

Scott

Date: January 18, 1996

**PROJECT APPROVAL**  
**MARKET PLANNING AND INFORMATION DEPARTMENT**

Sales Analysis  Consumer Research

**Project Title:** Newport Lights  
Direct Mail Conversion Research      **Job #:** 5543/295  
**Revision**  **#** 1    **Reason:** Lower Incidence

#### **Marketing and/or Research Objectives**

Determine the level of interest and conversion opportunities among competitive smokers receiving a Direct Mail offer for Newport Lights.

**Provide insight into the reasons for offer acceptance or rejection of offer and examine consumer perceptions about Newport Lights.**

### **Research Design**

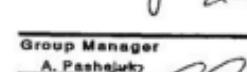
Interviews divided among 3 sources:

Group 1 = Best redeeming customers (2+ paid purchases) n = 350

**Group 1 = Non-redeeming customers (24 paid coupons); n = 7**

**Group 2 = Paid-redeeming customers (1 paid coupon):**  $n = 750$

The total sample size is 2,250. All analyses are based on a two-tail test.

<b>Respondent Incidence:</b>	<u>38% revised from 70%</u>	<b>Interview Length:</b>	<u>Screening Questionnaire</u>	<u>5 minutes</u>														
<b>Research Firm:</b>	<u>A&amp;G Research</u>																	
<b>Cost Estimate:</b>	<u>\$100,600</u>																	
<b>Revised From:</b>	<u>\$76,600</u>																	
<b>Prepared by:</b>	<u>S. R. Benson</u> 																	
<b>Approved by:</b>	<u>Group Manager</u> <u>A. Pashayev</u> <u>MPPD Director</u>  <u>Product Manager</u> <u>Group Product Manager</u>																	
<b>1995 Cost Estimate by Month:</b> <table border="1"> <tr> <td><u>Jan</u></td> <td><u>Jul</u></td> </tr> <tr> <td><u>Feb</u></td> <td><u>Aug</u></td> </tr> <tr> <td><u>Mar</u></td> <td><u>Sep</u></td> </tr> <tr> <td><u>Apr</u></td> <td><u>Oct</u></td> </tr> <tr> <td><u>May</u></td> <td><u>Nov</u></td> </tr> <tr> <td><u>Jun</u></td> <td><u>Dec</u></td> </tr> <tr> <td colspan="2"><u>\$100,600</u></td> </tr> </table> <b>* Revised Costs (If Any)</b>					<u>Jan</u>	<u>Jul</u>	<u>Feb</u>	<u>Aug</u>	<u>Mar</u>	<u>Sep</u>	<u>Apr</u>	<u>Oct</u>	<u>May</u>	<u>Nov</u>	<u>Jun</u>	<u>Dec</u>	<u>\$100,600</u>	
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<b>Fieldwork Schedule:</b> <u>Start Field w/o 11/13/95</u>																		
<b>Reporting Schedule:</b> <u>Topline w/o 12/18/95</u> <u>Final Report 12/31/95</u>																		

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