

Marketing Research - CPT Initiating Brief

Date 15.03.2000

Client Group BAT Korea

Client Contact Alberto Marcheggiano
Kyu Yeon Hwang

Research Liaison Subi Jeong

Project Number: to be assigned by Brown & Williamson USA

Project Name / Description: Dunhill Lights, CPT

Market(s) / Zone(s)

South Korea

Referent Brand(s)

Dunhill Lights, Kent Super Lights

Mild 7

This

Consumer Segment(s)

Own Brand - Dunhill Smokers: 150 Males, 25 ~ 39 years old, ABC+ who live in Seoul/Pusan

Competitors Brands - Mild7 Lights Smokers: 150 Males, 25 ~ 39 years old, ABC+ who live in Seoul/Pusan

Source of Business - This: 250 Males, (100 smokers, 25 ~ 29 years old, 150 smokers, 30 ~ 39 years old)
ABC+ who are not rejectors of imported cigarette and live in Seoul/Pusan

Source of Business - Local Premium KS Smokers: 250 Males, (100 smokers, 25 ~ 29 years old, 150 smokers, 30 ~ 39 years old) ABC+ who are not rejectors of imported cigarette and live in Seoul/Pusan

Background / Problem Definition

- 1999 showed that imported cigarettes are recovering from the 1997/1998 economic crisis and we forecasted continuous growth over the company's plan period.
- BAT objective is to substantially increase its market share with growth coming primarily from its first priority brand : Dunhill Lights
- To achieve growth we consider fundamental to have a superior product in terms of acceptability among potential source of business as well as for our current franchise