

memo:

TO: Natalie Ellis
Philip Morris

DATE: February 15, 1993

FROM: Bette Levine

CC: K. Allen

SUBJECT: Philadelphia Focus Group Summary
Adventure Team/Miles

Last week we conducted four focus groups in Philadelphia to explore consumer awareness of and impression about the Adventure Team/Miles program.

- 3 groups were conducted among adult male Marlboro smokers.
(2 groups ages 21-24, 1 group ages 25-34)
- 1 group was among adult male Gaspard smokers ages 25-34

The following summarizes Key Findings:

MARKETING PERCEPTIONS, INC.

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