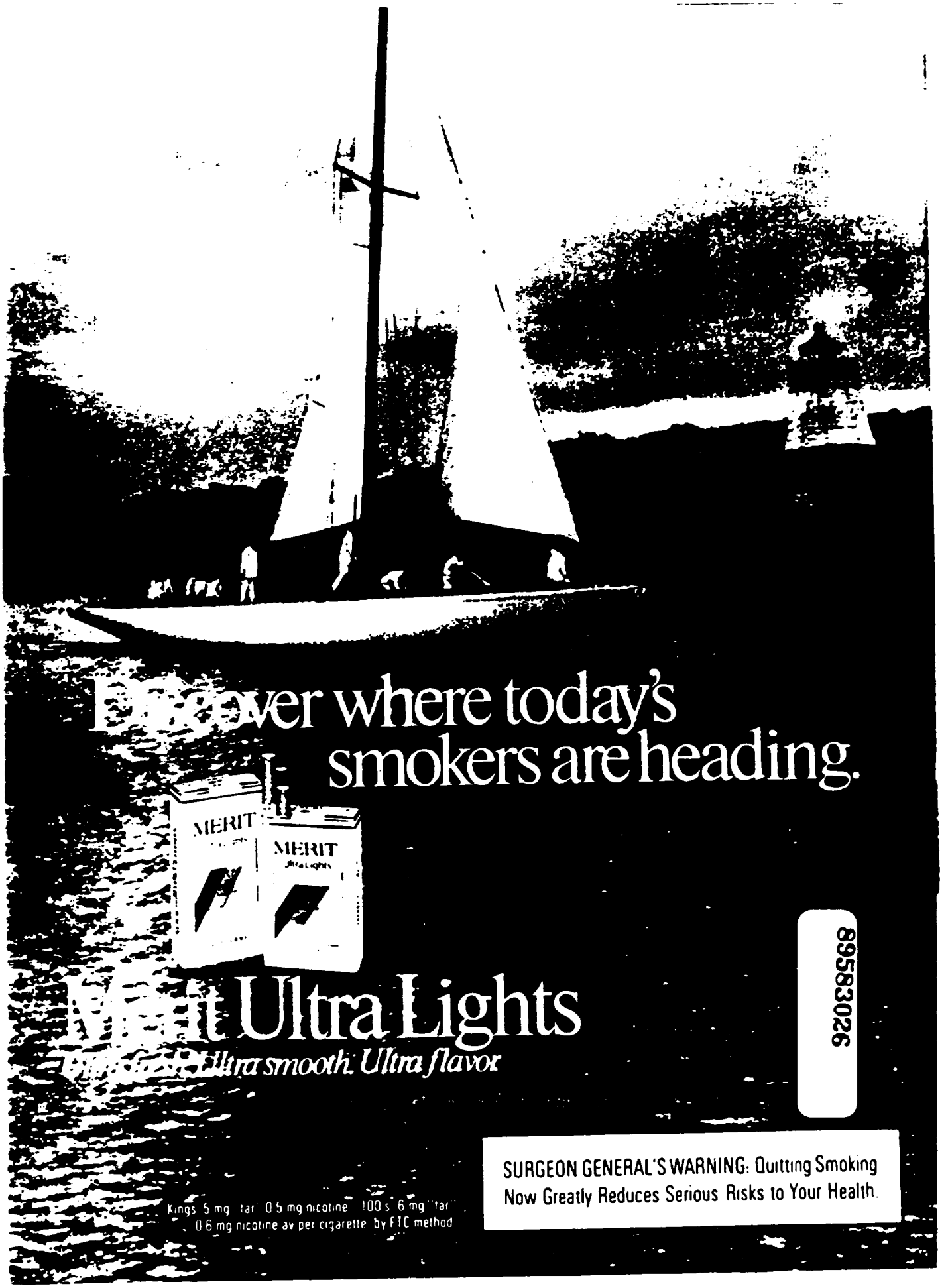
NOW IS LOWEST

By U.S. Gov't. testing method.

89583025

1987 R J REYNOLDS TOBACCO CO

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



Tal

INDEX OF TABLES

Table 1a

Noting Among All Smokers

Base: Total Respondents	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %	Carlton (149) %	Now (150) %	Merit Ultra (299) %
Total Noted Ad	47[A]	40[A]	45[A]	41[A]	37[AC]	64	42	48
Unaided noting only	40	31[A]	39[A]	33[A]	31[AC]	50	35	41

Q.3b: What brands or products do you remember seeing ads for in the book? (PROBE) What other brands? What other products?

Q.3d: For what brands do you remember seeing ads? (PROBE) What others?

Q.3e: Do you remember ads for any other brands of cigarettes?

Q.3f: For what brands were they? (PROBE) What others?

89583028

A = Significantly different from Carlton at the 95% confidence level.
C = Significantly different from Merit Ultra at the 95% confidence level.

Table 1b

Total Noting Among Subgroups

Base: Total Respondents (Average)		True Test Ads					Competitive Ads		
					So Right...				
		Cartoon %	Long Copy/ Man %	Better Yet %	Carlton/ Now %	If You Can't Taste %	Carlton %	Now %	Merit Ultra %
Total	(203)	47	40	45	41	37	64	42	48
Sex									
Male	(100)	42	36	40	39	37	69	46	47
Female	(103)	51	43	51	43	37	60	38	49
Age									
18-34	(69)	44	35	46	38	42	67	41	50
35-49	(71)	43	43	49	43	34	58	33	46
50-64	(63)	53	42	40	42	35	68	55	48
Type Smoked									
Lo-Fi	(83)	45	38	49	37	32	57	32	46
Low Tar	(86)	50	39	41	39	40	65	49	50
Menthol	(62)	45	41	47	27	33	69	45	53
Non-Menthol	(141)	47	39	44	46	38	62	40	45

Q.3b: What brands or products do you remember seeing ads for in the book? (PROBE) What other brands? What other products?

Q.3d: For what brands do you remember seeing ads? (PROBE) What others?

Q.3e: Do you remember ads for any other brands of cigarettes?

Q.3f: For what brands were they? (PROBE) What others?

