

SECRET

TITLE: S1 POSITIONING FOCUS GROUPS

MARKETING ISSUE: To gain an understanding of consumer reaction to various S1 positionings to help develop and/or create new positioning alternatives. To better identify:

- target wants
- competitive framework
- market gap

BACKGROUND: Analyses of category and segmentation study data indicates that RJR has weaknesses in the 100mm categories, especially among non-menthol brands. Based upon these weaknesses, market growth and opportunity, S1 has been defined as a 100mm Fuller Flavor Low Tar cigarette available in both non-menthol and menthol.

The target smokers for this brand are predominantly in Segments F non-menthol and menthol. The S1 smoker is predominantly female, middle aged (35-54), relatively upscale and urban. She is a low tar smoker but not ultra low tar. Although the target is mostly female, she does not want a cigarette smoked mainly by women, instead prefers one smoked somewhat more by women than by men.

Important consumer wants for the segment are: 100mm, satisfaction, low tar, refreshment, somewhat less strength, mild, smooth and easy draw. The major 100mm brands in the segments are: Marlboro 100, B&H, B&H Lights, Merit 100, Kent 100, Winston 100/Light 100, Salem 100/Light 100, and Virginia Slims Menthol.

An idea generation session which included Brand, MRD, TD, and Agency resulted in one basic focus of attention for S1--it will be the first cigarette made specifically for 100mm low tar smokers. All other 100mm low tar brands are "second sisters" to some other brand style. This focus is not the positioning for S1 but was the starting point for building specific positionings.

These groups will be used to evaluate/refine rough art executions of various S1 positionings developed by the Agency.

METHODOLOGY: After warm-up, group participants will be exposed to rough art executions of various S1 positionings. Each execution will be discussed. Specific questions will be asked concerning communication, product and image attributes.

The group composition will be as follows:

<u>Group</u>	<u>Age</u>	<u>Sex</u>	<u>Smoking Characteristics</u>
1	18-34	Female	Segment F-type Non-Menthol
2	35-50	Female	Segment F-type Non-Menthol
3	18-50	Male	Segment F-type Non-Menthol
4	18-34	Female	Segment F-type Menthol
5	35-50	Female	Segment F-type Menthol
6	18-50	Male	Segment F-type Menthol

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TIMING: Final review of the discussion guide will take place in New York on July 23 when Brand and MRD review the executions developed by the Agency.

Field: July 30-31
MRD Topline: August 6
Final Report: August

LOCATION: M/A/R/C - Dallas

MODERATOR: Socrates Nicholas

COST: \$12,000

CONCURRENCE:

MARKETING RESEARCH			MARKETING		
	Initials	Date		Initials	Date
Ms. K. H. Larson	<i>KHL</i>	7/18	Mr. D. N. Iauco	<i>DNI</i>	7/18
Mr. A. R. Cox	<i>ARC</i>	7/19	Mr. C. A. Martin	<i>CAM</i>	7/25
Mr. G. Novak	<i>GN</i>	7/23			
Mr. T. L. Ogburn, Jr.	<i>TO</i>	7/23			

KHL:dc
7/18/79

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