

Intensity of Appeal Model

52375 8244

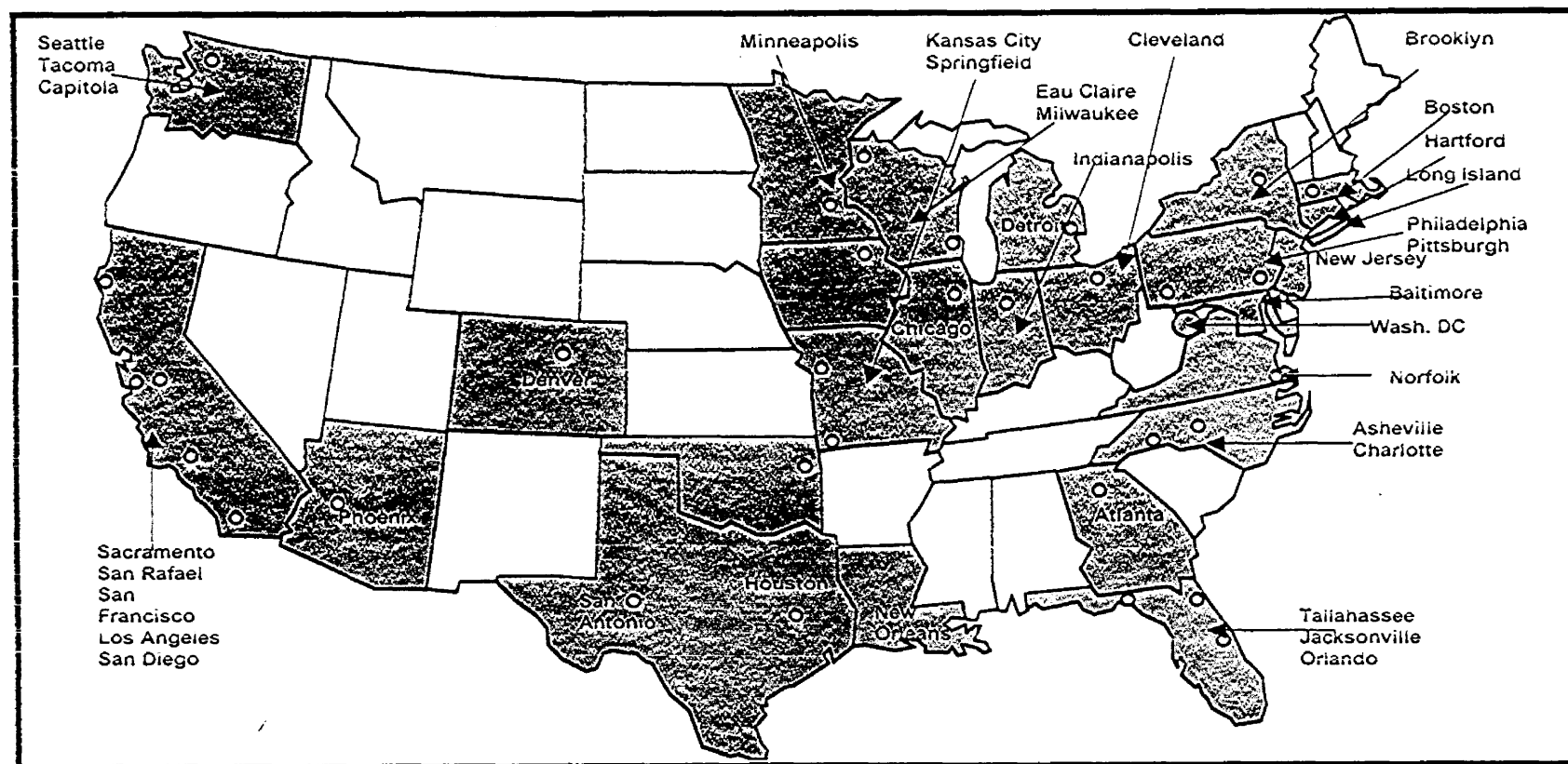
Y520



BACKGROUND

- Research measures currently used by RJR to assess new ideas considered to be effective in measuring the "breadth" of appeal.
- The measures are currently not designed or utilized in a way that enables RJR to understand the proportion of consumers with an intense positive reaction to the new idea.
- The current study was undertaken to develop a model to measure and differentiate ideas on Intensity of Appeal.
- Both Intensity and Breadth of Appeal were measured in this study for the following five advertising campaigns:
 - ♦ Winston "No Bull"
 - ♦ Winston "Eagle"
 - ♦ Camel Exotic Blends Magalog - Rare
 - ♦ Salem Preferred
 - ♦ Salem "Slide Box"

SAMPLE



SAMPLE SIZE: 766 - Five cells (two menthol and three non-menthol) of 150 respondents per cell, and two days of pretesting @ 8-10 respondents per day.

Respondent Qualifications:

All respondents:

- Age 21-60; 50/50 21-34/35-60
- 50/50 Male/Female
- Must be a high school graduate
- Either subscribe to two magazines or bought at least two magazines in past month.

Non-menthol cells:

- Smoke non-menthol, non RJR full price brand as usual brand, excluding 120mm and slims styles.

Menthol cells:

- Smoke menthol, Non-RJR full price brand as usual brand, excluding 120mm and slims styles
- 30/70 African-American/Non-African American

OBJECTIVES

This test was conducted to enable RJR to develop a method for testing marketing materials that will:

