

APPENDIX

1. **Discussion Outline**
2. **Four Positioning Statements**
3. **The KIM Packaging**

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PROJECT CRAWFORD

Discussion Outline

A. CURRENT HABITS & RECENT HISTORY (10 minutes)

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

B. THE ROLE OF MENTHOL (30 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-guilt 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 meaning of "mildness" in menthols?

Positives and negatives of mentholation

Desirability of lower T & N menthols - how low?

The "problems" currently suffered—how does menthol alleviate them?
How do non-menthol smokers solve these problems? Why not menthol?
What about alternatives?

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C. THE 2 CAMEOS (15 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

Packaging: what are the 2 packages projecting?

Comparisons with major competitors

Perceived similarities and differences between Cameo and CEM

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

D. NEW FLAVOUR POSSIBILITIES (25 to 30 minutes)

What flavours?

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

Perceived value of Cameo vs. Avanti alone endorsement? (vs. Matinee, duMaurier, Sweet Caporal, Player's, Craven M)

Desirability of 100 mm length, kingsize, regular

Reaction to other specific flavour possibilities: e.g. spearmint, peppermint, cinnamon, wintergreen, orange

E. NEW PACKAGE PROTOTYPES (15 minutes)

Reactions (to name and packaging)

Positionings

Imagery projected

The importance of GREEN-BLUE?

F. PRODUCT TRIAL (10 minutes)

Reactions

Balance between: menthol and other flavour
flavour and tobacco taste

Perceptions of impact: too much, too little
dissipates too fast, too slow

Preference & why

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