

HOUSTON PRODUCT COMMUNICATIONS RESEARCH

Objective: Assess adult smokers' understanding of messages in draft product concept statements. Based on verbatim responses, provide insights into overall comprehension.

SCoR SCRIBE SHEET

Name: _____ Brand: _____

About how long have you smoked this brand? <3 years 3 or more years

Do you ever buy another brand name? YES NO Brand? _____

About how many cigarettes do you smoke in an "average" day? _____

Heard about any new cigarette brands in the past year? YES NO

What brand? _____

How did you first hear about this new brand? _____

What have you heard about the brand?

What type of adult smoker might be interested in this new product idea?

What would you expect this product to be like?

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SHOW CONCEPT CARDS (Note which concept was shown first)

4	Scrub the Smoke	9	No Safe
5	Carbon	10	No Safe w/o Carbon
6	Magnet		
7	Sponge (activated)	11	Sponge w/o Carbon
8	Water Filter (taste lead-in)	12	Water Filter

INITIAL REACTIONS TO CONCEPT:

Describe what the new product idea is about—what is the basic idea?

Describe this product idea to another adult smoker who had not seen this information?

What type of adult smoker might be interested in this new product idea? (circle one)

Like Me

Others

Does this information give you any expectations of what this product might be like?
(What part of the description gave you that expectation?)

Comments about the way the new product idea is described here?

Anything they could change to make this easier to understand?

Is there any information missing? Any additional information that you would find useful?

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GRAPH/Copy

Version shown? _____

The product description that you read here is the type of information that may appear in a magazine ad, or inserted into the cigarette carton, or on a folded leaflet, attached to the cigarette pack. Ever seen information inserted into a carton or attached to a cigarette pack? **YES NO**

INSERT INFORMATION REACTIONS (Initial):

Describe back to me what you learned from this additional information.

How does this information compare with what you had learned based on the product description?

Anything that they could modify about the graph to make it easier to understand?

Any words or phrases that could be made clearer or easier to understand?

Graph reaction?

If you were to summarize the main message(s) of this product idea, what would you say?

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SHOW ADDITIONAL CONCEPT CARDS

(Note concepts shown now)

- 4 Scrub the Smoke
- 5 Carbon
- 6 Magnet
- 7 Sponge (activated)
- 8 Water Filter (taste lead-in)
- 9 No Safe
- 10 No Safe w/o Carbon
- 11 Sponge w/o Carbon
- 12 Water Filter

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FILTER NAMES

R Filter

Filtrex Filter

180 Filter

SCR Filter (Smoke Compound Reduction)

ACF (Activated Carbon Filter)

FilterSelect

Filtrate Filter

Carbon 180 Filter

TRAC Filter (Toxin Reduction via Activated Carbon)

ExoFilter

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