

1998

Mktg decided
to put GPC back in

RJR CONFIDENTIAL**CLEARANCE SHEET****TITLE: 1998 CONSUMER SATISFACTION MEASUREMENT - GPC Interviews (AS-98-03)**

<u>Approvals</u>		
	<u>Initials</u>	<u>Date</u>
H. H. Gordin	HHG	3/13/98
C. M. Smith	CMS	2/26/98
D. W. Shouse	DS	2/26

PLEASE ROUTE & RETURN TO PROJECT LEADER:

Anita Scism
Market Research Department
BGTC - 611/12, ROOM 109

Copy of signed proposal will be sent to above approvals and

<u>Name</u>	<u>phone</u>	<u>dept</u>	<u>location</u>	<u>mail code</u>
H. R. Rodgers	7744	Market Research	1 BGTC, 611-12	
J. D. Weber	7317	Market Research	7REY	10701
Janis Robertson	7446	BIC	Basement REY	10002
Jim Frisch		WAC	New York Office	mail
Diane Stevio		MARC	Greensboro Office	courier

52309 9294

RJR CONFIDENTIAL
JOB ASSIGNMENT ADDENDUM

TITLE: 1998 CONSUMER SATISFACTION MEASUREMENT (AS-98-03)

SUPPLIER: WAC

This Job Assignment Addendum, including the Proposal attached hereto and hereby incorporated by reference, is made as of the date below pursuant to the Master Contract between R.J. Reynolds Tobacco Company and Supplier. The provisions thereof are incorporated herein.

BACKGROUND

In 1995 RJR began a consumer telephone survey focusing strictly on quality -- defined as how well the cigarettes are made. RJR would like to continue this program in 1998.

OBJECTIVES

To provide a measure that can be used to track consumer perceptions of RJR product quality over time.

Approval is needed by 3/2 to meet the following timing.

Audit # 1	3/5/98 - 4/30/98
Results	5/30/98
Audit # 2	5/1/98 - 8/31/98
Results	9/30/98
Audit # 3	9/1/98 - 12/30/98
Results	1/31/99

ACCOUNTING CODES:

Source of Funds: See NOTE below

Charge Code: 04-75-4200-8755-855

Research Type:

Other _____ (010101)

Qualitative _____ (020101)

Quantitative X (030101)

NOTE: Manufacturing has already approved costs for all interviews except GPC (\$210,000)

THIS PROPOSAL

**Savings Business Unit will cover GPC interviewing costs
\$ 22,200**

AGREED TO AND ACCEPTED:

R.J. REYNOLDS TOBACCO COMPANY

WAC

Name/Date
Anita Scism

Name/Date
Dr. James Frisch

52305 9295

BEST COPY

BACKGROUND

OBJECTIVES

USE OF RESULTS

METHODOLOGY

Smokers of the following brands will be contacted and questioned about the quality of their usual brand (construction issues).

Enough smokers will be contacted to obtain 200 completed interviews per brand per audit period.

Interviewing will be conducted on an ongoing basis.

CATEGORY	BRANDS		
	R J R	Competitive	
Savings Brands			
Family			GPC

The questionnaire will be similar to that used in earlier years. It will include overall quality ratings, and diagnostic questions about problems encountered, contacts to manufacturers, and switching behavior.