- Identify "intense raters": i.e. the proportion of smokers who are really likely to take action or think differently about the brand based on what they have seen.
- Identify the demographic and usual brand profile of intense raters.
- Differentiate between new ideas (such as ad campaigns, line extensions and new product ideas) for any given brand and across brands.
- Provide diagnostics to explain why ideas differ on intensity of appeal and to explain the difference between Breadth and Intensity of Appeal levels.

Additional Benefits

New approach also

- Enables clearer decision making by establishing a hierarchy of key measures and reducing response variability.
- Enables analyst to separate the "proposition" from the "presentation".

APPROACH

- Marketing communication with greatest ongoing viability is that which involves a relevant message, presented in an appealing manner that is ultimately motivating. Current ad research incorporates measures that address each of these dimensions separately. Proposed model involves the convergence of these three dimensions.

<i>Breadth: Current Approach</i>		<i>Intensity: Proposed Approach</i>	
	<u>% Respondents</u>		<u>% Respondents</u>
Relevant	50%	Relevant	50%
Appealing	60%	Relevant and Appealing	35%
Motivating	40%	Relevant, Appealing and Motivating	20%

PROPOSED AD RESPONSE INTENSITY MODEL

52375 8249

- Respondents giving favorable response on all three dimensions after campaign exposure are defined as "Intense Responders".

