

PERSONAL AND CONFIDENTIAL

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MRD

NOW CIGARETTE (COMPETITIVE)
NEWSPAPER ADVERTISEMENT

FILE
"The Lowest 'Tar'"
B & W Project #76-18
(Full page, 4-color)

ASI Reader Reaction Test

Conducted for
Brown & Williamson Tobacco Corp.

January 27, 1976, Los Angeles Times

Los Angeles

ASI MARKET RESEARCH, INC.
PRINT STUDIES DIVISION

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TEST SPECIFICATIONS

i

Sample: Special male and female nonmenthol
filter smokers.¹

Nature of Ad: In newspaper.

Field Date: January 28, 1976.

OBJECTIVES

The objectives of the research were as follows.

I. Proven Recall

--To measure the ability of the advertisement to create brand awareness and recall.

II. Involvement

--To measure retrospective involvement with the advertisement material by means of a standard descriptive adjective check list and Positive and Negative Ad Image Index scores derived from that measure.

III. Idea Comprehension

--To determine the ideas or impressions of the product retained by the respondents.

IV. Pre/Post

--To measure the extent of pre/post brand preference change to the test product generated by the test advertisement.

¹The sample was divided evenly between smokers of high filtration cigarettes and full taste cigarettes.

SUMMARY OF READER REACTION DATA
SPECIAL NONMENTHOL FILTER SMOKERS

MEASURE	THE LOWEST "TAR"
AD RECALL	
PROVEN RECALL	16%
AD IMAGE INDICES	
POSITIVE INDEX	30
NEGATIVE INDEX	3
IDEA COMPREHENSION	
MENTION OF AT LEAST	
ONE SALES POINT	84
MENTION OF MORE	
THAN ONE SALES POINT	55
EFFECTIVENESS	
PRE/POST SCORE	0.8
TOTAL POST-SELECTIONS	2.3

TEST FINDINGS¹

PROVEN RECALL(A)

BY SUBSAMPLE

RESPONDENTS(B)	THE LOWEST "TAR"	
	SCORE	(BASE)
SPECIAL NONMENTHOL FILTER SMOKERS	16%	(179)
BY SEX		
MALES	17	(98)
FEMALES	14	(83)
BY AGE		
18 TO 34	18	(91)
35 AND OVER	14	(88)

(A)THE EXACT WORDING OF THIS QUESTION WAS: "YOU SAID THAT YOU REMEMBERED SEEING AN AD FOR NOW CIGARETTES. PLEASE DESCRIBE THE AD IN TERMS OF WHAT WAS SHOWN, HOW IT WAS SHOWN AND WHAT WAS SAID."
 (B)BASED ON THOSE RESPONDENTS WHO SPENT TEN MINUTES OR LONGER READING THE TEST NEWSPAPER.

¹See the Technical Appendix for a description of the ASI test measures and of the manner in which they are administered. A complete set of questionnaires is also included.

ADJECTIVE CHECK LIST(A)

SPECIAL NONMENTHOL FILTER SMOKERS

THE LOWEST "TAR"
 N*263

POSITIVE ADJECTIVES

AMUSING/FUNNY	21
APPEALING	30
BELIEVABLE	30
CLEVER	16
CONVINCING	25
EASY TO UNDERSTAND	34
EYE-CATCHING	61
IMAGINATIVE	16
INFORMATIVE	38
ORIGINAL	24
REALISTIC	18

POSITIVE AD IMAGE INDEX

30%

NEGATIVE ADJECTIVES

CLUTTERED	-1
DULL	6
HARD TO UNDERSTAND	1
IN POOR TASTE	2
MEANINGLESS	6
NOT RELATED TO PRODUCT	"
ORDINARY	10
PHONY/UNREALISTIC	3
SILLY/RIDICULOUS	2

NEGATIVE AD IMAGE INDEX

3%

(A) THE EXACT WORDING OF THIS QUESTION WAS: "PLEASE READ TO ME ALL THE WORDS YOU FEEL COME CLOSEST TO DESCRIBING THE AD YOU'VE JUST SEEN."