89583029

Table 2

Interest In Buying Among All Smokers

Base: Total Respondents	True Test Ads: Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	So Right... Carlton/ Now (200) %	So Right... If You Can't Taste (212) %	Competitive Ads: Carlton (149) %	Now (150) %	Merit Ultra (299) %
Positive (Net)	20BC	29	22BC	27	32A	22	33	31
Extremely/Very Interested	3BC	2BC	3BC	4	6	6	8	7
Extremely interested	-	*	*	2	1	3	4	1
Very interested	3	2	2	2	4	3	4	6
Somewhat interested	17	26	19	23	26	16	25	24
Negative (Net)	76B	67A	75	71	66A	78	66	69
Somewhat disinterested	31	21	29	26	21	24	22	25
Very/Extremely Disinterested	45	47	46	46	44	54	44	44
Very disinterested	15	15	20	22	17	20	19	16
Extremely disinterested	29	32	26	24	27	34	25	28
	96%	96%	97%	98%	98%			

Q.5/8a: Which phrase on this card best describes your interest in buying the (BRAND) cigarettes pictured in the ad?

A = Significantly different from Carlton at the 95% confidence level.
B = Significantly different from Now at the 95% confidence level.
C = Significantly different from Merit Ultra at the 95% confidence level.

* Less than 0.5%

0C0C8S68

Table 3

Interest In Buying Among Subgroups - All Smokers

Base: Total Respondents (Average)		Total Positive@							
		True Test Ads					Competitive Ads		
					So Right...				
		Cartoon	Long Copy/ Man	Better Yet	Carlton/ Now	If You Can't Taste	Carlton	Now	Merit Ultra
		%	%	%	%	%	%	%	%
Total	(203)	20	29	22	27	32	22	33	31
Sex									
Male	(100)	19	26	19	25	33	25	32	31
Female	(103)	21	31	25	28	31	19	33	31
Age									
18-34	(69)	18	26	17	24	25	12	31	31
35-49	(71)	19	27	26	24	32	24	33	34
50-64	(63)	24	33	25	33	39	30	34	27
Type Smoked									
Lo-Fi	(83)	15	28	24	28	27	13	24	23
Low Tar	(86)	19	26	21	26	33	27	37	35
Menthol	(62)	16	37	19	29	39	22	42	39
Non-Menthol	(141)	22	26	24	26	30	22	28	26

Q.5/8a: Which phrase on this card best describes your interest in buying the (BRAND) cigarettes pictured in the ad?

@ Total positive is the top 3 boxes on a 6-point scale.

Table 4

Interest In Buying Among Noters

Base: Noted Ad	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (94) %	Long Copy/ Man (80) %	Better Yet (93) %	Carlton/ Now (82) %	If You Can't Taste (78) %	Carlton (96) %	Now (63) %	Merit Ultra (143) %
Positive (Net)	24	38[A]	32	29	41[A]	22	29	30
Extremely/Very Interested	4	5	4	4	8	6	8	7
Extremely interested	-	1	1	2	3	3	8	1
Very interested	4	4	3	1	5	3	-	6
Somewhat interested	20	33	28	26	33	16	21	23
Negative (Net)	76	61[A]	67	71	59[A]	78	71	61
Somewhat disinterested	34	15	29	27	22	26	25	26
Very/Extrememly Disinterested	41	46	38	44	37[A]	52	46	43
Very disinterested	14	16	17	20	19	23	19	15
Extremely disinterested	28	30	20	24	18	29	27	28

only asked of 91

Q.5: Which phrase on this card best describes your interest in buying the (BRAND) cigarettes pictured in the ad?

A = Significantly different from Carlton at the 95% confidence level.

2038958

Table 5

Whether Ad Made Respondent More Interested In Smoking Brand - Among All Smokers After Re-Exposure

	True Test Ads					Competitive Ads		
				So Right...				
Base: Had Total Positive Buying Interest@	Cartoon (41)+ %	Long Copy/ Man (58) %	Better Yet (46)+ %	Carlton/ Now (53) %	If You Can't Taste (68) %	Carlton (33)+ %	Now (49)+ %	Merit Ultra (92) %
Yes, More Interested	34	47	48	42	44	33	63	50
A lot more	12	3	11	8	12	15	22	14
A little more	22	44	37	34	32	18	41	36
Not More Interested	66	53	52	58	56	67	37	50

Q.6a/8b: The ad tried to get you to be more interested in smoking (BRAND). Did it succeed in interesting you more in smoking the brand?

Q.6b/8c: Did it interest you a lot more or a little more?

@ = Total positive is the top 3 boxes on a 6-point scale.

89583033

+ Note: Small base size

Table 6

Main Benefit Among Noters

Base: Noted Ad	True Test Ads: Cartoon (94) %	Long Copy/ Man (80) %	Better Yet (93) %	So Right... Carlton/ Now (82) %	So Right... If You Can't Taste (78) %	Competitive Ads: Carlton (96) %	Now (63) %	Merit Ultra (143) %
Gave A Main Benefit	77	78	73	77	82	75	76	69
Product Characteristics (Net)	53	49	53	48	65	49	68	52
Low Tar/Nicotine (Subnet)	41	28	46	35	49	40	67	33
Low tar/nicotine	35	16	32	27	37	31	33	25
Lowest in tar/nicotine	-	1	1	-	1	5	14	1
All taste/flavor mentions	6	9	3	10	17	NA	NA	NA
Ad Presentation (Net)	10	14	8	13	10	24	8	10
Copy (Subnet)	10	14	3	11	8	20	5	1
If you smoke, please try Carlton	NA	NA	NA	NA	NA	11	NA	NA
Try their cigarette	NA	NA	NA	NA	NA	3	NA	NA
Now is lowest	NA	NA	NA	NA	NA	NA	2	NA
Now flattens them all	NA	NA	NA	NA	NA	NA	2	NA
Ultra flavor/ultra fresh/ ultra smooth	NA	NA	NA	NA	NA	NA	NA	1
All product superiority mentions	1	6	3	5	5	10	27	6
Nothing/don't know/no answer	23	22	27	23	18	25	24	31

Q.4a: Aside from wanting you to buy them, what is the main benefit of (BRAND) that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

NA = Not available.