- Message Relevance

Top 2 Box on Importance
or
Top 2 Box on Relatable

- Appeal Presentation

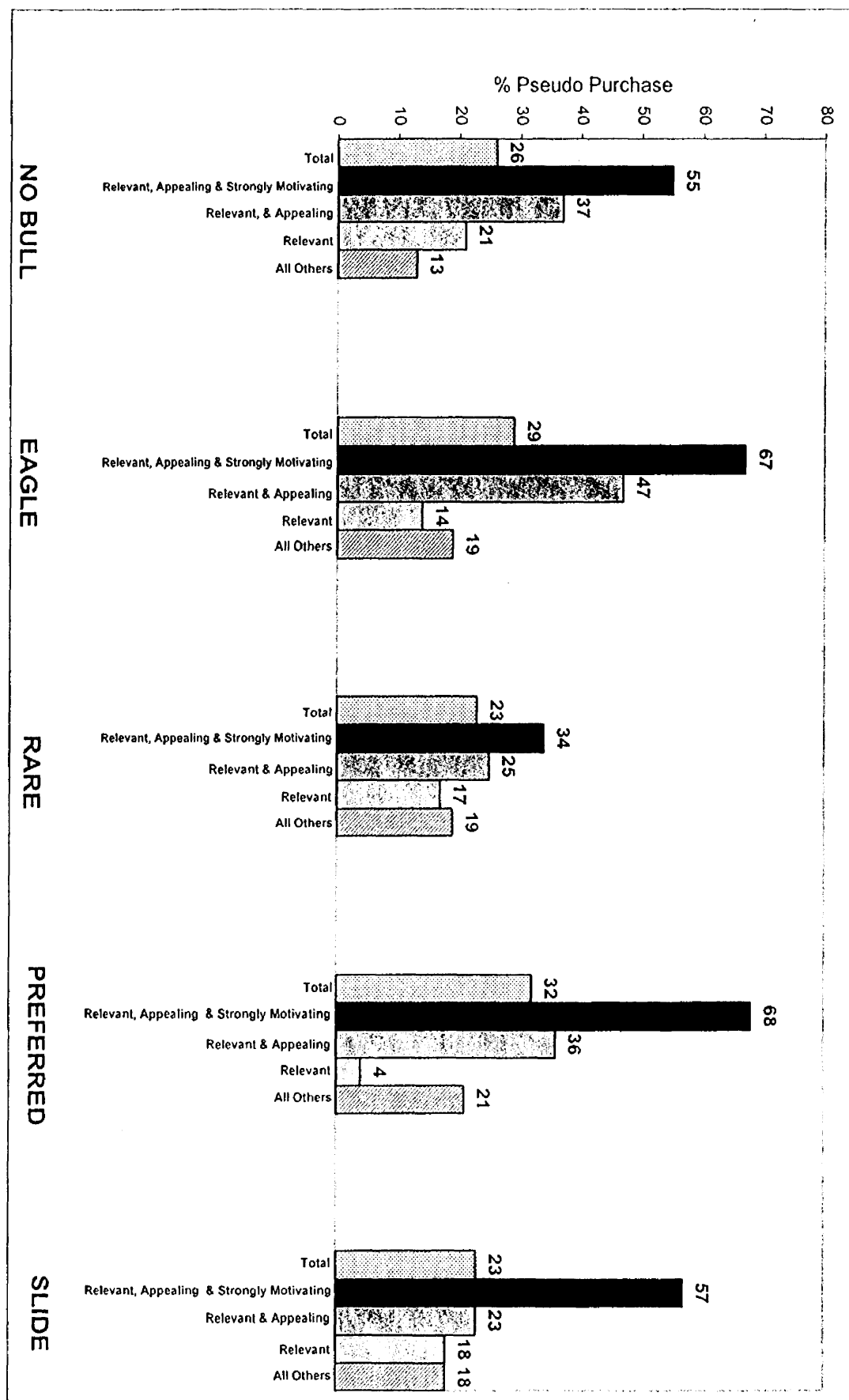
Top 2 Box on Likability

- Strongly Motivated

