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THE INFLUENCE OF BRAND IDENTIFICATION AND IMAGERY
ON SUBJECTIVE EVALUATION OF CIGARETTES

REPORT NO. RD.1752-C

Using the "DELTA" panel technique for assessing cigarettes, we have been able not only to show the type of influence which brand identification and pack image have on an individual's impression of a cigarette's smoking characteristics but also to measure and quantify this influence. Based on the ten low tar brands which were included in this study it appears that, for some products, the imagery modifies the perception of a cigarette to a considerable degree while for other products the influence is small.

I would suggest that two copies go to Marketing Services, Millbank (one being specifically marked for the attention of Mr. G.J. Siddall) and that one copy goes to the Marketing Department of B.A.T (U.K. & E.) at Woking.

The last sentence of the Summary reads: "Application of the technique to the screening of pack design alternatives for products in current development may now be considered". While we contemplate doing further research on some of the points which have been thrown up by this study we would welcome early discussion on possible applications of the technique with interested parties in Millbank and Woking.

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Copies 1-6 for L.C.F.B.

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