

A SUMMARY OF FINDINGS ON
SMOKERS ASPIRATIONS,
CIGARETTE ADVERTISING AND
VICEROY U S PACK

Prepared for

BRITISH-AMERICAN TOBACCO CO (HK) LTD

by

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464401000

S.1816

July 1979

BROWN & WILLIAMSON

1994-96 COLLECTION

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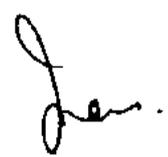
SUMMARY OF TOP-LINE RESULTS ON PACK,
ADVERTISING, AND ASPIRATION RESEARCH

The attached is a summary of a series of discussion groups conducted by SRH for BAT (HK) and BWIT.

The 12 discussion groups consisted of younger smokers of the 4 leading BIF brands. The subjects for discussion were:-

- (1) Viceroy packs - Medallion & Shield -
all 12 groups.
- (2) The aspirations of the participants -
8 of the groups.
- (3) Current cigarette and other advertising -
4 of the groups.

A full report will be available at a later date.



464401001

(2)

(1) VICEROY PACKS - MEDALLION & SHIELD

The specific focus here was on the product and user images of the two packs, the strengths and weaknesses of the packs, and the reasons for their performance.

The group compositions were primarily based on age and sex; one third of the smokers were Viceroy, two thirds competitive brands.

PRODUCT IMAGE: The groups believed the products contained in the two packs would definitely be different. The product in the U.S. pack would be stronger, less smooth, and not aromatic. Minor points were that the product in the U.S. pack would have poorer product quality and a grassy taste. The current pack had much more favourable projections on product quality.

USER IMAGE: The groups felt that the U.S. pack would be smoked by lower income people, and that it looked like a low price group product. The pack would be smoked by older people. The current pack was felt to be high class.

MAJOR STRENGTHS & WEAKNESSES

The U.S. pack was weak because of the size and colour of the shield, which was felt to be too large and heavy. There was too much red on the pack. This was spontaneous comment. Probing for favourable aspects of the U.S. pack, it was felt that the word VICEROY registered very clearly, and the white boundary was appreciated.

GENERAL

There were no major differences on any of the above points between smokers of different brands: however, Viceroy smokers were more vocal in their opinions.

464401002

(2) THE ASPIRATIONS OF THE YOUNG SMOKERS

Specific interest was on the fundamental values to which the consumers aspire: their aspirations on life style, personal qualities and the situations they would like to be in.

Techniques used by the agency included psychodrawing and fantasy description.

The groups were primarily based on age and sex: the participants were equally divided amongst the four leading brands.

LIFE IN HONG KONG: This was used as an opening topic. The participants felt the life in Hong Kong to be free (women participants disagreed), very materialistic, hectic, competitive and one that demanded a tough attitude to ensure survival. They felt and regretted the absence of time, space to enjoy oneself, nature and greenery, and a general sense of security (this ranged from a fear of being knocked down by traffic to a fear of losing one's job). *Men looking more apt with the work they do.*

Women felt the pressure of family.

Some don't work

TO BE HAPPY. For happy times, the participants wanted peace, relaxation and freedom. They wanted success, but as a means to an end and not a goal in itself. Success would bring the material means necessary to enjoy peace and quiet.

Men want to be more independent

The participants wanted to have time to themselves - the availability of friends was important, but it was not desirable constantly, only by choice when it suited the individual. (NB. that female smokers felt less desire to be independent and would be happiest in the company of close friends and relatives).

SITUATIONS: Participants expressed a preference for rural settings, which was clear in the psychodrawings of their ideal houses. No skyscrapers or other buildings were visible, but usually a setting of hills and water.

(4)

The leisure activities connected with these settings were usually not strenuous, and involved little exertion or skill. Fishing, lying by the beach and swimming, boating, were all frequently mentioned. International travel had a strong appeal.

PERSONAL QUALITIES Participants aspired to be self contained but generous people. They wanted to be seen as free and independent, without being arrogant.