89583014

Table 7
Main Benefit Among All Smokers After Re-Exposure To Ad

Base: Total Respondents	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %	Carlton (149) %	Now (150) %	Merit Ultra (299) %
Gave A Main Benefit	94	100	98	98	93	83	98	92
Product Characteristics (Net)	66	67	73	60	69	42	84	62
Low Tar/Nicotine (Subnet)	57	51	65	39	51	26	83	16
Low tar/nicotine	39	30	31	34	37	24	17	11
Ultra low tar/nicotine	11	8	1	1	9	NA	NA	NA
Lowest in tar/nicotine	-	8	-	-	1	3	39	1
5 Mg. of tar	-	*	23	1	3	NA	NA	NA
Taste/Flavor (Subnet)	5	15	14	27	29	3	2	31
Good/better taste/flavor	3	10	11	11	16	-	-	4
The taste/flavor	*	2	2	7	11	-	-	3
Ad Presentation (Net)	21	29	15	34	24	34	5	34
Copy (Subnet)	19	29	11	31	21	27	4	10
True is pure pleasure	10	-	-	-	-	NA	NA	NA
Has real taste/good taste even though it is low/ultra low in tar	3	21	4	12	4	NA	NA	NA
Better taste than Carlton/Now/ instead of sucking air you get taste/Carlton/Now are like sucking air	-	-	-	13	-	NA	NA	NA
If you smoke, please try Carlton	NA	NA	NA	NA	NA	15	NA	NA
Ultra flavor/ultra fresh/ ultra smooth	NA	NA	NA	NA	NA	NA	NA	8
All product superiority mentions	4	11	3	15	1	7	65	3
All imagery mentions	-	1	3	1	2	-	-	20
Nothing/don't know/no answer	6	-	2	2	7	17	2	8

Q.7a: Now that you've had another chance to look at this ad, we'd like to learn your opinions about it. Aside from wanting you to buy them, what is the main benefit of (BRAND) that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

2058303S

NA = Not Available
* Less than 0.5%

Table 8

Total Communication Among Noters

Base: Noted Ad	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (94) %	Long Copy/ Man (80) %	Better Yet (93) %	Carlton/ Now (82) %	If You Can't Taste (78) %	Carlton (96) %	Now (63) %	Merit Ultra (143) %
Ad Presentation (Net)	86	91	85	80	85	76	83	78
Package (Subnet)	74	64	45	43	49	25	52	41
A pack/a pack of cigarettes	70	58	42	38	46	21	38	36
Copy (Subnet)	32	31	11	28	18	51	14	7
The True - the whole true - and nothing but the True	11	-	-	-	-	NA	NA	NA
Has real taste/good taste/ even though it is low/ultra low	5	15	2	7	-	NA	NA	NA
If you can't taste it, why light it/why bother smoking if you can't taste it	-	10	-	-	12	NA	NA	NA
Better taste than Carlton/Now/ instead of sucking air you get taste/Carlton/Now are like sucking air	-	-	-	15	-	NA	NA	NA
Ad Situation (Subnet)	1	8	28	35	38	5	29	50
Two men - the other trying a True cigarette	-	-	14	-	-	NA	NA	NA
Man/guy getting a haircut	-	-	-	33	33	NA	NA	NA
Characters In Ad (Subnet)	-	50	24	10	18	NA	NA	NA
All recognition of man (face/cute/nice looking, etc.)	-	18	12	5	5	NA	NA	NA
Man smoking a cigarette	-	33	8	5	10	NA	NA	NA

89583036

Table 8

Total Communication Among Noters

(Continued)

Base: Noted Ad	True Test Ads			So Right...		Competitive Ads		
	Cartoon (94) %	Long Copy/ Man (80) %	Better Yet (93) %	Carlton/ Now (82) %	If You Can't Taste (78) %	Carlton (96) %	Now (63) %	Merit Ultra (143) %
Product Characteristics (Net)	62	56	63	55	72	52	68	58
Low Tar/Nicotine (Subnet)	44	33	58	43	56	44	68	40
Low tar/nicotine	39	20	41	32	45	34	35	29
Lowest in tar/nicotine	-	1	1	-	1	5	18	1
Taste/Flavor (Subnet)	9	16	12	12	10	6	2	18
Good/better taste/flavor	3	10	5	9	14	-	-	5
All filter mentions	7	4	4	10	10	NA	NA	NA
Didn't read it/just looked at the picture/didn't pay attention	12	14	10	13	4	NA	NA	NA
All product superiority mentions	4	9	8	16	5	10	37	8

Q.4a: Aside from wanting you to buy them, what is the main benefit of (BRAND) that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

Q.4c: What else did the (BRAND) ad say? (PROBE) What else did it say?

Q.4d: What did the (BRAND) ad show? (PROBE) What else did it show?

NA = Not available.

Table 9

New Information Imparted Based On Ad

	True Test Ads			So Right...		Competitive Ads		
Base: Total Respondents	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %	Carlton (149) %	Now (150) %	Merit Ultra (299) %
Learned Something New	15	25	29	21	25	9	41	14
Product Characteristics (Net)	12	22	23	19	21	5	35	9
Low Tar/Nicotine (Subnet)	12	17	21	13	16	5	34	3
Low tar/nicotine	8	12	6	10	8	1	3	1
5 mg. of tar	-	*	14	2	3	NA	NA	NA
All taste/flavor mentions	*	9	2	10	7	-	-	4
Did Not Learn Something New	85	75	71	79	75	91	59	86

Q.9a: Does the ad tell you anything about (BRAND) that you didn't know before?

Q.9b: What is that? (PROBE) What else?

89583038

NA = Not available.

* Less than 0.5%

Table 10

Ways Different From Other ULT Brands

Base: Total Respondents	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %	Carlton (149) %	Now (150) %	Merit Ultra (299) %
Feel Something Is Different	57	69	57	63	70	34	65	42
Product Characteristics (Net)	46	60	49	53	62	25	59	33
Taste/Flavor (Subnet)	18	42	18	38	43	2	3	16
Good/better taste/flavor	8	12	8	11	18	1	1	5
All strength of taste mentions	4	9	5	18	8	NA	NA	NA
The taste/it has taste	1	16	2	8	15	-	1	3
Low Tar/Nicotine (Subnet)	17	27	19	19	24	20	49	12
Lower in tar/nicotine	15	21	9	17	16	9	25	5
All filter mentions	14	10	15	5	6	NA	NA	NA
All ad presentation mentions	6	5	3	10	13	NA	NA	NA
Nothing/Don't Know/No Answer	43	31	43	37	30	66	35	58

Q.10: Based on this ad, what do you feel is different about (BRAND) compared with other ultra low tar brands? (PROBE) Anything else different about (BRAND)?

NA = Not available.

89583039

Table 11

One Thing Like Most About Ad

Base: Total Respondents	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %	Carlton (149) %	Now (150) %	Merit Ultra (299) %
Liked Something	71	81	85	76	79	63	70	90
Ad Presentation (Net)	59	67	69	67	68	54	57	83
It's simple/direct/short and to the point	22	9	3	3	3	17	5	*
Color (Subnet)	12	18	22	21	25	1	6	3
Bright/eye-catching	1	6	15	11	19	NA	NA	NA
All package mentions	12	8	4	4	7	-	17	1
Characters In Ad (Subnet)	-	18	13	18	19	NA	NA	NA
All recognition of man (face, cute, nice, etc.)	-	12	6	7	5	NA	NA	NA
Ad Situation (Subnet)	-	-	20	10	3	1	14	72
Like the picture	-	-	-	-	-	-	-	29
Boat/sailboat	-	-	-	-	-	-	-	30
Nothing/Don't Know/No Answer	29	19	15	24	21	37	30	10

Q.11: What is the one thing you like most about the (BRAND) ad? (DO NOT PROBE)

89583040

NA = Not available.

* Less than 0.5%

Table 12

One Thing Annoying/Bothersome About Ad

Base: Total Respondents	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %	Carlton (149) %	Now (150) %	Merit Ultra (299) %
Found Something Annoying/Bothersome	47	33	33	41	43	54	34	39
Ad Presentation (Net)	30	21	22	32	35	27	21	19
Looks dull/plain/boring	14	3	3	2	5	17	3	-
All characters in ad mentions	1	13	8	7	9	NA	NA	NA
Nothing/Don't Know/No Answer	53	67	67	59	57	46	66	61

Q.12: What is the one thing that annoys or bothers you about the (BRAND) ad? (DO NOT PROBE)

NA = Not available.

Table 13

Agreement That Specific Statements Describe Ad

Base: Total Respondents	True Test Ads					Competitive Ads		
				So Right...				
	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %	Carlton (149) %	Now (150) %	Merit Ultra (299) %
% Agree ...								
The ad is clear	90	95[BC]	98[ABC]	92[C]	91	91	89	86
The ad is believable	72[BC]	78[C]	82[AC]	69[B]	74[C]	69	81	61
The ad is informative	62[B]	86[AC]	80[AC]	80[AC]	76[BC]	67	85	60

Q.13: Now I am going to read you a few statements that could be used to describe the (BRAND) ad. For each one I read, please tell me if you agree or disagree that the statement describes the (BRAND) ad. Let's start with ... (RED-CHECKED ITEM).

A = Significantly different from Carlton at the 95% confidence level.
B = Significantly different from Now at the 95% confidence level.
C = Significantly different from Merit Ultra at the 95% confidence level.

2058398

Table 14

Rating Of True's Taste Versus Competition

- On A 1-9 Point Rating Scale -@

Base: Total Respondents	True Test Ads				
				So Right...	
	Cartoon (202) %	Long Copy/ Man (202) %	Better Yet (206) %	Carlton/ Now (200) %	If You Can't Taste (212) %
True Vs. Merit Ultra					
True milder	30	30	26	27	32
True the same	56	52	59	54	46
True stronger	14	18	15	19	22
True Vs. Carlton					
True milder	41	37	29	29	34
True the same	42	38	46	42	41
True stronger	17	35	24	29	25
True Vs. Now					
True milder	28	22	22	24	26
True the same	47	46	44	42	45
True stronger	25	32	34	34	29

Q.14: Now I would like you to do something a little different. Using this card, I would like you to compare the taste of the True cigarettes in this ad to other brands of cigarettes for which I will show you ads.

As you can see, on this card is a 9 point scale. The higher the number, the more you agree with the phrase printed at the high end of the scale. The lower the number, the more you agree with the phrase printed at the low end of the scale. And if you agree with the phrase printed in the middle of the scale, you would choose a number somewhere in the middle.

Q.15/16/17 Based only on these two ads, which number on this card best describes how True cigarettes compares to the taste of the Merit Ultra/Now/Carlton currently on the market?

89583043

@ Rating of 1-3 = True is "milder."
Rating of 4-6 = True is "the same."
Rating of 7-9 = True is "stronger."

PHASE II

89583044

Phase II

True Test Ads:

Finding A Good ULT - Blue

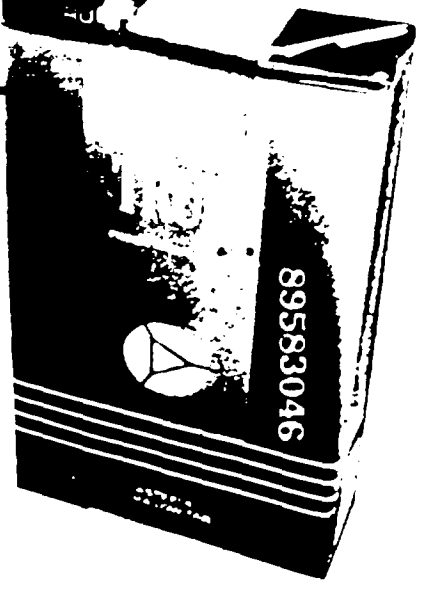
Finding A Good ULT - Red

Long Copy/Woman

True's Got It/Barber

Finding A Good ULT/Blue

"Finding a good ultra low tar is tough."



TRUE

A taste worth switching to.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Only 5mg. tar.

Finding A Good ULT/Red

"Finding a good ultra low tar is tough."

TRUE

A taste worth switching to.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Only 5mg. tar.

Is there any such thing as a good tasting, low tar cigarette?

Apparently, some ultra-lows have gotten to the point where smoking them seems to be more a reflex than a pleasure.

True, on the other hand, hasn't forgotten that taste is why you smoke.

So, even though, its tar numbers are low, its taste is very satisfying. Yes, there is a good tasting low tar cigarette. It's True.

89583048

True's Got It/Barber

"True's got it. Taste."

Only 5mg. tar and a taste worth switching to.

TRUE

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

INDEX OF TABLES

Table 15a

Noting Among All Smokers

Base: Total Respondents	Finding A Good ULT Blue (211) %	Finding A Good ULT Red (205) %	Long Copy/ Woman (212) %	True's Got It/ Barber (205) %
Total Noted Ad	45	47	40	41
Unaided noting only	37	41	33	36

Q.3b: What brands or products do you remember seeing ads for in the book? (PROBE) What other brands? What other products?

Q.3d: For what brands do you remember seeing ads? (PROBE) What others?

Q.3e: Do you remember ads for any other brands of cigarettes?

Q.3f: For what brands were they? (PROBE) What others?

89583051

Table 15b

Total Noting Among All Smokers

Base: ~~Total~~ Respondents ~~(Average)~~		Finding A Good ULT Blue %	Finding A Good ULT Red %	Long Copy/ Woman %	True's Got It/ Barber %
Total	(208)	45	47	40	41
Sex					
Male	(105)	39	48	32	49
Female	(103)	51	47	47	33
Age					
18-34	(70)	48	50	43	33
35-49	(71)	39	47	35	45
50-64	(67)	49	45	41	46
Type Smoked					
Lo-fi	(90)	46	44	40	38
Low tar	(76)	38	51	37	37
Menthol	(53)	42	53	39	38
Non-menthol	(155)	46	45	40	42

Q.3b: What brands or products do you remember seeing ads for in the book? (PROBE) What other brands? What other products?

Q.3d: For what brands do you remember seeing ads? (PROBE) What others?

Q.3e: Do you remember ads for any other brands of cigarettes?

Q.3f: For what brands were they? (PROBE) What others?

89583052

Table 16

Interest In Buying Among All Smokers

Base: Total Respondents	Finding A Good ULT		Long Copy/ Woman	True's Got It/ Barber
	Blue (211) %	Red (205) %	(212) %	(205) %
Positive (Net)	31	26	29	26
Extremely/Very Interested	7	5	3	7
Extremely interested	3	1	1	3
Very interested	4	4	1	4
Somewhat interested	24	21	26	19
Negative (Net)	65	70	67	67
Somewhat disinterested	23	23	26	23
Very/Extremely Disinterested	42	47	41	44
Very disinterested	19	22	17	20
Extremely disinterested	23	25	24	24
	96	96	96	76

Q.5/8a: Which phrase on this card best describes your interest in buying the True cigarettes pictured in the ad?

89583053

Table 17

Interest In Buying Among Subgroups - All Smokers

Base: Total Respondents (Average)		Total Positive[@]			
		Finding A Good ULT		Long Copy/ Woman	True's Got It/ Barber
		Blue %	Red %	%	%
Total	(208)	31	26	29	26
Sex					
Male	(105)	29	25	20	30
Female	(103)	33	28	38	23
Age					
18-34	(70)	30	19	25	16
35-49	(71)	29	30	21	28
50-64	(67)	34	31	42	36
Type Smoked					
Lo-fi	(90)	26	20	18	17
Low tar	(76)	26	26	37	37
Menthol	(53)	30	23	31	17
Non-menthol	(155)	32	28	29	29

Q.5/8a: Which phrase on this card best describes your interest in buying the True cigarettes pictured in the ad?

[@] Total positive is the top 3 boxes on a 6-point scale.

89583054

Table 18

Interest In Buying Among Noters

Base: Noted Ad	Finding A Good ULT Blue (95) %	Finding A Good ULT Red (97) %	Long Copy/ Woman (84) %	True's Got It/ Barber (84) %
Positive (Net)	26	32	29	35
Extremely/Very Interested	8	8	5	12
Extremely interested	3	2	2	6
Very interested	5	6	3	6
Somewhat interested	18	24	24	23
Negative (Net)	74	67	71	64
Somewhat disinterested	28	24	33	29
Very/Extremely Disinterested	45	43	38	36
Very disinterested	17	21	14	21
Extremely disinterested	28	23	24	14

Q.5: Which phrase on this card best describes your interest in buying the True cigarettes pictured in the ad?

89583055

Table 19

Whether Ad Made Respondent More Interested In Smoking Brand - Among All Smokers After Re-Exposure

Base: Had Total Positive Buying Interest@	Finding A Good ULT		Long Copy/ Woman	True's Got It/ Barber
	Blue (66) %	Red (54) %	(62) %	(54) %
Yes, More Interested	41	48	44	48
A lot more	15	15	18	17
A little more	26	33	26	32
Not More Interested	59	52	57	52

Q.6a/8b: The ad tried to get you to be more interested in smoking True. Did it succeed in interesting you more in smoking the brand?

Q.6b/8c: Did it interest you a lot more or a little more?

@ = Total positive is the top 3 boxes on a 6-point scale.

89583056

Table 20

Main Benefit Among Noters

Base: Noted Ad	Finding A Good ULT Blue (95) %	Finding A Good ULT Red (97) %	Long Copy/ Woman (84) %	True's Got It/ Barber (84) %
Gave A Main Benefit	76	78	74	77
Product Characteristics (Net)	59	69	64	57
Low Tar/Nicotine (Subnet)	46	60	54	41
Low tar/nicotine cigarette	37	41	46	33
Taste/Flavor (Subnet)	8	9	20	13
Good/better taste/flavor	5	5	17	7
All ad presentation mentions	8	7	2	10
Nothing/Don't Know/No Answer	24	22	26	23

Q.4a: Aside from wanting you to buy them, what is the main benefit of True that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

Table 21

Main Benefit Among All Smokers After Re-Exposure To Ad

Base: Total Respondents	Finding A Good ULT Blue (211) %	Finding A Good ULT Red (205) %	Long Copy/ Woman (212) %	True's Got It/ Barber (205) %
Gave A Main Benefit	98	98	100	98
Product Characteristics (Net)	82	85	89	78
Low Tar/Nicotine (Subnet)	75	82	76	62
Low tar/nicotine cigarette	53	55	68	34
5 mg. of tar	10	11	-	17
Ultra low tar/nicotine	10	12	5	1
Less/lower in tar/nicotine	2	4	2	10
Taste/Flavor (Subnet)	11	13	38	31
Good/better taste/flavor	8	10	30	18
Ad Presentation (Net)	10	13	7	20
All copy mentions	9	12	6	18
Nothing/Don't Know/No Answer	2	2	-	2

Q.7a: Now that you've had another chance to look at this ad, we'd like to learn your opinions about it. Aside from wanting you to buy them, what is the main benefit of True that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

Table 22

Total Communication Among Noters

Base: Noted Ad	Finding A Good ULT Blue (95) %	Finding A Good ULT Red (97) %	Long Copy/ Woman (84) %	True's Got It/ Barber (84) %
Ad Presentation (Net)	81	81	77	87
Package (Subnet)	46	49	57	45
A pack of cigarettes	42	44	54	31
Two packs of cigarettes/True cigarettes	-	-	-	12
Ad Situation (Subnet)	34	33	37	50
Women enjoying	21	25	30	-
Man/guy getting a haircut	-	-	-	46
Copy (Subnet)	19	19	16	19
Brand worth switching to	6	10	-	6
Characters In Ad (Subnet)	15	20	14	4
All recognition of women	10	16	13	2
Product Characteristics (Net)	72	77	69	66
Taste/Flavor (Subnet)	11	14	21	24
Good/better taste/flavor	6	9	18	17
Low Tar/Nicotine (Subnet)	57	65	58	49
Low tar/nicotine cigarette	44	44	52	36
All competitive superiority mentions	10	14	8	8

Q.4a: Aside from wanting you to buy them, what is the main benefit of True that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

Q.4c: What else did the True ad say? (PROBE) What else did it say?

