

RJR

CONFIDENTIAL

LWH

RJR

COMPANY USE ONLY

April 9, 1975

Mr. J. H. Sherrill, Jr.

Re: SALEM "REVIVE" AND "SAILBOAT" COPY TESTING

Here is a brief review of research conducted on these two campaigns to date.

FOCUS GROUPS

"Revive" - Possible Strengths

- Main and sub-headline recall well
- Headline reminds and reinforces generic refreshment benefits and associates with SALEM. Has several meanings.
- Body copy easy to read
- Casting and "striding" conveys positive image of maturity, self-confidence
- Perceived as "different" look for SALEM
- Settings and casting easy to relate to

"Revive" - Possible Weaknesses

- Headline generates no new impressions about SALEM
- Graphics interfere with visual and evoke negative associations
- Striding not translated directly to product attributes
- Overall visual look may not be particularly interesting

"Sailboat" - Possible Strengths

- "Feeling is fresh" compatible with visual, communicates generic refreshment benefits.
- "but the taste is tobacco" differentiates SALEM from other menthols
- Older casting conveys strong positive image among all groups
- Spinnaker provides strong brand name registration
- Situation generates feeling of coolness and refreshment
- Helps project a more masculine image for the brand

"Sailboat" - Possible Weaknesses

- Headline not a quick communicator
- Idea of tobacco taste not favorably received by some
- Body copy evoked little readership
- Younger casting looked posed, unreal, out of place
- Sailing idea may have limited appeal



50172 0844

Mr. J. H. Sherrill, Jr.  
Page Two  
April 9, 1975

## HEADLINE TEST

### Main Idea

"Sailboat" communicated more product messages than "Revive," especially in terms of

- coolness (47% vs. 19%)
- not harsh (20% vs. 5%)
- tobacco taste (32% vs. 14%)

### Importance of Main Idea

"Sailboat's" main idea perceived somewhat more important (21% vs. 16%) than "Revive's."

### Elements Causing Loss of Interest

No strong negatives emerged here for either campaign.

### Things Found Hard To Believe

Some of "Sailboat's" viewers claimed it hard to believe that SALEM

- had a tobacco taste
- was not harsh
- was fresh/refreshing

Some of "Revive's" viewers claimed it hard to believe that SALEM could "revive their taste".

### Difference in Main Idea From Other Cigarette Ads

Neither ad was found to convey a main idea any more different than the other.

### Headline Recall

"Revive's" headline was much more memorable than Sailboat's - recalled by 54% vs. 23%.

### Comparison Of Ads On Which Gives Most Important and Meaningful Information About SALEM

Regardless of which ad they were exposed to first, "Sailboat" was seen to provide more important/meaningful information.

Mr. J. H. Sherrill, Jr.  
Page Three  
April 9, 1975

SUMMARY

At this stage of the research process, here's how things seem to be shaping up:

- Both campaigns share a common element of strength - casting - which conveys a strong positive image of maturity and self-confidence.
- Both campaigns seem to have some problems in copy: "Revive" primarily in terms of graphics/layout; "Sailboat" in terms of lack of headline memorability and possible negatives associated with tobacco taste.
- Neither campaign appears to have substantially greater appeal than the other, though on balance, "Sailboat" may have a slight edge.

NEXT STEP

The schedule now calls for presentation of persuasion research results on April 24 and communications research (DAR's) on April 28.



L. W. Holl, Jr.  
Marketing Research Department

LWH:dmb

cc: Mr. T. L. Ogburn, Jr.  
Mr. D. W. Tredennick