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To: Dr. D. M. Ennis

Date: August 26, 1982

From: C. F. Loh *CFL*

Subject: The Effects of Soft Pack versus Box Packaging of
Test Cigarettes on Consumer Perceptions

Attached is a report discussing the results of two studies* run to determine the effects, if any, that variations in the packaging of test cigarettes have on consumers' perceptions of those cigarettes. Among the salient points discussed in the report are:

1. Relative differences noted between the two cigarettes in each set were not dependent upon or affected by the presentation of those cigarettes in either the soft pack or the box.
2. The absolute ratings of both cigarettes, in terms of mildness, may be higher (that is, the cigarettes may be perceived to be less intense) when the cigarettes are presented in the box.

CFL:yl

Attachment

cc: Dr. M. Hausermann	Mr. P. N. Gauvin
Dr. R. B. Seligman	Mr. C. H. Rowe
Mr. T. T. Goodale (NY)	Mr. M. E. Johnston
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Mr. R. N. Thomson	Mr. H. L. Spielberg
Dr. W. L. Dunn	Ms. C. F. Loh
Mr. L. R. Turano	Central File (2)
Mr. L. F. Meyer	POL File (Cantile)
Mr. F. L. Daylor	Day File (4)

*National POL Test 7088--Marlboro Lights 100mm (Soft Pack)
versus MF-5 Type A 100mm (Soft Pack)

National POL Test 7089--Marlboro Lights 100mm (Box) versus
MF-5 Type A 100mm (box)

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