

Salem's

Lucky

calm

Lame

(Hooded)

Smooth

modern

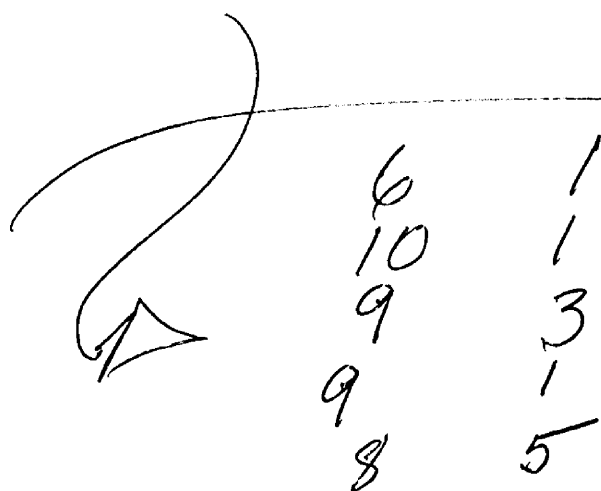
Edgy

Green

Relaxing

Nightclub

How interested in buying Salem?



- Black Box Salem

One thing?

- Metal Case

- Slide Box

- 1000 Flavours

- Pkging (both metal case + Fuserio)

- Lucky cig.

- Flavours - Salem

4-Men  
6-Females

2-A-A F

1-Asian male

1-Asian woman

Temp

1

Kolor

Sallen

B+H

1

1

Cheep

Camel

Parliam.

11

Salem Pre-

- old school

- older generation (30 to 40 something)

- Close sub. to Marl.

Kool Concept

- for older men

- generic → grab any audience

- strong

## Remember from?

- Koolhaas - <sup>ageared</sup> "forward urban"
- <sup>w/peking</sup> Kool colors flashie for Sm Fusion
- Sm Fusion packs opens up
- Kool chesie → 70's?

How appealing - Salem  
(campaign)

4	3
1	7
7	5
4	4
5	7

What  
Liked? Salem

- Bl/Koz consistent color scheme  
"although a bit much"
- Peking. tin, slide box, interesting
- Appealing photos
- Liked green color

Did not like? Salem

- gimmicky phs.
- piercing colors
- with guys? why here? meaning?
- too surreal
- Ad + music connection  
don't go together

Didn't like? cont.

- Yeng Yang - meaning?
- Sony Corp report

## Messages Salem cases.

- A their image from old to more  
hip clientele

- More sleek. for people on the go  
(from the ads that didn't  
make sense)

a "theirs"  
reachings"  
w/ the  
same

- Trying to reach an individual  
consumer who wants  
a customized product  
for themselves

- Trying to intrigue people to give  
Salem a shot

For who Salem?

- 18-22 y olds (Achy)
- who like to go to clubs

## Campaign Adjectives?

- flashy
- patronizing
- too cool
- subdued flashiness
- mystical - y/y
- Matrix-like

→ surreal & out there  
(not for me)

## Appreciation?

- pk'ing
- slicker, younger, focus on the go population
- club scene

in (Vodka  
signed CDs)

## Salmista Band

- (over)
- trying too hard
  - colorful
  - slick
  - reinventing itself
  - innovative

- ~~- reaching for~~
- don't like at all
- ~~- cheap / cheesy~~

# Kool appeal?

4	3	3
3	2	1
1	4	
3	6	

## Liked?

- Kool Mexx DJ Competition  
(like in like magaz.)
- Colors good - fresh + vibrant
- Variety - offering a choice
- ~~Broad~~

## Didn't like

- Graphics 80's - junky -
- Cell Phones
- Check the levels
- No People
- Hates Flavours

- Broad
- Urban
- Buser

Who for?

Younger to 30 and

Kool is \_\_\_\_\_

- wack
- nauseating
- loud
- confusing
- gaudy
- junkie

Preception Ad -

- for 18030 audience
- "I would try it"

Kool is \_\_\_\_\_

- trying too hard
- out of control - ads such
- outgoing / broad
- overcompensating for something
- not for old people anymore
- cheap
- technical
- unappealing
- TASTY (Havens)

Kool  
How interested?  
in buying

1  
3  
5  
1  
2  
1

Salem in buying?

3, 2, 5, 1, 3, 5  
2, 2, 3, 1

What remember the most?

- Kool MEXX ad
- Kool Check Leveload
- Kool Cell Phone Ad
- Salem ad w/ Guy + ball of light
- Collision in Salem ad
- Mocha (new)
- Salem guy ~~something~~
- Kool ads
- Kool no people in ads
- Kool phing
- Salem Y-Y



# Philly - Newport Smokers

5-F (2-A-A, 2-C)

3-M (3A-A)

Carolyn

Darlene

Suzanne

Rachael

Melissa

Alfred

Don

George

## Quant. Pre-Kool -

- ✓ - Dad smoked it - older generation - 80's
- Stronger
- The "other" menthol

## Quant. Remember Kool?

- The Flavors - Benny + Mocha
- Younger generation ASU30 + Urban
- Wayne pack opened
- ✓ - Kool had cell phones - looked different

Salem Pre-Quant - older - people's mom's  
- smooth / not as strong as <sup>other</sup> brands

Salem remember

- Tim ~~did~~

(2)

Salem

Camp. Appeal?

8

5

8

7

6

6

1

4

Carolyn

Liked?

- 3 different flavours Black, Green, Silver
- diff. extremes - mesh/relaxing
- the tin, to keep in freshness
- ~~maxtropy~~
- feels true to urban hip-hop culture
- liked Slide Box ~~high authentic~~
- colored tip? wish cigt.

Disliked showing

- the relaxing
- diff. types - confused
- this is fun

Tell about Salem

- ASO 30
- relax you
- A-A demographic
- making a step-up - a new approach
- trying to

53227 0949

Who Campaign for?

- <sup>goes to</sup> Clubs/bars
- dresses funky

Appeal To You?

NO - too dressed up, for professionals

Yes - urban culture

NO -

NO - for 20 something

NO - for 30+

Yes - music link

Yes - " "

? - ?

Adjectives campaign

- trendy

- innovative how brand is evolving

- exciting (train) (Flavors diff.)

"they don't want to be what they are"

Salem is

Relaxing

weak - sucking on air

variety of strengths

Confused (relaxing, rock party)

trendy

exciting

changing

<u>Kool</u>	3	2
	8	5
Appeal?	2	2
	6	
	6	

Liked?

- Diff. Flavors (most don't offer)
- Box Wallet
- Labels - lets you know - well defined - more clear than Salem
- Flavors
- Pkging.

Didn't Like?

- wants a free pack
- Conny - perfect blend - mix
- The House of Menthol
- Bland.

For who

ASU30 A-A

- Hip-Hop ~~Culture~~ Culture geared
- Have fun (not money + power) - do it your way
- Electronics to connect w/ people
- Evolving

A Perceptions

App - those who like to  
- drink coffee + smoke cig's

Kool is —

- boring
- corny
- Connected

Kool

@Intent? 2, 5, 1, 4, 1, 6, 2, 1

Salem PI? 1, 1, 1, 1, 4, 5, 2, 1

Remember (among them)

- Kool Flavours & Aging

Salem

values

- urban prof.
- stressed out
- trendy
- laid back
- conservative

Kool

values

- Hip Hop
- Silly
- "Knows what he's doing"
- Wants to be next Newport

# Group 2 Philly

S-F

3-M (1-A-A)

Pre-Kool

- strong/harsh
- for older people

Pre-Salem

- strong/harsh
- old
- cheapo

Remember from aise

- Koolads for urban + music, AT
- all my guyz subway
- Salem futuristic
- Kool technology + urban music scene
- Kool 304 favours

Kool  
Camp. Appeal? 6, 6, 1, 7, 7, 6, 5, 6

Liked? - Colorful, draws attention

- Bright
- Club, DJ thing, music, I'm into it
- Graphics, designs + a lot
- Vibrant
- my generation / I can relate (to music clubs)
- the new flavors
- Diff. boxes - flip - easier to open
- Pkging.

Didn't like

- Flip open wallet, while driving
- Expect that flavors would be artificial
- lower quality product expected because of ads
- ad camp. - stupid, faded

What does it tell you / messages?

- Trying to be <sup>more</sup> hip than were
- to update - its working + like it
- Trying to be hard
- Very urban

Kool

Who talking to?

- 20's - 30's + 40's

- Clubs / Bars

- Those who are into design + fashion + <sup>computer</sup> tech

- Urban Hip Hop / Rave scene

- Hip, cool

- Flashy

- Newport <sup>ads are</sup> more honest than Kool ads

- Kool ads are lifestyle focused

Adjectives

- Flashy

- Bright, Colorful

- Urban

- Cheesy

- Hip-Hop

- Music-Oriented

- Old School? → DJ thing is done

- Not high quality airt.

~~over~~



Kool's

- ~~good~~
- self conscious
- cheap
- over the top
- trying
- " to change / to update themselves

Kool PI? 3, 2, 3, 2, 2, 1, 1, 1

Salem

Appeal?

4, 6, 2, 5, 8, 9, 5, 6.

- not as loud as Kool
- aesthetically pleasing
- modern, futuristic
- laid back
- soothing / relaxing
- not as busy as Kool
- too obtuse

- contest too complex

- why Y-Y? pack design

Rislike - SlideBox

Feel you about Salem?

- ~~trying to be~~  
- urban

- Club/hip-hop thing or R+B + softer stuff

- being  
- smooth

- mature people

- chilled / laid back

after Matt's review

- Higher Quality

- smooth w/ calm scheme

- Consistent

Adj -

Flourescent

green

Don't understand it

soothing

post modern

chilled

modern

Salem is

- Quality Menthol Smoke

- smooth, mild

- Mature

- Relaxing

- Modern

R Intent? 3, 5, 5, 3, 5, 8, 2, 1

# Remember Most

- Cheese Kool
- Salem candles w/ no cigt
- Both colors
- Salem flourace. green
- Kool colors - great colors
- Salem colors + unique design

## