

METHODOLOGY

Type of Test

- 2 PACK MONADIC IN HOME USE
- CONCEPT STATEMENT ACCOMPANIED IDENTIFIED PRODUCT
- SELF ADMINISTERED QUESTIONNAIRE WITH TELEPHONE CALLBACK

Sample

- SRMS (Smoker Resource Management System)
- sample of 1,800 franchise and fringe smokers
- Male or Female, 21+
- Each cell to have a target of
 - 150 franchise smokers (minimum of 100)
 - 150 FFLT NM 85, ,
ex. Savings smokers with an awareness of WINSTON Select/CAMEL Special Lights

Pre-Screening

- The respondents were screened for:
 - age/gender, - usual brand,
 - routine security qualifications, - and disposition to the brand .
- Respondents had an awareness of WINSTON Select (CAMEL Special Lights) and are positively disposed to purchase (top three box PI)
- After basic screening, subjects
 - were read the appropriate concept to determine overall appeal
 - Purchase Intent, - Difference,
 - Importance, - Price/Value,
 - Believability), - Taste expectations
- Qualifying respondents were told that they would receive a concept and product in the mail.

Products

Each respondent received"

- 2 packs of identified product
- a questionnaire insert
- and a white card concept *

<u>Cell</u>	<u>Concept</u>	<u>Product</u>	<u>Smoker Group Tested</u>
1	Win. Select Control	WINSTON Select	Franchise and competitive
2	Win. Select Test "Throat" Concept	CS	Franchise and competitive
3	Win. Select Test "Throat" Concept	CT	Franchise and competitive
4	Win. Select Test "Aftertaste" Concept	CS	Competitive only
5	Win. Select Test "Aftertaste" Concept	CT	Competitive only
6	Cam. Spec. Lts. Control	CAMEL Special Lights	Franchise and competitive
7	Cam. Spec. Lts. Test Concept	CS	Franchise and competitive
8	Cam. Spec. Lts. Test Concept	CT	Franchise and competitive

NOTE: Products was in standard, non-discount packaging, with "new, improved" sticker attached to all but the control cells.

**** SEE NEXT PAGE FOR CONCEPT SCRIPT**