

**APPENDIX**

- **The Discussion Outline**
- **The 2 Prototype Brands**

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PROJECT CRAWFORD

*Discussion Outline*

A. CURRENT HABITS & RECENT HISTORY (15 minutes)

Current brand(s) used and why  
Recent switching behaviour and why  
Trends or patterns in respondents' smoking habits

B. THE ROLE OF MENTHOL (40 - 45 minutes)

Are menthols perceived as intrinsically milder? better?  
*Physical* sensations? satiation? duration? addictive?

Reasons for using (or not using) menthol cigarettes  
Regular versus sporadic use - reasons, occasions

Perceived relationship (if any) between:

- level of mentholation and T/N level
- mentholation and tobacco taste
- menthol and "naturalness"

Differences perceived among brands in level of mentholation, and  
level preferred personally

Desire for a level above or below current brand

"Breaking-in" period for switchers to menthol—similarity to period  
of adjustment to lower T/N brands?

Menthol-lower T/N- uilt reduction: is there a relationship?

Refreshment versus presumed health benefits

What are the negatives in smoking menthols?

The effect of perceived femininity: is it a function of *menthol per se*,  
or of *brand*—or of both? Does menthol, by definition, emasculate?

The *familial* aspects of menthol offspring:

- menthol to menthol
- non-menthol to menthol
- menthol with endorsement

The meaning of "mildness" in menthols?

Positives and negatives of mentholation

Desirability of milder menthols

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C. THE 2 CAMEOS (30 minutes)

Current perceptions of Cameo and CEM:

T/N content, level of mentholation, imagery,  
taste delivery, meaning of "Extra" in CEM (especially to non-users)

Comparisons with major competitors

Image "permanence": *could* CEM be re-positioned?

Packaging: what are the 2 packages projecting?

Comparisons with major competitors

Perceived similarities and differences between Camro and CEM.

Importance of the Cameo name? What does it stand for?

D. NEW MENTHOL POSSIBILITIES (15 to 20 minutes)

Is there a gap? a need? at what T/N level?

Perceived value of Cameo endorsement? (versus "Craven", versus anything else?)

Desirability of 100 mm length, kingsize, regular

Presentation of KIM mock-up (if available)

Reaction to other flavour possibilities: e.g. spearmint, peppermint,  
cinnamon, cloves, eucalyptus

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