

LCFB.

File  
Canada

Dr. M. Oldman

HO/JP/105

15th December, 1981

Mr. W.E. Sanders,  
Marketing Department,  
Imperial Tobacco Limited,  
P.O. Box 6500,  
Montreal, P.Q.,  
CANADA, H3C 3L6.

Dear Bill,

Following our telephone conversation yesterday, I have set out below some outline ideas for our proposed consumer research seminar in Canada. In order to make the most of this visit, I would suggest that you select any or all from the list of "modules" given. Each will take about one hour to present and we shall assume a participative audience.

1. Introduction - models of consumer behaviour - the notion of cost/benefit - market evolution - general philosophy (M. Oldman)
2. Product evaluation (I) - testing for specific anosmias - development of taste/aroma descriptive panels - sidestream aroma evaluation (M. Oldman)
3. Product evaluation (II) - the DELTA approach - using consumers as panellists - Project NILE - Project BROMLEY (R.P. Ferris)
4. Consumer attitudes to the smoking and health issue - consonance and dissonance - UK trends (M. Oldman)
5. Social pressures against smoking - smoker and non-smoker attitudes - who is annoyed by whom - and where - UK data (M. Oldman)
6. Segmentation approaches - based upon (4) and (5) above (R.P. Ferris)
7. Product communication - brand image - pack design factors (R.P. Ferris)
8. Advertising restrictions - the Finnish situation - point of sale research - the role of opinion leaders (R.P. Ferris)

May I also risk appearing too presumptuous by suggesting that we could probably handle three topics per day. Also, we might usefully augment the presentations and discussions with delegate participation in a pertinent syndicate project.

Putting all this together, the programme might look something like that shown on the attached sheet.

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Regarding dates, both Rob and I are available during the following periods:

Monday 15th to Thursday 18th March, 1982  
Monday 22nd to Thursday 25th March, 1982  
Monday 19th to Thursday 22nd April, 1982.

We both have a slight preference for the March dates but will, of course, endeavour to arrange things to suit your needs. It might also be useful if we could arrange to spend the following Friday, in each case, at ITL as I am sure there will be things which each of us will want to catch up on there.

I hope that these jottings will be of some help to you in deciding exactly what is required. We shall be pleased to provide whatever you think best suits your needs. If we can fix dates reasonably early in the New Year this will help us greatly in our planning.

With warmest regards,

Yours sincerely,

M/O

MARTIN OLDMAN

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c.c. Dr. L.C.F. Blackman  
Mr. A.L. Heard  
Mr. R.P. Ferris

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