IDEA COMPREHENSION(A)
SPECIAL MENTHOL FILTER SMOKERS

THE
LOWEST "TAR"
N°203

SUMMARY OF SALES POINTS

MENTION OF AT LEAST ONE SALES POINT (NET)	84%
MENTION OF MORE THAN ONE SALES POINT (NET)	55%
NO SALES POINTS MENTIONED (NET)	16%

IDEA COMPREHENSION
SPECIAL NONMENTHOL FILTER SMOKERS
DETAILED RESPONSES

THE
LOWEST "TAR"
N#263

COMMENTS RELATED TO REDUCED TAR/NICOTINE (NET)

71x

LOWEST TAR/NICOTINE 26x
LOW TAR/NICOTINE 23
LESS TAR/NICOTINE 14
SAFER 6
SPECIAL FILTER GIVING YOU LOW/LESS/LOWEST TAR/
NICOTINE(B)+ 5

COMMENTS RELATED TO TASTE (NET)

24x

GOOD/BETTER FLAVOR 14x
MILD 8
PLEASING/SATISFYING 7
FLAVORFUL 3

COMMENTS RELATED TO FILTER/FILTERING
TECHNIQUE (NET)

17x

DRAWS EASILY 6x
SPECIAL FILTER GIVING YOU LOW/LESS/LOWEST TAR/
NICOTINE(B)+ 5
BETTER FILTER 4
SPECIAL FILTER 2
NEW FILTER 2

GENERAL COMMENTS (NET)

47x

NEW/CIGARETTE 18x
COMES IN REGULAR AND MENTHOL 13
LIKE THE BOX/PACKAGE 11
GOOD/CATCHY NAME 4
FOR YOUNG PEOPLE/"NOW" GENERATION 4
GOOD/BEST CIGARETTE 3

NEGATIVE COMMENTS RELATED TO PRODUCT/
CONCEPT*** (NET)

14x

SAYS THE SAME THING AS ANY OTHER CIGARETTE DOES 9x
TASTELESS/TAKING AWAY TAR/NICOTINE TAKES AWAY
FLAVOR 4
DON'T LIKE THE NAME/PACK 1

IDEA COMPREHENSION
 SPECIAL NONMENTHOL FILTER SMOKERS
 DETAILED RESPONSES

THE
 LONEST "TAR"
 N°263

POSITIVE COMMENTS RELATED TO PRESENTATIONAL
 ELEMENTS**** (NET)

50%

COLORFUL/BRIGHT	10%
ATTRACTIVE AD	10
EYE-CATCHING/STRIKING	8
GOOD AD	6
BELIEVABLE	3
INFORMATIVE	2
CLEAR/TO-THE-POINT	2
INTERESTING	1
MODERN AD	1

NEGATIVE COMMENTS RELATED TO PRESENTATIONAL
 ELEMENTS**** (NET)

6%

UNINFORMATIVE	3%
UNBELIEVABLE	3
UNAPPEALING	2

COMMENTS RELATED TO PHOTO/ARTWORK**** (NET)

4%

SHOWS PACKAGES/IN COLOR	3%
SURGEON GENERAL'S WARNING	2

NOTE: THESE DATA INCLUDE MULTIPLE RESPONSES.
 ****NOT INCLUDED IN SALES POINT SUMMARY.
 (A) THE EXACT WORDING OF THIS QUESTION WAS: "WHAT
 IDEAS OR IMPRESSIONS ABOUT THE PRODUCT DID YOU GET
 FROM THIS AD?"
 (+) A CONCEPT MAY REQUIRE CODING IN MORE THAN ONE
 CATEGORY. THIS SYMBOL (+) IDENTIFIES SUCH
 COMMENTS. MULTIPLE-CODED COMMENTS ARE LOCATED BY
 REFERRING TO LETTER DESIGNATIONS SUCH AS (A), (B),
 ETC. THAT APPEAR IN MORE THAN ONE CATEGORY.