Q.4d: What did the True ad show? (PROBE) What else did it show?

89583059

Table 23

New Information Imparted Based On Ad

Base: Total Respondents	Finding A Good ULT		Long Copy/ Woman	True's Got It/ Barber
	Blue (211) %	Red (205) %	(212) %	(205) %
Learned Something New	26	29	25	22
Product Characteristics (Net)	25	27	22	20
Low Tar/Nicotine (Subnet)	24	27	18	17
5 mg. of tar	11	12	-	6
Low tar/nicotine	11	12	15	8
Did Not Learn Something New	74	71	75	78

Q.9a: Does the ad tell you anything about True that you didn't know before?

Q.9b: What is that? (PROBE) What else?

89583060

Table 24

Ways Different From Other ULT Brands

Base: Total Respondents	Finding A Good ULT Blue (211) %	Finding A Good ULT Red (205) %	Long Copy/ Woman (212) %	True's Got It/ Barber (205) %
Feel Something Is Different	54	57	57	53
Positive (Net)	46	54	52	50
Product Characteristics (Net)	39	44	45	43
Taste/Flavor (Subnet)	16	20	30	22
Good/better taste/flavor	9	12	16	9
Low Tar/Nicotine (Subnet)	16	21	11	14
Lower in tar/nicotine	7	10	6	6
All filter mentions	9	9	8	10
Nothing/Don't Know/No Answer	46	43	43	47

Q.10: Based on this ad, what do you feel is different about True compared with other ultra low tar brands? (PROBE) Anything else different about True?

89583061

Table 25

One Thing Like Most About Ad

Base: Total Respondents	Finding A Good ULT Blue (211) %	Finding A Good ULT Red (205) %	Long Copy/ Woman (212) %	True's Got It/ Barber (205) %
Liked Something	82	75	71	77
Ad Presentation (Net)	77	61	57	67
Color (Subnet)	34	25	6	30
Bright/eye-catching colors	19	18	2	17
Blue/blue and gray	11	-	-	10
Characters In Ad (Subnet)	18	17	19	5
All recognition of women	14	14	19	2
All ad situation mentions	9	7	3	12
All package mentions	6	5	11	3
Product Characteristics (Net)	5	11	11	7
All low tar/nicotine mentions	4	11	10	6
Nothing/Don't Know/No Answer	18	25	29	23

Q.11: What is the one thing you like most about the True ad? (DO NOT PROBE)

Table 26

One Thing Annoying/Bothersome About Ad

Base: Total Respondents	Finding A Good ULT: Blue (211) %	Finding A Good ULT: Red (205) %	Long Copy/ Woman (212) %	True's Got It/ Barber (205) %
Found Something Annoying/Bothersome	34	43	43	40
Ad Presentation (Net)	23	32	32	30
Ad Situation (Subnet)	4	7	3	18
Man/balding man getting a haircut	1	1	-	17
Looks dull/plain/boring	4	4	11	2
Nothing/Don't Know/No Answer	66	57	57	60

Q.12: What is the one thing that annoys or bothers you about the True ad? (DO NOT PROBE)

89583063

Table 27

Agreement That Specific Statements Describe Ad

Base: Total Respondents	Finding A Good ULT: Blue (211) %	Finding A Good ULT: Red (205) %	Long Copy/ Woman (212) %	True's Got It/ Barber (205) %
% Agree ...				
The ad is clear	92	91	95	88
The ad is informative	82	82	75	73
The ad is believable	74	80	72	62

Q.13: Now I am going to read you a few statements that could be used to describe the True ad. For each one I read, please tell me if you agree or disagree that the statement describes the True ad. Let's start with ... (RED-CHECKED ITEM).

89583064

Table 28

Rating Of True's Taste Versus Competition

- On A 1-9 Point Rating Scale -[@]

Base: Total Respondents	Finding A Good ULT		Long Copy/ Woman	True's Got It/ Barber
	Blue (211) %	Red (205) %	(212) %	(205) %
True Vs. Merit Ultra				
True milder	34	34	31	25
True the same	50	50	51	56
True stronger	17	17	18	19
True Vs. Carlton				
True milder	30	35	34	27
True the same	44	40	39	48
True stronger	26	25	27	25
True Vs. Now				
True milder	27	25	23	24
True the same	40	42	47	48
True stronger	33	33	31	27

Q.14: Now I would like you to do something a little different. Using this card, I would like you to compare the taste of the True cigarettes in this ad to other brands of cigarettes for which I will show you ads.

As you can see, on this card is a 9 point scale. The higher the number, the more you agree with the phrase printed at the high end of the scale. The lower the number, the more you agree with the phrase printed at the low end of the scale. And if you agree with the phrase printed in the middle of the scale, you would choose a number somewhere in the middle.

Q.15/16 17 Based only on these two ads, which number on this card best describes how True cigarettes compares to the taste of the Merit Ultra/Now/ Carlton currently on the market?

[@]Rating of 1-3 = True is "milder."
Rating of 4-6 = True is "the same."
Rating of 7-9 = True is "stronger."

89583065

PHASE III

89583066

Phase III

True Test Ads:

Big True - Blue

Big True - Red

If You Can't Taste - Diner

True's Got It/Sharing

Big True/Blue

TRUE

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Only 5mg. tar and a taste worth switching to

Big True/Red

TRUE

a taste worth switching to.

"True's got it. Good taste."

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Only 5mg. tar.

If You Can't Taste

"If you can't taste it, why light it?"

TRUE

A taste worth switching to. Only 5mg. tar.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

True's Got It/
Sharing

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

"True's got it. Taste."

Only 5mg. tar and a taste worth switching to.

TRUE

INDEX OF TABLES

Table 29a

Noting Among All Smokers

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
Total Noted Ad	44	49	56	39
Unaided noting only	38	43	48	33

Q.3b: What brands or products do you remember seeing ads for in the book? (PROBE) What other brands? What other products?

Q.3d: For what brands do you remember seeing ads? (PROBE) What others?

Q.3e: Do you remember ads for any other brands of cigarettes?

Q.3f: For what brands were they? (PROBE) What others?

