



- After being shown three Sail/Breakaway ads, a few participants believed that they had seen at least one of the ads or an ad which was quite similar. Yet, the majority did not recognize the campaign.
- Upon examination, the Sail campaign was well liked. It suggested that Merit was a smooth, light cigarette. "Breaking away" to Merit would provide a taste comparable to "Lights" but with less tar.

Merit "Thins"

- The vast majority of respondents felt that Merit Thins would provide health benefits. Less tobacco suggested lower tar and nicotine. For some, it also implied less flavor.
- Overall, interest was limited to females. Males felt the cigarette was too thin for them.
- The cigarette was described as a stylish/sophisticated alternative to regular cigarettes.
- Linkage to Merit did not seem essential for smoker acceptance. It did not enhance the cigarette's image nor did it increase its acceptability among competitive brand smokers.

JB/isw

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