

# FCB/LKP

FCB LEBER KATZ PARTNERS

## CONFIDENTIAL

October 29, 1987

To: Mr. Howard Parks  
R.J. Reynolds Tobacco Company  
Winston-Salem, N.C. 27102

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Subject: PROJECT LF FOCUS GROUPS - 10/21/87

The following summarizes the Agency's point-of-view on the October 21 Project LF Creative focus groups conducted in Atlanta, among 18-24 year-old male Marlboro full flavor and lights smokers. Also included is a detailed perspective prepared by FCB/LKP Research.

### I. Overview

Of the following concepts exposed for qualitative feedback:

- "Bulge"
  - "The Misfits"
  - "Humor"
  - "The Un-Narrow"
  - "The Narrow-Minded"
  - "Generic ("R.J. Wides. The size that satisfies")
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- All campaigns clearly conveyed the Brand's wide configuration, aided by the descriptor in the Brand name, R.J. Wides.
  - All campaigns were seen as appealing to men versus women.
  - Primarily black/white executions ("Humor", "Misfits", "Generic") were perceived as lacking color and excitement.
  - Overly exaggerated visuals ("Humor"--little man hanging on to cigarette larger than he) were seen as misleading, depicting cigar vs. cigarette, unappealing and they connoted a strong/harsh product.

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- Simple, direct copy was better received and understood (i.e., "Bulging with flavor" was enticing, and clear to respondents that R.J. Wides is a wider cigarette with a flavor benefit). Conversely, abstract language had more difficulty communicating the proposition, (i.e., "Narrow-minds can't grasp it" was more "philosophical" than explanatory and thus not easily understood.)
- The combination of a "smoothness" benefit together with a wide cigarette was confusing to respondents who did not see a connection between the attribute/benefit; however, respondents agreed that "smooth" would fit better with the lights style.
- Though respondents judged the ads very literally, they reacted best to unusual visual cues that struck them as different from typical cigarette advertising (i.e., Bulging cigarette depictions were seen as humorous, and liked when not overly exaggerated; however, generic pack with cigarette was seen as dull/boring.).

## II. Conclusion

Based on focus group reaction as summarized above, "Bulging with Flavor" seemed to be the most appealing of the campaign approaches tested at these groups, for its ability to attract the attention of the target smoker while communicating the size/flavor attribute/benefit of a new wide cigarette, R.J. Wides, in a simple, straightforward yet humorous manner. Consequently, while some refinements may be necessary to lessen the exaggeration of the bulging cigarettes, it is recommended that "Bulge" be submitted for communications testing in order to gauge it against "Humor" which fared better in communications testing than "Poster," but less favorably in focus groups than "Bulge."

Sincerely,



Kim E. Glatt  
Account Executive

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