Top Box on Opinion Shift or Purchase Intent

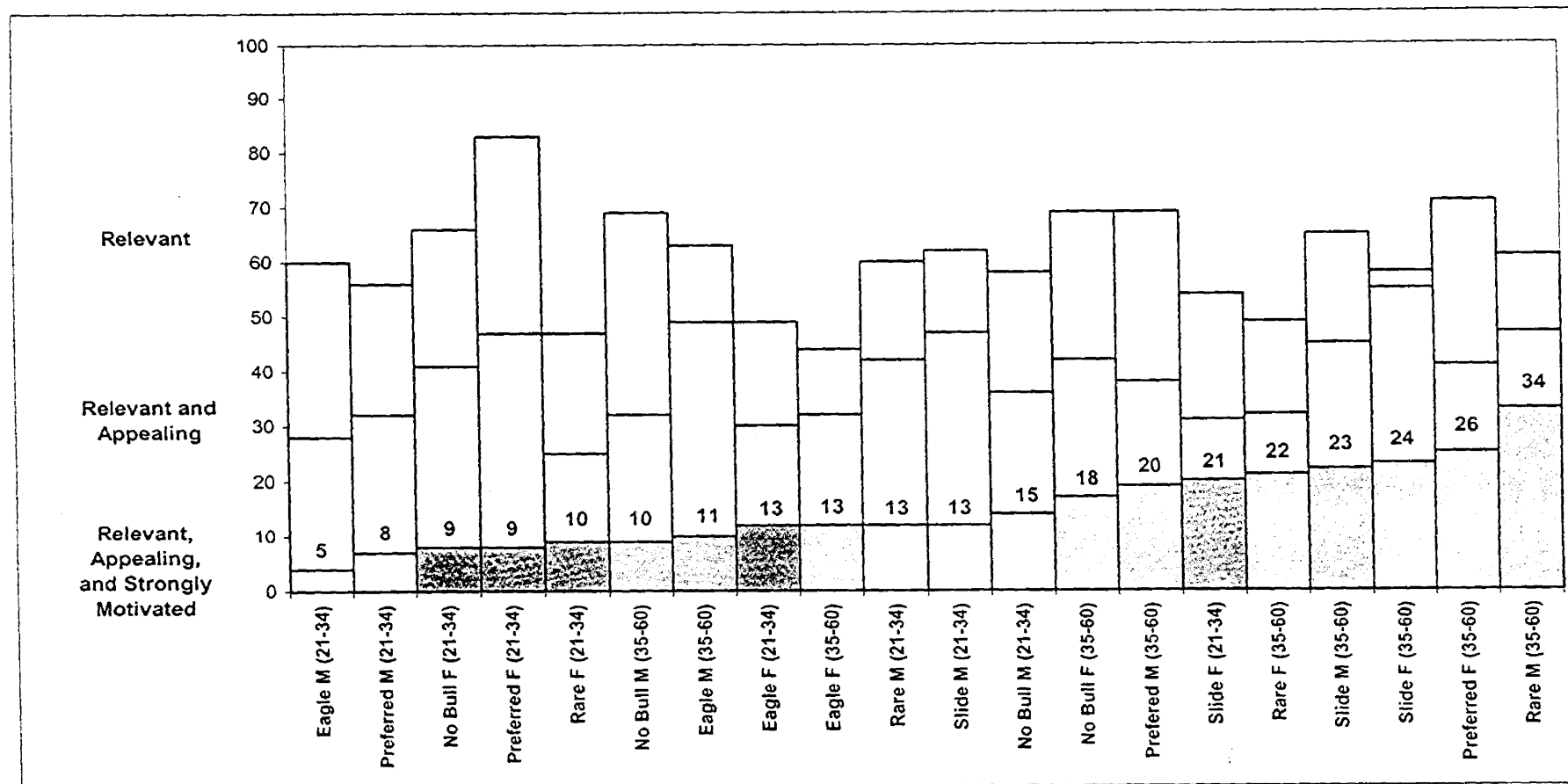
PSEUDO PURCHASE BY RESPONSE INTENSITY

52375 8250



INTENSITY OF APPEAL

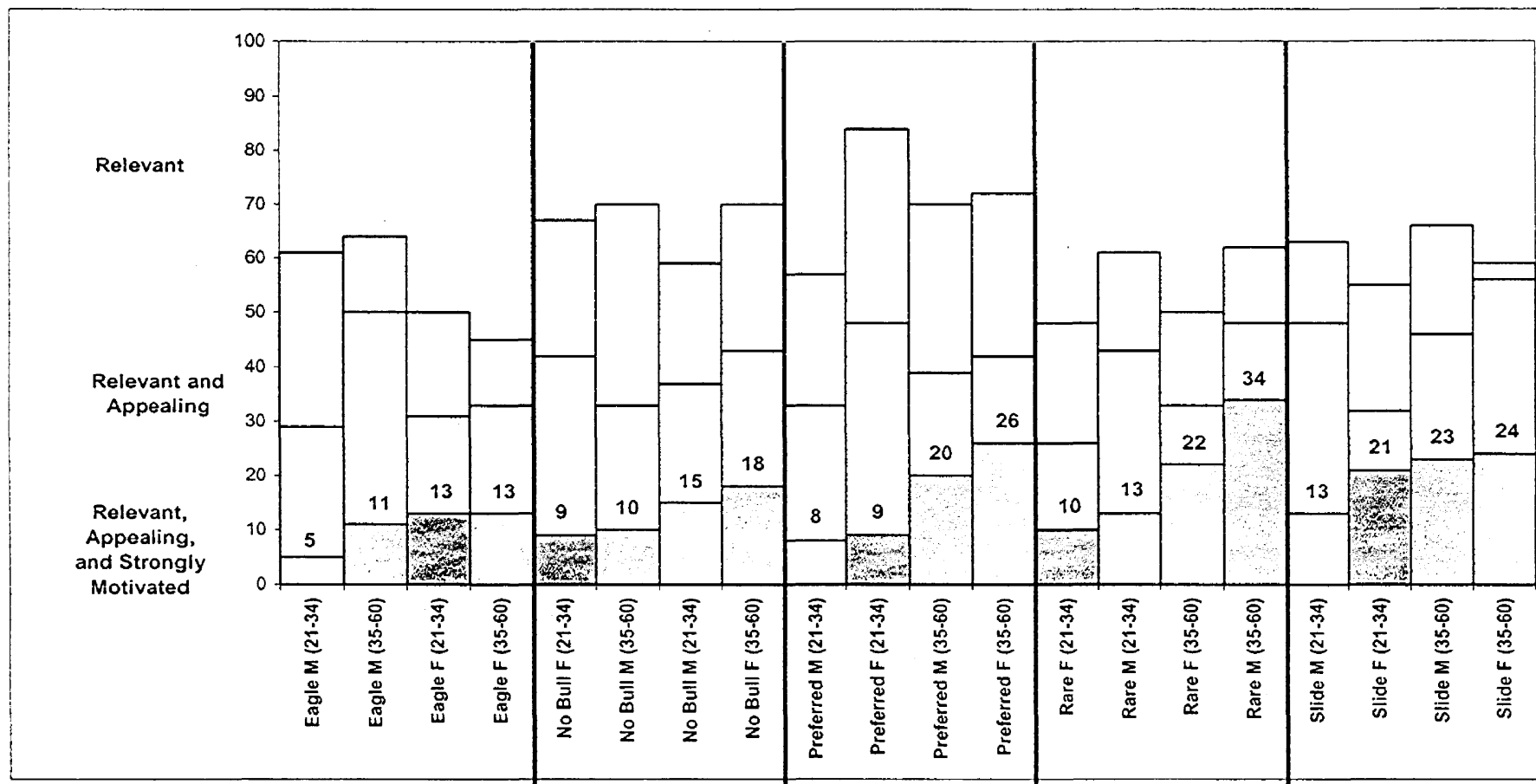
Age within Gender



