

PROJECT SPUR  
PACKAGING CONCEPT QUANTITATIVE STUDY  
RESEARCH BRIEF

MARKET ANALYSIS GROUP  
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PROJECT SPUR

RESEARCH OBJECTIVES

The overall objective of Project Spur is to ensure the competitiveness of the Player's trademark and the key brands.

This quantitative study is designed to provide data on the specific packaging challenge resulting from the implementation of the 1988 Tobacco Act's health-related regulations. More specifically, information is needed on how to best meet the Spur packaging strategy and comply with the new regulations stipulating the inclusion of health warnings on all cigarette packs starting next October.

The areas of exploration in this packaging assessment study are three-fold:

- \* To identify the best packaging opportunity for Player's Light considering these health labelling requirements and quantify preference among Player's Light smokers for the three packaging concepts which have emerged as leading contenders of the previous qualitative study: the modified original Player's pack, L5 and L6.

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- \* To assess the perceptions of Player's smokers on key image elements as communicated by selected packaging concepts in order to establish the image position of a modified original pack versus a new updated Player's packaging concept.
  
- \* To examine expressed franchise behavior as a result of any packaging change and determine what impact the launch of L6 will have.

#### METHODOLOGY

A total of 250 completed face-to-face interviews will be conducted with Player's Light female and male smokers using the mall intercept method. All interviews will be conducted from March 15 to March 20 in three major Player's Light markets: Toronto (100) Montreal (50) and Vancouver (100).

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The interview session should consist of four main elements:

1. An introduction on the Tobacco Act health labelling requirements.
2. A pencil and paper test to assess smokers' perceptions of five key image elements of the current pack and the three packaging concepts using a +5 to -5 scale:
  - strength
  - masculinity
  - modernity
  - youthfulness
  - boldness (of type-face)
3. A discussion of consumers' overall packaging preferences and related motivations.
4. A probe on resulting behavior if a modified original pack, an L5 or an L6 packaging change is introduced next fall.

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Quota requirements for this study are based on the CMA 1988 demographic profile of Player's Light smokers.

<u>AGE GROUP</u>	<u>FEMALE</u>		<u>MALE</u>	
	Z	N	Z	N
Under 20	18	18	10	15
20 to 24	32	32	20	30
25 to 34	30	30	40	60
35 to 49	15	15	25	38
50 and over	5	5	5	7
TOTAL	40	100	60	150

TIME-FRAME

The strategic information deriving from this study will be essential in determining the packaging changes to be effected in time to meet the Government of Canada's deadline for observing the Tobacco Act's health labelling requirements.

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Time-frame requirements for the realization of this study reflect the need to obtain data in the most efficient and responsive manner, as is indicated below.

Briefing Meeting	March 10
Approval of questionnaire	March 13
Field - Mall Intercepts	March 15-20
Topline results	March 17, 20
Presentation	March 23
Final report	April 20

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