

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 groups:

- Group 1 = Best redeeming customers (2+ paid coupons): n = 750
- Group 2 = Paid redeeming customers (1 paid coupon): n = 750
- Group 3 = Non-redeeming customers (no redemption): n = 750

The total sample size is 2,250. All smokers 21+ years of age.

<b>Respondent</b>	<b>Interview</b>	<b>Screening</b>	<b>5 minutes</b>
<b>Incidence:</b> <u>38% revised</u>	<b>Length:</b>	<b>Questionnaire</b>	<b>10 minutes</b>
<u>from 70%</u>			

Research Firm: A&G Research

Cost Estimate: \$100,600

Revised From: \$76,600

Prepared by: S. R. Benson *[Signature]*

Approved by: \_\_\_\_\_

Group Manager

A. Paschke

Mktg Director

Product Manager

Group Product Manager

**1995 Cost Estimate by Month:**

Jan _____	Jul _____
Feb _____	Aug _____
Mar _____	Sep _____
Apr _____	Oct _____
May _____	Nov _____
Jun _____	Dec <u>\$100,600</u>

\* Revised Costs (If Any)

**Fieldwork Schedule:**

Start Field w/o 11/13/95

**Reporting Schedule:**

Topline w/o 12/18/95

Final Report 12/31/95

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