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P R O J E C T I M A G E

Research Brief

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## I. INTRODUCTION

Project Image is an umbrella project whose ultimate goal is to develop and implement a comprehensive quantitative instrument to measure and interpret consumer attitudes and beliefs toward cigarettes.

Subsumed in this project is:

1. The development of an understanding of consumer smoking vocabulary (concepts/dimensions and their meaning as employed by smokers across Canada).
2. A refinement of our cigarette typology (the relative positioning of brands on image dimensions).
3. The identification of a cigarette consumer typology (what different types of cigarette smokers exist and how do they understand the cigarette market today).

The following research proposal is the result of six months of investigation into the measurement and analysis of consumer attitudes and beliefs. The highlights of this process include:

- A. In-depth study of the 1971 and 1977 Segmentation Study.
- B. Numerous discussions with Market researchers and academics\* concerning the most appropriate means to measure and interpret brand images.

\* The most fruitful of these discussions were with:

Martin Oldman - B.A.T., Southampton, U.K.  
Eli Seggev - Marketing Systems Inc., N.Y.  
Jim Curtis - University of Waterloo, Ontario  
Frank Lyman - Canadian Facts, Quebec  
Gordon Crowe - Market Facts, Ontario  
Brian Milton - Bell Canada, Quebec

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## II. HISTORICAL BACKGROUND

This project has evolved from a number of concerns:

1. A growing sense of ambiguity in the interpretation of what consumers mean when using specific adjectives to describe different cigarette brands (ie. classy, mild, raunchy, light, decent, etc.).
  - Do consumers use the same vocabulary in the same way?
  - Do different types of consumers use different vocabularies/dimensions to describe the same product?
  - Do French and English consumers use equivalent dimensions in describing cigarette brands?
  
2. The need for a routine evolution of how we measure and interpret brand image data has taken on new importance, due to vast change in the market since the 1977 Segmentation Study.
  - Are the dimensions used to evaluate brands before the mass introduction of "lights" still relevant to the market? If not, what new dimensions do we need to explore?
  - Is there a more efficient means to collect and analyze this information.
  
3. A desire to raise I.T.L.'s techniques of data collection and analysis to the highest possible standards available in our constant effort to remain abreast of competitors in terms of our information.

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To respond to these concerns, Project Image will take a two-phase approach.\*

1. Phase I - The development of the "Brand Image" instrument.
2. Phase II - The implementation of the instrument (ie. the "Brand Image" study).

\* It should be noted that in terms of costs and commitment on our part, these two phases are independent. Funds will be needed for the second Phase.

### III. PHASE I - OBJECTIVES

Phase I at completion will bring us to the point of readiness to conduct a full scale brand image study in Phase II. In order to reach this point, the following will be met:

#### A. Information Objectives

- i) To identify consumer smoking vocabulary.
  - The words consumers use to describe the cigarette product; the cigarette brand image; and the image of the type of person who smokes a particular brand.
- ii) To generate from this smoking vocabulary cigarette attributes/dimensions used by consumers to discriminate between brands.
- iii) To identify the most salient dimensions used to describe cigarettes.
- iv) To give preliminary indication of how brands are positioned in relation to these salient dimensions.
- v) To identify any important variation in the use of vocabulary and dimensions by different categories of consumers (ie. French/English, Males/Females,  $\geq 35$  years of age).

#### B. Technical Objectives

- i) The creation of a standardized instrument to measure brand images.
- ii) Establishing the most appropriate method to collect brand image data.

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C. Methodology

Subjects

150 mall interviews employing the "Repertory Grid" technique.\*

The specifications of the study are:

Sex: Male : 75  
Female : 75

Age: <35 yrs: 75  
>35 yrs: 75

Language: French : 75  
English: 75

Location

The interviews will be held in Vancouver (37), Toronto (38), Montreal (40) and Quebec City (35).

Timing

Phase I should be in field by the second week of October and the final results should be delivered 10-12 weeks after.

Responsibilities

The planning, design and analysis of this Phase will be handled by Dr. Eli Seggev of Marketing Systems Inc.

The fieldwork and force will be the responsibility of Canadian Facts, Montreal (Frank Lyman).

\* For details on the "Repertory Grid" techniques, please contact the writer.

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D. The Analysis of Data

The collection of data using the "Repertory Grid" technique is a simple process of asking the consumer to identify in some way how two of three brands are alike and different from the third.

This produces a construct (ie. expensive/inexpensive) along which the remaining brands to be tested are to be put in rank order.

This data is then fed into a computer program designed to carry out a rather sophisticated analysis.

We are in the unusual situation of having 4 different programs to do this analysis:

1. B.A.T.'s Ingrid (Delta) program.
2. B&W's Prism program.
3. Dr. Seggev's program.
4. Canadian Fact's program.

A decision on which program we will use, based on cost and output quality, will be made by Mid-October.

E. Data Presentation

No matter which program we adopt, there will be three basic types of information produced.

1. An extensive list of terms used by respondents. These will be analyzed to provide consumer vocabulary.
2. A list of the dimensions generated from this vocabulary and the relative importance of each to consumers.
3. Product spaces which will illustrate the relative positioning of brand and consumer types in relation to one another and the salient dimensions.

With this information, we will then be able to make the essential decisions to develop and carry out the second phase of Project Image.

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IV. PHASE II

Phase II of this project is in reality the "Brand Image" study. The manner in which it will be carried out will constitute the way we will collect and analyze Image data in the future. This should be viewed as a routine and periodic mini-segmentation, in which all brands will be rated by users and non-users.

It is premature to discuss the executional details of Phase II. This will be contingent on the results of the first Phase and will be decided upon its completion. A detailed brief of Phase II will be forthcoming after the results of Phase I. However, we are able to outline the objectives of Phase II at this time.

Objectives

1. The identification of brand images for all relevant brands on the Canadian market.
2. The location of the relative positioning between brands on salient dimensions.
3. The isolation of differential brand discrimination of consequential consumer groups.

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