GENERAL. The groups showed little differences in opinion about the above points. There was a tendency for the older males to concentrate more on a family life at home than the outdoors and independence. The women tended to want more company and preferred less strenuous leisure activities - listening to music (not disco).

The aspirations of the participants were clearly related to what Hong Kong lacks: the participants did not want to be reminded of work, noise, offices, skyscrapers, and traffic - they wanted the opposite.

(3) ADVERTISING

The focus was on the general acceptance strengths and weaknesses of a reel of 6 commercials (Bacardi Rum, Apple Jeans, Viceroy "hotdog", Winston "Disc Jockey", Kent "Restaurant", Marlboro "Horse").

Four groups participated in this section. Half the participants were Viceroy smokers, half competitive.

BACARDI + APPLE JEANS

The two non cigarette commercials were better liked than the cigarette commercials, and were felt to be a better reflection of a desirable life style.

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OTHER VARIANCE (Explain)

The participants gave favourable mention to the settings of the commercials, which were respectively a tropical beach at sunset and a deserted railway in a forest. They could identify with the actors in the commercial and the activities they were engaged in (i.e. doing nothing, and fooling around with a trolley, respectively).

Both commercials use Caucasian couples as actors, but this created no problems.

CIGARETTE COMMERCIALS

All the cigarette commercials were high in recall, and clear in communicating the main message. The messages were seen as primarily - good taste (Viceroy), success and modernity (Winston), fun, happiness & enjoyment (Kent), World's No. 1 cigarette (Marlboro).

The use of 'mixed talent' (i.e. Chinese + Caucasian) was probed: it was clear that participants felt they could identify with either, but that the relationships of the two races had to be plausible. The Winston commercial, which portrayed a Chinese 'outgoing' the caucasian, was felt to be embarassing as it indicated a 'chip on the shoulder' attitude for which there was no need, as the races were equal.

STRENGTHS & WEAKNESSES OF MAJOR CIGARETTE COMMERCIALS

Success is not necessarily only in the m.c. anymore. Hong Kong is as good. And if you are successful you can have the good life - the good life is what's important.

- (a) VICEROY: The strength of the current campaign were the slogan, which was well registered and appreciated. The leisure activity was interesting and existing, and the setting attractive. However, the participants felt difficulty in relating to such an activity, which is almost unattainable for them. Thus they could not feel very involved in the commercial.
- (b) WINSTON: The Winston slogan was liked. However, the concept of success caused problems. The

...the level of ... something not attainable

(6)

portrayal of a work situation was not liked by the participants, who did not want to be reminded of work, since it caused anxiety and worry.

- (c) KENT: The Kent slogan was well liked. The participants felt that they could identify with the situation shown, that it was realistic and attainable: on the other hand, there was a feeling that it was all a little bit too commonplace.
- (d) MARLBORO: The major strength of the commercial was its clear distinctivity from other cigarette ads. The setting was liked, and the music also registered favourably. The use of the horse was very popular with some participants, but not all. (Those who were enthusiastic were very much so). There was no major negative to the campaign.

Of the cigarette commercials, therefore, Marlboro was the most preferred with Viceroy second. Kent and Winston were some way behind.

OVERALL:

While the participants in the advertising and aspirational research were completely separate, their views appear to confirm each others.

No urban settings required should be used

LMM/my
27th July, 1979.

464401006

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464401007

SMOKERS ASPIRATION

464401008

SMOKERS ASPIRATION

1. Smokers talk about the life in Hong Kong in terms of satisfaction primarily but anxiety as well.
2. Life in Hong Kong is regarded as free (agreed among men but not women), plentiful and materialistic, (with things all over the world available here) and colourful (referring to night life). It is a convenient place and it is a place of opportunities (大把機會, 滿地黃金).
3. However, life in Hong Kong is strained (緊張), busy, routine, highly competitive, practical and tough (為口奔馳) and crowded. *
4. Nature, time, leisure, space and sense of security are lacking here, and these are the things smokers are yearning for. *
5. The smokers aspirations, as uncovered by this study, are clearly a product of the life in Hong Kong; the life of a city, a highly competitive though prosperous society.
6. They want to lead a peaceful, free and relaxing life. They want to see the world, to see beautiful places and things. Even with travelling, they are after relaxation rather than excitement. They aspire to success and wealth but these are means (rather than ends) so that one can have a peaceful, free and relaxing life. There are inherent problems of selling success, as we shall elaborate in the context of Winston's commercials. *