Table 29b

Total Noting Among All Smokers

Base: Total Respondents (Average)		Big True Blue %	Big True Red %	If You Can't Taste %	True's Got It/ Sharing %
Total	(205)	44	49	56	39
Sex					
Male	(102)	46	46	50	38
Female	(103)	43	52	62	39
Age					
18-34	(70)	42	51	51	36
35-49	(69)	45	47	59	38
50-64	(66)	46	49	58	42
Type Smoked					
Lo-fi	(86)	47	53	53	38
Low tar	(81)	45	46	58	39
Menthol	(61)	48	48	60	31
Non-menthol	(145)	43	49	55	42

Q.3b: What brands or products do you remember seeing ads for in the book? (PROBE) What other brands? What other products?

Q.3d: For what brands do you remember seeing ads? (PROBE) What others?

Q.3e: Do you remember ads for any other brands of cigarettes?

Q.3f: For what brands were they? (PROBE) What others?

89583074

Table 30

Interest In Buying Among All Smokers

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
Positive (Net)	21	28	23	23
Extremely/Very Interested	2	7	5	5
Extremely interested	1	3	2	2
Very interested	1	4	3	3
Somewhat interested	20	21	17	18
Negative (Net)	76	69	75	76
Somewhat disinterested	25	30	24	24
Very/Extremely Disinterested	52	40	52	52
Very disinterested	18	15	26	23
Extremely disinterested	33	25	26	29

Q.5/8a: Which phrase on this card best describes your interest in buying the True cigarettes pictured in the ad?

89583075

Table 31

Interest In Buying Among Subgroups - All Smokers

Base: Total Respondents (Average)		Total Positive@ Big True Blue %	Total Positive@ Big True Red %	Total Positive@ If You Can't Taste %	Total Positive@ True's Got It/ Sharing %
Total	(205)	21	28	23	23
Sex					
Male	(102)	16	28	23	23
Female	(103)	27	28	23	23
Age					
18-34	(70)	15	28	24	13
35-49	(69)	22	23	29	20
50-64	(66)	27	33	15	36
Type Smoked					
Lo-fi	(86)	24	26	15	16
Low tar	(81)	18	26	27	30
Menthol	(61)	30	31	26	25
Non-menthol	(145)	18	27	22	22

Q.5/8a: Which phrase on this card best describes your interest in buying the True cigarettes pictured in the ad?

@ Total positive is the top 3 boxes on a 6-point scale.

89583076

Table 32

Interest In Buying Among Noters

Base: Noted Ad	Big True Blue (90) %	Big True Red (101) %	If You Can't Taste (116) %	True's Got It/ Sharing (78) %
Positive (Net)	17	34	21	30
Extremely/Very Interested	-	11	3	6
Extremely interested	-	5	2	3
Very interested	-	6	2	4
Somewhat interested	17	23	17	23
Negative (Net)	82	65	78	71
Somewhat disinterested	27	29	23	24
Very/Extremely Disinterested	56	37	55	46
Very disinterested	19	11	28	22
Extremely disinterested	37	26	27	24

Q.5: Which phrase on this card best describes your interest in buying the True cigarettes pictured in the ad?

Table 33

Whether Ad Made Respondent More Interested In Smoking Brand -
Among All Smokers After Re-Exposure

Base: Had Total Positive Buying Interest@	Big True Blue (43)+ %	Big True Red (58) %	If You Can't Taste (47)+ %	True's Got It/ Sharing (46)+ %
Yes, More Interested	40	50	47	37
A lot more	9	19	16	17
A little more	31	31	31	20
Not More Interested	60	50	53	63

Q.6a/8b: The ad tried to get you to be more interested in smoking True. Did it succeed in interesting you more in smoking the brand?

Q.6b/8c: Did it interest you a lot more or a little more?

@ = Total positive is the top 3 boxes on a 6-point scale.

+ Note: Small base size

Table 34

Main Benefit Among Noters

Base: Noted Ad	Big True Blue (90) %	Big True Red (101) %	If You Can't Taste (116) %	True's Got It/ Sharing (78) %
Gave A Main Benefit	70	71	78	74
Product Characteristics (Net)	42	57	60	55
Low Tar/Nicotine (Subnet)	29	41	47	47
Low tar/nicotine cigarette	20	26	29	30
Less/lower in tar/nicotine	4	9	9	12
All taste/flavor mentions	9	12	11	5
All ad presentation mentions	10	9	6	10
Nothing/Don't Know/No Answer	30	29	22	26

Q.4a: Aside from wanting you to buy them, what is the main benefit of True that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

89583080

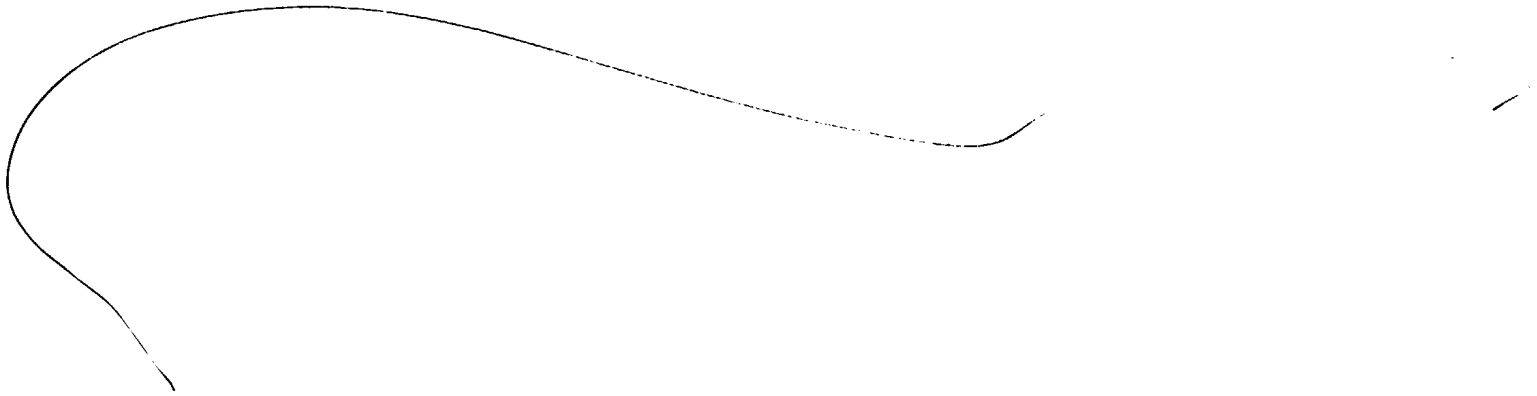


Table 35

Main Benefit Among All Smokers After Re-Exposure To Ad

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
Gave A Main Benefit	100	100	95	98
Product Characteristics (Net)	91	80	73	80
Low Tar/Nicotine (Subnet)	58	58	50	62
Low tar/nicotine cigarette	37	30	25	38
5 mg. of tar	15	20	18	17
Taste/Flavor (Subnet)	48	33	30	26
Good/better taste/flavor	42	27	16	16
The taste/flavor	3	4	11	5
Ad Presentation (Net)	7	19	18	17
Copy (Subnet)	6	16	17	14
They are worth switching brands	4	15	6	5
If you can't taste it, why light it?	-	-	11	-
All competitive superiority mentions	7	17	7	8
Nothing/Don't Know/No Answer	-	-	5	2