PRE/POST INCREMENT TO THE ADVERTISED PRODUCT(A)

BY SUBSAMPLE

RESPONDENTS	THE LOWEST "TAR"	
	SCORE	CP (BASE)
SPECIAL NONMENTHOL FILTER SMOKERS	0.8%	(263)
BY SEX		
MALES	0.8	(138)
FEMALES	0.8	(125)
BY AGE		
18 TO 34	0.7	(137)
35 AND OVER	0.8	(126)

(A) PRE-SELECTIONS FOR THE TOTAL SAMPLE ARE SHOWN IN THE TECHNICAL APPENDIX.

TOTAL POST-SELECTIONS OF THE ADVERTISED PRODUCT

BY SUBSAMPLE

	THE LOWEST "TAR"
RESPONDENTS	POST- LEVEL
SPECIAL NONMENTHOL FILTER SMOKERS	2.38
BY SEX	
MALES	2.2
FEMALES	2.4
BY AGE	
18 TO 34	2.2
35 AND OVER	2.4

LENGTH OF CIGARETTE ADVERTISED(A)
SPECIAL NONMENTHOL FILTER SMOKERS

THE LOWEST "TAR"
N=283

KING SIZE ONLY	57X
KING SIZE AND LONG SIZE	5
SUPER LONG SIZE ONLY	*
DON'T KNOW/CAN'T TELL FROM AD	36
NO ANSWER	1
TOTAL***	100X

*LESS THAN 0.51 PERCENT.

***COLUMNS MAY NOT ADD TO EXACTLY 100X DUE TO ROUNDING.

(A)THE EXACT WORDING OF THIS QUESTION WAS: "WHICH LENGTH, OR LENGTHS, OF CIGARETTES WAS BEING ADVERTISED?"

TECHNICAL APPENDIX

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READER CHARACTERISTICS

SPECIAL NONMENTHOL FILTER SMOKERS

RESPONDENT CLASSIFICATIONS	PERCENT OF RESPONDENTS N-263
SEX	
MALES	52%
FEMALES	48
TOTAL	100%
AGE	
18 TO 34	52%
35 AND OVER	48
TOTAL	100%
TIME SPENT READING	
LESS THAN 10 MINUTES	8%
10 TO 19 MINUTES	21
20 MINUTES TO 1 HOUR	35
OVER 1 HOUR	12
DID NOT READ	24
TOTAL	100%
ABOUT HOW MANY CIGARETTES DO YOU USUALLY SMOKE PER DAY?	
1 TO 9	6%
10 TO 19	23
20 (1 PACK)	39
MORE THAN 1 PACK	32
TOTAL	100%
RACE	
WHITE	82%
BLACK	16
OTHER	2
TOTAL	100%

READER CHARACTERISTICS

SPECIAL NONMENTHOL FILTER SMOKERS

THE LOWEST "TAR"
N=263

MARITAL STATUS

MARRIED	48%
SINGLE	30
OTHER	22
NO ANSWER	*
TOTAL***	100%

N=263

EDUCATION

SOME HIGH SCHOOL OR LESS	7%
HIGH SCHOOL GRADUATE	22
SOME COLLEGE	36
JUNIOR COLLEGE GRADUATE	10
COLLEGE GRADUATE	23
NO ANSWER	1
TOTAL***	100%

N=263

MONTHLY INCOME

LESS THAN \$400	2%
\$400 TO \$499	4
\$500 TO \$599	3
\$600 TO \$699	9
\$700 TO \$849	13
\$850 TO \$999	13
\$1,000 TO \$1,250	21
OVER \$1,250	35
REFUSED	1
TOTAL***	100%

