

Reading file

Mr R P Ferris  
RPF/cia

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Rec'd - 4 FEB 1985

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1st February 1985

Mrs C McBride  
Imperial Tobacco Limited  
P.O. Box 6500  
Montreal  
P.Q.  
CANADA H3C 3L6

Dear Cathy

Many thanks for your letter of January 28th, I have a clearer background on your current position as a result. Your credibility problems do not surprise me unduly since any product development activity tends to develop a heavy reliance on the particular style of information presented to them from the sensory testing function. Any divergence from this style requires thinking about and is therefore only really justifiable if the information gives some edge over the old way of doing things. I think the problem is one of convincing people (I include Marketing personnel) that the extra conceptual effort involved in interpreting DELTA results is repaid in new and useful insights re. the cigarettes under test. Your strategy of parallel exercises is very appropriate. It may be interesting for you to share experiences with other DELTA developments. Panels are now operating in Argentina, Venezuela and Brazil for example (the latter, under Alvaro Vargas is particularly well integrated into company activities).

I really like the idea of an array of panel techniques with strengths/weaknesses clearly outlined, this should help counter the general tendency to expect any panel technique to provide all answers to all questions and move you closer to the desired "client oriented" approach.

On your second point re. brand imagery I still caution that it is little use talking of "providing a base for extending into the marketplace" in the absence of clear enthusiasm or mandate for extending DELTA to larger scale consumer based applications. Using panel-scale exercises in this respect is likely to provide considerable scope for criticism (sample size, familiarity effects etc) if such exercises are not understood as a stage in a committed cycle of development. Its hard work pushing a heavy panel up hill if you haven't got something pulling it from above!

Regarding Projects Sonar and Mariners, my "intuitive feel" for the projects is satisfaction with achievements in terms of combined Psychology/Behavioural data collection in the field, and optimistic perplexity regarding the optimum strategy

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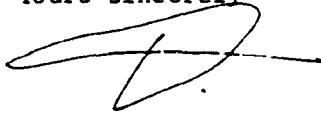
Mrs C McBride, ITL, Canada

1st February 1985

for analysing the data. However, I think we have the base for some exciting findings here. So far as briefing you on these projects is concerned, I should point out that Wilmat Tennyson is currently in contact with Alan Heard to invite my presence at a 3-4 day meeting with marketing personnel to discuss 'marketing futures'. This should mean that I will be in Montreal February 26th - March 1st (Viking Inn). If you still require briefing it would make sense to do it as a short add-on to that trip, pending the approval of Pat and/or Stuart. I have pre-warned marketing of this possibility.

Best regards

Yours sincerely



R P Ferris

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