Q.7a: Now that you've had another chance to look at this ad, we'd like to learn your opinions about it. Aside from wanting you to buy them, what is the main benefit of True that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

89583081

Table 36

Total Communication Among Noters

Base: Noted Ad	Big True Blue (90) %	Big True Red (101) %	If You Can't Taste (116) %	True's Got It/ Sharing (78) %
Ad Presentation (Net)	78	88	78	81
Package (Subnet)	41	48	41	47
A pack of cigarettes	36	40	38	36
Characters In Ad (Subnet)	30	38	14	42
All recognition of man	29	36	-	39
All recognition of woman	-	-	9	-
Ad Situation (Subnet)	20	23	30	8
Man offering a true cigarette to a Marlboro smoker	8	12	-	5
Women smoking/enjoying a cigarette while drinking coffee	-	-	28	-
Copy (Subnet)	11	24	16	17
They are worth switching brands	3	10	3	9
If you can't taste it, why light it?	-	-	12	-
All color mentions	4	12	9	9
Product Characteristics (Net)	51	66	70	58
Taste/Flavor (Subnet)	19	24	16	15
Good/better taste/flavor	13	16	12	10
Low Tar/Nicotine (Subnet)	36	52	56	51
Low tar/nicotine cigarette	26	35	36	32
Less/lower in tar/nicotine	4	11	10	14
All competitive superiority mentions	7	15	8	10

Q.4a: Aside from wanting you to buy them, what is the main benefit of True that the manufacturer is trying to get across to you in the ad? (DO NOT PROBE)

Q.4c: What else did the True ad say? (PROBE) What else did it say?

Q.4d: What did the True ad show? (PROBE) What else did it show?

89583082

Table 37

New Information Imparted Based On Ad

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
Learned Something New	25	26	31	31
Product Characteristics (Net)	22	22	26	25
Low Tar/Nicotine (Subnet)	20	18	24	22
Low tar/nicotine	9	7	11	6
Did Not Learn Something New	75	74	69	69

Q.9a: Does the ad tell you anything about True that you didn't know before?

Q.9b: What is that? (PROBE) What else?

89583083

Table 38

Ways Different From Other ULT Brands

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
Feel Something Is Different	60	67	66	54
Positive (Grand Net)	57	66	61	53
Product Characteristics (Net)	53	58	56	46
Taste/Flavor (Subnet)	26	29	32	24
Good/better taste/flavor	16	16	10	10
The taste/it has taste	3	7	12	9
Low Tar/Nicotine (Subnet)	24	26	28	18
Low tar/nicotine	10	9	11	8
All filter mentions	12	12	7	11
Nothing/Don't Know/No Answer	40	33	34	46

Q.10: Based on this ad, what do you feel is different about True compared with other ultra low tar brands? (PROBE) Anything else different about True?

89583084

Table 39

One Thing Like Most About Ad

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
Liked Something	88	80	80	76
Ad Presentation (Net)	76	68	68	66
Color (Subnet)	34	23	30	26
Bright/eye-catching colors	21	11	11	16
Blue/blue and gray	12	1	18	1
Bright red	1	10	1	9
Characters In Ad (Subnet)	12	12	10	16
All recognition of men	10	10	-	14
All recognition of women	-	-	9	-
All ad situation mentions	9	18	4	11
All product characteristics mentions	10	10	8	6
Nothing/Don't Know/No Answer	12	20	20	24

Q.11: What is the one thing you like most about the True ad? (DO NOT PROBE)

89583085

Table 40

One Thing Annoying/Bothersome About Ad

Base: Total Respondents	Big True		If You Can't Taste	True's Got It/ Sharing
	Blue (204) %	Red (207) %	(207) %	(202) %
Found Something Annoying/Bothersome	28	32	37	36
Ad Presentation (Net)	16	21	20	22
All characters in ad mentions	5	6	9	10
All smoking/health controversy mentions	8	4	11	7
Nothing/Don't Know/No Answer	72	68	63	64

Q.12: What is the one thing that annoys or bothers you about the True ad? (DO NOT PROBE)

89583086

Table 41

Agreement That Specific Statements Describe Ad

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
% Agree ...				
The ad is clear	98	93	96	96
The ad is informative	88	80	82	82
The ad is believable	72	69	73	62

Q.13: Now I am going to read you a few statements that could be used to describe the True ad. For each one I read, please tell me if you agree or disagree that the statement describes the True ad. Let's start with ... (RED-CHECKED ITEM).

Table 42

Rating Of True's Taste Versus Competition

- On A 1-9 Point Rating Scale -[@]

Base: Total Respondents	Big True Blue (204) %	Big True Red (207) %	If You Can't Taste (207) %	True's Got It/ Sharing (202) %
True Vs. Merit Ultra				
True milder	26	25	30	27
True the same	58	55	52	50
True stronger	16	20	18	23
True Vs. Carlton				
True milder	27	29	30	29
True the same	42	47	49	43
True stronger	30	24	20	28
True Vs. Now				
True milder	26	25	30	21
True the same	40	45	38	45
True stronger	34	30	31	34

Q.14: Now I would like you to do something a little different. Using this card, I would like you to compare the taste of the True cigarettes in this ad to other brands of cigarettes for which I will show you ads.

As you can see, on this card is a 9 point scale. The higher the number, the more you agree with the phrase printed at the high end of the scale. The lower the number, the more you agree with the phrase printed at the low end of the scale. And if you agree with the phrase printed in the middle of the scale, you would choose a number somewhere in the middle.

Q.15/16 17 Based only on these two ads, which number on this card best describes how True cigarettes compares to the taste of the Merit Ultra/Now/Carlton currently on the market?

[@]Rating of 1-3 = True is "milder."
Rating of 4-6 = True is "the same."
Rating of 7-9 = True is "stronger."

89583088