INTENSITY OF APPEAL

52375 8252

Age within Gender



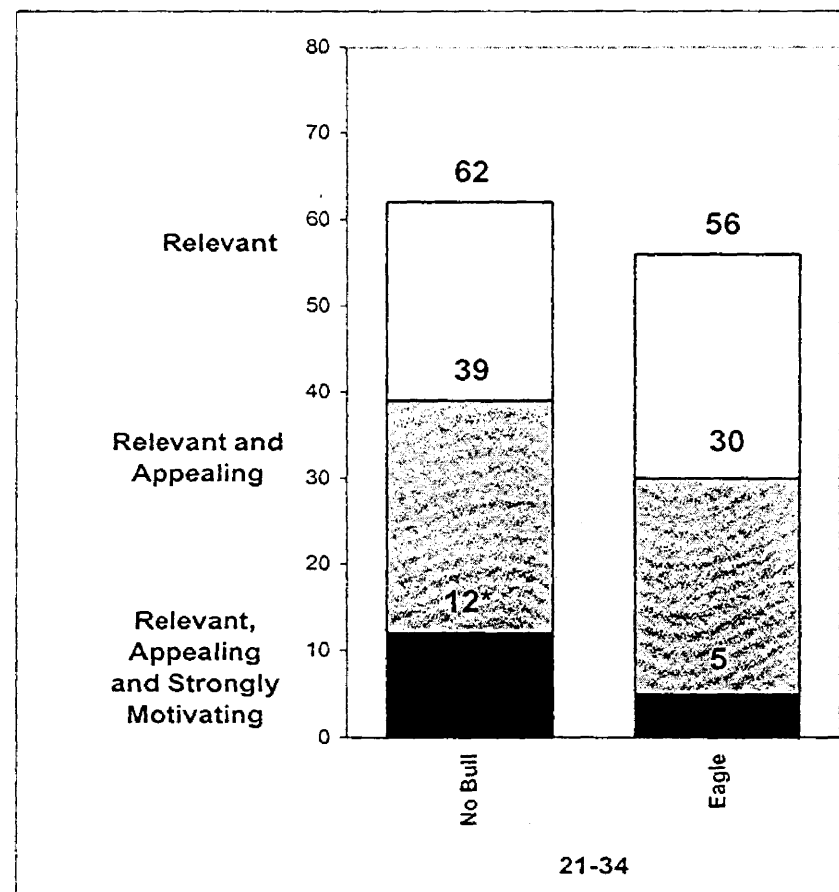
RESPONSE INTENSITY

No Bull vs. Eagle

Current Approach

		21-34	
		<u>No Bull</u>	<u>Eagle</u>
Important:	Top Box	9	16
	Top 2 Box	30	36
Relatable:	Top Box	19	22
	Top 2 Box	57 ←	44
Likable:	Top Box	18	23
	Top 2 Box	43	37
Opinion Shift:	Top Box	14	10
	Top 2 Box	16	19
Purchase Intent:	Top Box	3	4
	Top 2 Box	22	19

