

Date: October 17, 1979

MARKETING RESEARCH PROJECT APPROVAL
(To be filled out by Marketing Research Department.)

PRODUCT Triumph PROJECT Triumph Disaster Check Study # 5546/1979

Research Design (N, Cells, Eligibility, Design, Key Banner Breaks, Methodology, Cities)

Contact respondents from Buffalo and Kansas City who had previously participated in a steak knife offer. This will consist of one cell of approximately 175 respondents who are Triumph most often smokers/riers. This study is intended to provide us with any negatives associated with Triumph. Banner points will include Triumph most often smokers (we anticipate approximately 25 most often people), switchers away from Triumph (N approximately 45). It should be noted that an action standard of at least 50% be obtained in acting upon any product negatives associated with these groups--see research limitations below for additional action standard.

(See attached memo)

Key Criteria For Analysis

- Triumph switchers asked why no longer smoking Triumph
- Present smokers of Triumph asked reasons for switching to Triumph
- Mentions of "harshness"

Research Limitations

Due to sample size and experience we feel 25 respondents will presently be Triumph smokers. An action standard of 75% should be utilized for judgments on product negatives only among this group.

If 75% of Triumph smokers mention "harshness" we could consider it a problem. If 50-75% of Triumph smokers mention "harshness" we could consider it a possible problem (look at other areas).

If below 50% of Triumph smokers mention "harshness" we could consider it not a problem.

Cost Estimate \$2,250

Research Firm The Data Group, Inc.

+ - 10% Contingency yes no

Incidence =

Final Report Inc. yes no

Length Int. 10 minutes

Prepared by: Scott R. Benson JB

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Approved by:

Reverses 1

J. S. Allen
Marketing Research Director

Topline 2 wks from start of fld.

Product Manager

Final 4 wks from start of fld.

John W. Scott 10/19
Group Product Manager

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