

MEMORANDUM

TO: P. J. TIGHE

CC: S. M. Finley
M. M. Matteson

FROM: L. R. LEWIS, JR.

DATE: February 6, 1979

SUBJECT: D. S. Johnston's Request Regarding Beetleboards

This summarizes my judgment regarding the use of Beetleboards in general and specifically for ARCTIC LIGHTS.

Based upon our qualitative research in the Cincinnati test market, our own experience with there and the Louisville market (VICEROY Rich Lights Beetleboard) and previous quantitative research, I am not an advocate of Beetleboards.

Specifically, my point is that Beetleboards should be used as a "last resort" in the Cincinnati market, and then only in southern "sun" markets.

However, if we were to use Beetleboards, evidence to date strongly suggests that a #25 showing is insufficient.

Let me discuss the two points separately.

GENERAL USE

Beetleboards do not appear to be effective in generating incremental awareness compared to other media. A marketing research project on the effectiveness of Beetleboards for KOOL Super Lights (MRD #1977-122 attached) concluded "Beetleboards generated no brand or ad recall for KOOL Super Lights in about four weeks of exposure in the test markets." The test showing was at the 25 GRP level.

In addition, the study indicated consumers perceive cigarettes advertised on a VW as being for younger modern males who go out a lot. They perceive the cigarettes as being lower in quality and less expensive than cigarettes advertised in magazines.

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Since ARCTIC LIGHTS are targeted for older, upscale females, the perceptions generated by Beetleboards seem inappropriate for the brand.

Further, based on personal observation in Louisville and many visits to Cincinnati, Beetleboards are not visible.

In summary, Beetleboards do not appear to be effective in generating awareness and they establish perceptions contrary to ARCTIC LIGHTS target smoker and product images.

#25 SHOWING

If Beetleboards are used because conventional out-of-home media are unavailable, we recommend a minimum of a #50 showing (50 GRP's). The KOOL Super Lights study discussed above concluded Beetleboards are ineffective at a 25 GRP level. This is not surprising given our judgment about a #25 showing in 30-sheet. Again on judgment, a #50 is the minimum with a #75 or #100 showing being the most likely threshold level.

Consequently, ARCTIC LIGHTS, where we have planned to use Beetleboards, will increase the showing to a #75 if funding becomes available.

If you have any questions, please call.

L.R.L.
L. R. L.

/djw

Sen - As you know, we have since cut Beetleboards from all markets except Wash. D.C./Balt., Houston and upstate New York. These, however, are at about a #50 showing in those markets. Further, we will run a spending weight "test" in four cities, two with a #50 and two with a #100 showing. We hope to learn something from these. *W*