LESS THAN 0.51 PERCENT

***COLUMNS MAY NOT ADD TO EXACTLY 100% DUE TO ROUNDING

READER CHARACTERISTICS

SPECIAL NONMENTHOL FILTER SMOKERS

THE LOWEST "TAR"
N°129

FILTER CIGARETTE PRE-SELECTIONS**HIGH FILTRATION

NDW	28 (2.6%)
BENSON & HEDGES	10
DORAL	9
KENT	17
HARLBORO	22
TRUE	15
VANTAGE	7
VICEROY	5
WINSTON	14
NO ANSWER	*
TOTAL***	100%

N=134

FILTER CIGARETTE PRE-SELECTIONS**FULL TASTE

NDW	18 (2.5%)
BENSON & HEDGES	19
KENT	2
L & M	4
HARLBORO	31
PALL MALL	10
TAREYTON	7
VICEROY	7
WINSTON	19
NO ANSWER	*
TOTAL***	100%

***COLUMNS MAY NOT ADD TO EXACTLY 100% DUE TO ROUNDING.

Description of ASI's Standard Newspaper Test MeasuresProven Recall

At the time of the interview, respondents were given a list of 10 brand names. Some of these brands were advertised in the newspaper, while some were not. Respondents were asked to indicate which of the 10 brands they recalled seeing advertised. For each test brand "remembered" from this list, respondents were asked to describe the advertisement they had seen. Those who gave correct descriptions were considered to have "proven recall." The percentage figure for proven recall is based on all respondents who spent more than ten minutes reading the newspaper.

Retrospective Involvement Measure

After re-exposure to the advertisement, a list containing 20 adjectives was presented to respondents who were asked to designate all those words that they felt described the advertisement they had seen.

Included on the list were eleven adjectives, considered positive in nature, that were used to compute the Positive Ad Image Index. The percent selections of each of these eleven adjectives were totaled and divided by eleven to produce an average which is termed the Positive Ad Image Index. A Negative Ad Image Index was computed by averaging the percent selections of the other nine adjectives.

Idea Comprehension

After re-exposure to the advertisement, respondents were asked, "What ideas or impressions about the product do you feel were conveyed by the ad?" Responses to this question are shown under Idea Comprehension.

Pre/Post Selections

At the end of the screening interview respondents were informed that a series of prizes would be given away (one of which was a supply of the product to be advertised). Each respondent was given a questionnaire containing the prize lists and asked to indicate which of the listed brands he or she would prefer to have, if selected a winner. At the end of the interview, an identical selection situation was presented to the respondents. The change in the percent of the respondents selecting the advertised brand in the two situations is termed the pre/post score.

Manner of Conducting the Test

The test advertisement was run in the local newspaper in a normal manner. Trained interviewers were sent into the field to make personal in-home screenings the day after the test advertisement appeared in the local newspaper. At the time of the screening, respondents were told that a survey of reading habits was being made. Respondents were screened as to age, sex, and other applicable sample requirements. Several classification questions and the pre-exposure prize questionnaire were administered to qualified respondents at this time. The prize questionnaire queried respondents on which of the listed brands they would prefer to have if selected the winner of one of the prizes.

Those respondents who read the preceding day's newspaper were given a list of advertised, as well as nonadvertised, brand names. Unaided recall of the content was solicited for all test brands for which the respondents recalled seeing an advertisement in the newspaper. All respondents were then re-exposed to each of the test advertisements, after which the idea comprehension, the adjective check list and other relevant questions were asked. The order of exposure for each of the test ads was automatically rotated for the interviewer from respondent to respondent, to eliminate bias.

Several questions pertaining to the newspaper as a whole were also asked. At the end of the interview, respondents were offered a second prize list (having been told that the first was the "wrong" list) and asked to again state their brand preferences. Each respondent was then given the chance to become eligible for a prize drawing by selecting from a prize card containing a "hidden" number. Respondents were then thanked, and the interview was ended.