464401009

7. They feel comfortable and happy in their homes; either inside or just outside, not too far away.
8. They love to be surrounded by nature; the sun, clouds, hills, sea, tree, flowers, birds, open space, fresh air, peace and calm. There is a strong urge to get away from the hustle and crowdedness of Hong Kong city life.
9. Men prefer to be left alone, relaxing by himself. Occasionally, they would like to be in the company of their friends and family. Women would always like to be in the company of their husband, boy friend or lover, or family. They do not like to be alone.
10. Smokers prefer relaxation rather than strenuous activities; very little action rather than lots of action. At times, they may like exciting games but most times, they find gentle and peaceful types of activities such as fishing, swimming or relaxation on the beach, gentle boating, drinking (men mainly), listening to music (women only), much more enjoyable and appealing.
11. The key elements are relaxation, peace, freedom and nature. These explain why the Baccardi Rum and Texwood commercials are more appealing and involving than the cigarette commercials (including Marlboro, Viceroy, Kent and Winston).
12. A lot of smokers treasure the ability of weathering ups and downs (能屈能伸); adapting oneself to changed fortunes; a quality which perhaps can be easily identified by many Hong Kong people who have lived good times and bad times (三更窮, 二更富).

464401010

13. Many smokers aspire to be 'bold and free' (豪放)
which has many facets. The followings are the key ones:

- * one who can relax regardless of situations
- * one who is not penny picking
- * one who does not get offended easily
- * one who always have an open heart and feels happy
- * one who takes things easy and yet not shying away from problems. (大跌落啖雷被粉)

'Bold and free' is a form of masculinity.

14. Other personal qualities aspired to include the following

- * generous (大方, 不斤斤計較)
- * optimistic
- * righteous/honest
- * humourous
- * frank
- * progressive/achieving (上進心)
- * approachable
- * refined manners (primarily in the eyes of the women)

464401011

EVALUATION OF CIGARETTE COMMERCIALS

464401012

EVALUATION OF CIGARETTE COMMERCIALS

15. All the four commercials (Viceroy, Winston, Kent and Marlboro) did very well in terms of recall and comprehension, because all of them have very heavy advertising. Though Viceroy still has the best slogan, slogans of other brands are very much liked, thus reducing Viceroy's lead on this. However, the four campaigns do differ in terms of:
- * attraction
 - * communication - relevance and expression
 - * involvement
16. Viceroy's commercials are attractive because of the exciting and novel games and beautiful scenery.
17. The main message is the good taste of Viceroy's cigarette, which is relevant and has been effectively conveyed primarily by its slogan and other copy points, notably 'fresh from U.S.A.'.
18. Its jingle is lively and matching with the movement of the ad.
19. 'Mixed talents' is not a problem with Viceroy commercials but 'mixed talents' is not a plus either.
20. Viceroy has good advertising, but slightly below Marlboro's. However, the effectiveness of Viceroy's commercial is somewhat reduced because of lack of identification and low involvement. The types of games in the ad. are beyond the fancy of Hong Kong

464401013

smokers. They are nice to watch but they are unattainable as smokers cannot envisage they can be playing these games. In the case of Texwood, they can imagine they are playing the trolley as the talents in the ad.

