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of
letter to G*

LAWRENCE C. GUMBINNER ADVERTISING AGENCY
INC

655 Madison Avenue, New York 21, N.Y.

TELEPHONE: TEMPLETON 8-1717

December 12, 1962

Mr. Alvin Bernstein
The American Tobacco Company
150 East 42nd Street
New York 17, New York

Dear Al:

SMOKER AWARENESS OF THE "TAREYTON RING"

With this letter I am sending you the verbatim comments regarding the "Tareyton Ring" from the first Pull Tab Consumer Survey.

The comments were made in response to two advertising awareness questions:

- 4c "When you think about advertising you have seen or heard for Dual Filter Tareyton, what is the first thing that comes into your mind?"
- 4e "What else do you recall about Dual Filter Tareyton advertising?"

1,061 of the 1,200 smokers interviewed, said they were aware of Dual Filter Tareyton cigarettes. It should be noted that most of these respondents expressed awareness in response to a prompting question (Have you ever heard of a cigarette called Dual Filter Tareyton?)

In response to question 4c, 497 people mentioned something they could recall about Tareyton advertising. 98 mentions referred to the ring. In response to question 4e, 78 people mentioned something about the advertising. 13 mentions referred to the ring.



- 2 -

The interviews were conducted between October 13 and 19, 1962
in six cities as follows:

<u>Cities</u>	<u>Interviews</u>
Indianapolis, Inc.	300
Orlando, Fla.	300
Syracuse, N. Y.)	300
Spokane, Wash.)	
Omaha, Nebr.)	
Peoria, Ill.)	
	300

If you wish any further information, please do not hesitate
to call upon us.

With best regards.

Sincerely yours,


Roy F. Segur
Vice President

:mc
Enc.

VERBATIM QUOTATIONS FROM INTERVIEWS
CONDUCTED ON THE CIGARETTE SMOKER SURVEY - WAVE I

From Q. 4c. and e.

1. The song about the ring around the filter.
2. The song they sing about the ring around the filter. (P) No. *means probe*
3. The song they sing. (P) Something about two filters and a ring around them. (P) No.
4. The song they have about the ring around the filter.
5. The Tareyton song. The ring around the filter. (P) No.
6. The ring around the Tareyton. (P) No, that's it.
7. The ring around, isn't it? I usually remember anything with a tune to it.
8. It says look for the ring. (P) No, that's all.
9. Something about a ring-ring around a cigarette.



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ADDITIONAL VERBATIM QUOTATIONS FROM INTERVIEWS
CONDUCTED ON THE CIGARETTE SMOKER SURVEY - WAVE I

From Q. 4c. and e.

1. The ring around the filter. (4 Responses)
2. Ring around the top. (2 Responses)
3. Tarayton ring marks the real thing. Their little song has a real cute jingle.
4. The new two filters is gold separated by a white line and I think they are longer.
5. It has that white ring around the end and has a charcoal filter.
6. The cigarette has a brown filter with a white circle in the middle of it and a top hat and a walking stick comes to my mind.
7. Little white ring.
8. Circle goes through the air.
9. The white mark around the filter. A cork tip at the mouth piece.
10. The filter. A charcoal type and the white filter with a white ring around it.
11. Two white rings - dual filter.
12. Two rings.



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13. Tareyton ring. It has dual filter. A charcoal filter and the end filter is pure white. The ring divides the two.
14. They have a white ring around the filter end.
15. The center disk. It filters out the tar.
16. The little white band around the filter.
17. Ring around the filter end denoting the division of the filter.
18. It has a circle on filter - line between the filters.
19. They have the ring and the white filter is on top.
20. Their little white dividing ring on the filter.
21. Double filter - black ring on the cigarette.
22. Charcoal filter and the white filter. Oh yes, the white ring.
23. Ring around them.
24. The ring around the filter. The recessed filter. That's all.
25. The ring's the thing.
26. I think it is supposed to have a double white circle around the tip. That is to signify the dual filter.
27. Little white ring - the charcoal filter on the TV ads.
28. Just the dual filter. It's white with a stripe on it.



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29. Just that they have a filter and they have a circle around it and they make a big issue of the dual filter.
30. Around the outside of the filter they have a ring.
31. Black and white filter - stripe on filter.
32. A ring around the cigarette.
33. States in name - dual filter - ring around filter - two filters dividing inner filter from the outer filter.
34. White ring.
35. That little song. A girl and fellow sing and they show the ring around the filter - can't think of the song.
36. Show the two filters separated by something - a white stripe on outside of the filter that separates them.
37. They always have the little white ring around the filter. Don't know what it means.
38. Tareyton ring - due to filter, double ring around filter.
39. Those two rings that ^{COMES} ~~comes~~ up. Oh you know those two rings that come up in the ad.
40. The two rings, the dual filter.
41. The ring on the filter - that's supposed to be so good. They talk about it anyway.
42. Two dual filters - circle in middle - and comes together on TV.
43. Haven't seen too much ring on the filter to show where it's dual.



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44. Just about the ring on the filter.
45. Look for the ring on the Tareyton.
46. Gold thing on cigarette.
47. Two circles.
48. That there's a ring around the filter.
49. Ring around cigarette.
50. Showing cigarette with a ring.
51. Ring around "charcoal filter".
52. The rings on the cigarette on television.
53. Package for one thing. Also, the double ring.
54. I think of a white cigarette with a brown filter tip with a circle.
55. They show the double circle on TV - pointing up the fact they have a dual filter.
56. The rings - something about the filter.
57. There's a ring around the filter.
58. A filter, a ring and a filter.
59. It has a ring around it.
60. The ring means the real thing.
61. Just the circle on the cigarette band.



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62. I think of the ring on the filter tip, but do not know what it is for.
63. The round ring separating the two filters.
64. A double filter with a white stripe.
65. A ring around the filter.
66. Two rings around it.
67. There's a double band on a cigarette.
68. The cigarette with a little ring.
69. They got the ring around it - there's a white ring on the yellow filter.
70. They have the white stripe around the tip of the filter.
71. The ring around the Clayton.
72. The rings they have around them.
73. THEY HOLLER
See holder about a little ring around them, guess they have charcoal filter with another one on top of it and a ring between them.
74. There is a line in the middle of the filter tip.
75. Ring midway between the filter.
76. Seems like there's a ring around the filter.
77. Seems like there's a white ring around it.
78. Double ring.
79. The dual filter with the ring between the filters.



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80. Dual filter - ring around the filter.
81. Dual filter, white ring around it.
82. They are brown with a white ring around them.
83. Something about a white band on a cork filter.
84. Has a gold ring, sort of a band around the top of the filter-cork part.
85. The filter has a light stripe around the cigarette.
86. The white ring around the tip.
87. It's got a ring around the filter.
88. The white band around the filter tip is the thing I think of first.
89. They have a white circle that comes down and splits the circle.
90. The white ring around the cork.
91. The ring around the dual filter.
92. Ring around the double filter.
93. Just the ring around the top of it.
94. That's the one with the little rings, the rings around the top of the filter.
95. The one with the white ring around the tip.
96. Those little rings they show around the filter.
97. TV ad, the smoke ring.
98. They see a double color - they got a line in there.



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