New Approach



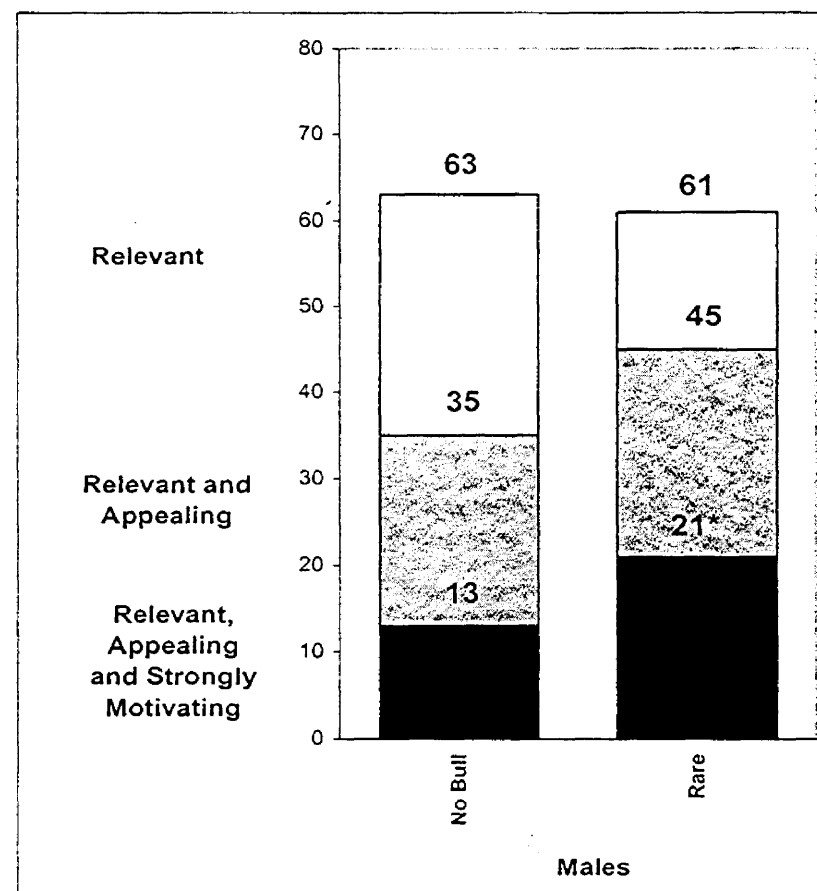
RESPONSE INTENSITY

No Bull vs. Rare

Current Approach

		Males	
		<u>No Bull</u>	<u>Rare</u>
Important:	Top Box	17 ←	7
	Top 2 Box	39	29
Relatable:	Top Box	28	28
	Top 2 Box	61	55
Likable:	Top Box	20 →	32
	Top 2 Box	37 →	52
Opinion Shift:	Top Box	13	20
	Top 2 Box	20 →	36
Purchase Intent:	Top Box	4 →	15
	Top 2 Box	25 →	49

New Approach



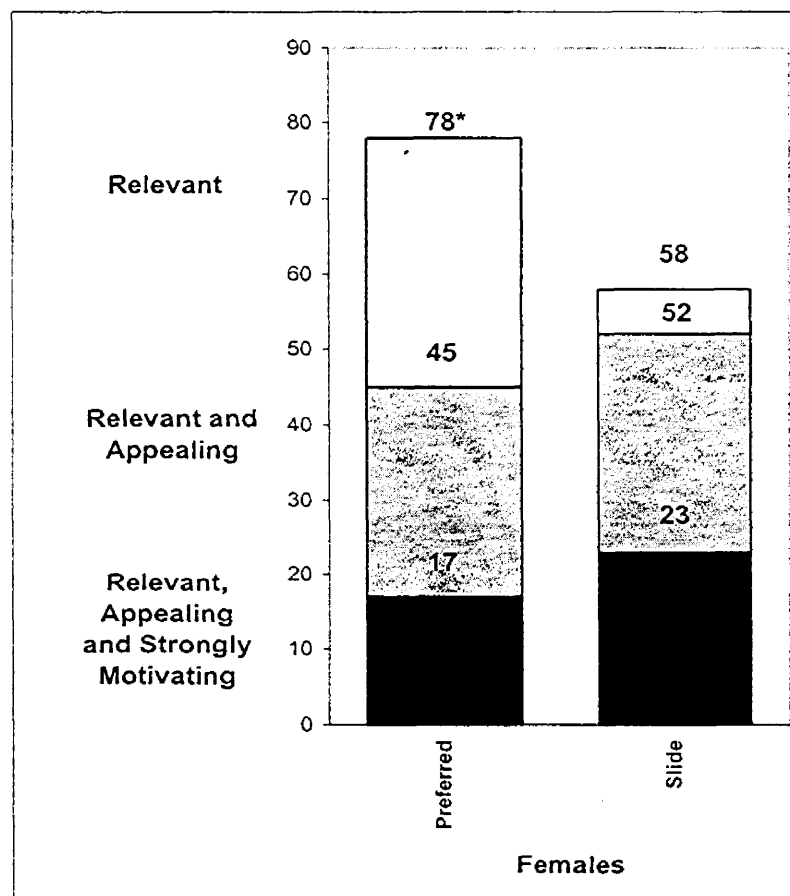
RESPONSE INTENSITY

Preferred vs. Slide

Current Approach

		Females	
		<u>Preferred</u>	<u>Slide</u>
Important:	Top Box	34 ←	14
	Top 2 Box	62 ←	34
Relatable:	Top Box	30	24
	Top 2 Box	60 ←	50
Likable:	Top Box	21 →	46
	Top 2 Box	46 →	68
Opinion Shift:	Top Box	23	22
	Top 2 Box	46	40
Purchase Intent:	Top Box	9 →	17
	Top 2 Box	39 →	52

New Approach



CONCLUSIONS/RECOMMENDATIONS

- Intense rater identification process is:
 - Sensible
 - Sensitive
 - Valid
 - Diagnostic
- Importantly new approach enables
 - Clearer decision making
 - Separate assessment of idea and idea presentation
- New approach should become the standard methodology for assessing all new marketing communication vehicles
- Approach should be extended to concept product testing