21. Novel and exciting games get attraction but not identification. On the other hand, common games (or things) lack appeal. The trick seems to be creating something extraordinary out of simplicity.
22. Winston has the worst commercials, of the four brands under study. Its messages are clear but not very relevant nor have they been effectively conveyed.
23. It is tricky to sell 'success'.
The common reactions are
"I do not have to be successful to smoke this brand"
"If I smoke this brand, this does not mean I will be successful."
24. Success as conveyed by having overseas Chinese out-performing Americans/foreigners is incredible and embarrassing. The approach may have worked a few years ago but no longer. The group participants would like to see the Chinese being pictured as equal to foreigners but not above them (and not below them, of course).
25. The 'work situations' in the ad create anxiety. Smokers want relaxation and enjoyment (that is one of the reason why they like the slogan 'Winston gives you extra relaxation and enjoyment' (嘆雲絲頓, 份外留意)). They want to get away from work and tension.

464401014

26. Kent's commercials are rated just below Viceroy's. They picture something which are close to smokers aspirations - travelling around, seeing things and have fun (but these are secondary to relaxation, peace, freedom and nature).
27. Like Viceroy's, Kent's slogan is an excellent one. Its jingle is lively and relaxing. Mixed talents in Kent's ad is also not a problem.
28. Kent's commercials creat identification but they are a bit common, which makes it less aspiring. Again, the tricky is 'something extraordinary out of something common (平凡而顯得特出)'.
29. Marlboro's ad has slight problem in terms of comprehension. A minority cannot understand the sentence 'In America, many people like him, smokes Marlboro.' 'What does 'many people like him' mean?' 'Who is this guy?'
30. On the whole, Marlboro's commercial is well received. Though Viceroy's ad is attractive, Marlboro's commercial exercises a strong 'pull' and involvement. It touches a little bit deeper.
31. One of the major strength of Marlboro's commercial is distinctiveness. It is very different from other cigarettes' commercials. There are many elements which seem to be looking
- * the beautiful horse
 - * the 'bold and free' (豪放, 灑脫) character of the talent

464401015

U S PACK

464401016

- * the open space, meadow; nature
- * the jingle, which is freeful (悠游自在)
- * 'First in the world, first in America'

One respondent summarised the reactions towards Marlboro's commercial well - "Force out of peace and calm" (靜而有勁).

Marlboro's slogan inspires confidence and suggests first class quality but it is not totally relevant to all smokers, as some of them said 'Being No. 1 in America does not mean it can be No. 1 in Hong Kong'.

464401017

U S PACK

32. Reactions toward the U S pack were negative and such reactions were almost unanimous among the twelve groups of respondents.
33. The product qualities of the U S pack are expected to be different from the current Viceroy; different in a negative sense. The cigarettes of U S pack are expected to stronger, not as smooth, and not as aromatic. Other descriptions of its cigarettes are also unfavourable, namely, crude (粗), impure and grassy taste.
34. The U S pack is associated with older people, blue collars, collies, construction workers, professional gamblers.
35. The major problem with the U S pack is the size and colour of the shield. The pack looks like a 'mess'. Probably related to the size of the shield too, it was criticised as having too much red, which hurts the eye (刺眼). The pack is described as 'inelegant' (俗) and 'cheap'.
36. There were very few positive comments. The word 'Viceroy' which is white on blue is the only major positive aspect of the U S pack, as it looks very 'distinct'.
37. The current pack is well-established and smokers like it. It is one that is difficult to beat or surpass.

464401018

38.

Some of the comments on the U S pack are really
damaging, pointing to

- (a) a cheap, lower class cigarette
- (b) intention to switch to other brands
- (c) and possibly, a decline of Viceroy in the market
- (d) changing for the worse

Both Viceroy smokers and smokers of BIF brands
dislike the U S pack though Viceroy smokers' reactions
are stronger. The findings from the group discussions
(twelve altogether in the case of pack evaluation)
strongly advise against a change to the U S pack. We
are anxious to see the findings of the Pseudo Product
Test which will consist of 1,000 smokers (400 Viceroy
smokers and 600 smokers of competitive brands).

464401019

A PRESENTATION ON PROJECT COMFORT

- Qualitative Stage -

464401020

Objectives

- (1) To explore new directions for advertising Viceroy.
- (2) To evaluate Viceroy's advertising versus the major competitors.
- (3) To assess reactions towards the U S pack.

464401021

Two Studies

* 8 group discussions - on Aspirations

* 4 group discussions - on current advertising
campaigns

464401022

Identifying Smokers Aspirations

* Life style/situations

* Personality traits

464401023

Possible pitfalls

* off-the-tangent aspirations

* rationalisations - 'I should be

464401024

Special techniques employed

* fantasy

* psycho drawing

464401025

Towards an understanding
to smokers aspirations

* Life in Hong Kong

- free (primarily among men)
- plentiful and materialistic
- colourful (primarily referring to-night life)
- convenient
- opportunities

But

- strained (緊張)
- busy
- highly competitive
- routine
- practical and tough

464401026

What is lacking in Hong Kong

- nature
- time
- leisure
- space
- sense of security

464401027

SMOKERS ASPIRATIONS

Happy moments

* peace

* relaxation

* freedom

* success

* seeing the world

464401028

Surroundings

* one's home - inside or just outside, not too far

* with nature

* by oneself rather than in a group (men) women
(with husband/boy friends or family)

464401029

Activity

* very little action rather than lots of actions

* activities - fishing (most people)

- swimming/relaxing on the beach

- in a boat/launch

- drinking (men mainly)

- listening to music (women only)

464401030

Personality traits

bold and free

generous

optimistic

righteous/honest

humorous

frank

progressive/achieving

approachable

refined manners (primarily in the eyes of women)

464401031

MARLBORO

- * Recall - high
- * Communication - clear, except for one copypoint
- * Messages - the Worlds' No. 1
- * Smokers imagery - came through but not too strongly
- * Attraction - high
- * Jingle - good
- * Mixed talents - no problem

Major positives

- * distinct and different from other cigarette ads.
- * the beautiful horse
- * the setting
- * jingle

Negatives

- * no major negative

464401032

KENT

- * Recall - high
- * Communication - clear
- * Messages - fun/happiness; going around/
enjoying life
- * Smokers imagery - came through fairly strongly
- * Attraction - average
- * Jingle - good
- * Mixed talents - no problem

Major positives

- * slogan *m ch...e*
- * identification
- * realistic; attainable

Negatives

- * the theme may be a bit common

464401033

WINSTON

Recall - high

Communication - clear

Messages - success, modernity

Smokers imagery - obscure

Attraction - moderate

Jingle - not outstanding

Mixed talents - a problem

Major positives

* slogan

Problems

* concept of success

* expression of success

* work situations create anxiety

464401034

VICEROY AD.

Recall - high

Communication - clear

Messages - good taste (major)

Smokers imagery - came through only very weakly

Attraction - high

Jingle - good

Mixed talent - no problem

Major positives

- * slogan
- * novel & exciting games
- * attractive and beautiful scenery

Potential problem areas

- * no identification/unattainable
- * low involvement

464401035

Life Style and the Test Commercials

* Bacardi Rum and Apple Jeans beat the four
cigarette commercials.

464401036

Abilities

- * Weathers ups and downs/adaptable (能屈能伸)
- * Capable
- * Knowledgeable
- * Matured thinking
- * Good judgement

464401037

THE U S VICEROY PACK

Projection on product qualities

- | | | |
|----------------|---|----------------------------------|
| Major ones | [| * Different from current Viceroy |
| | | * Stronger |
| | | * Not smooth |
| | | * Not aromatic |
| Minor mentions | [| * Of crude quality |
| | | * Impure |
| | | * Grassy taste |
| | | * Not refreshing |

464401038

Perception on class/price/smokers

* Low-priced

* Inelegant

* Older people, blue collars, collies,
construction workers, professional
gamblers

464401039

The problem

- * The size and colour of the shield

464401040

The Current Pack

- * Much more favourable projections on qualities
- * Elegant/high class
- * Smart looking
- * Feeling of glory/prestige

464401041

Why

- * The medallion

- * Good colour combination

- * Not too much 'red'

464401042

Minor positive aspects

- * The word 'Viceroy'
- * The shield on the top
- * The white boundary
- * The combination of colours

464401043

We advise against a change to the U S pack

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