

Jill -

In response to your question about Sterling's 1785 target group - positioning against 21-40 year old smokers. Don explained that the 21-40 year old definition actually represented an adjustment downward in age from the 1984 definition of 25-49 year olds. The downward adjustment was made following the analysis of the Segmentation Study Data which indicated somewhat higher development of the 18-34 year old Stylak Fringe smokers versus total smokers (i.e. 121 development). However, the decision was made not to go as far as 18-20 year olds because the prestige "Success" portrayed by Sterling was not in sync with the "Success" definition identified for FUBVA smokers (per Strategic Research Presentation).

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The Cluster 6 (masculine/prestige mindset) age profile suggests a fairly broad appeal across age groups for prestige/masculinity wants:

	<u>Cluster 6 Profile</u>	<u>Total Smokers</u>	<u>Dev. Index</u>
18-24	22%	18%	122
25-34	21%	24%	88
35-44	24%	25%	104
50+	32%	33%	103

We cannot isolate the 18-20 year olds, and in fact, we have some concerns over the above breaks due to the small sample size of Cluster 6 (90 smokers)

The 21-40 year old target was used to develop all 1985 plans - including media and promotions, so that we are not sure why this age break should currently present a problem.

The age target group is basically a judgemental call. Perhaps the current advertising is appropriate to ~~the~~ some aspects of the FUBYA's

"upward striving" wants, and wants for "excitement".  
 (See Attached FUBYA wants)  
 However, the "Rock" campaign was designed to

communicate a "youthful" imagery to appeal to 21-40 year olds rather than to specifically

go after 18-20 year olds.

Well, net net - we feel that Sterling's  
prestige image still demands some level  
of self-confidence, independence from peer  
group pressures and maturity -- all of which  
are not necessarily FUBYA characteristics. We  
would therefore recommend sticking to  
the 21-40 year old target definition, positioning  
the brand to capture maturing Marlboro smokers.

Please call us so that we can  
discuss this further -

A-63  
F-37

18-21 34

21-34 35

35-48 26

50+ 10

From

x

Don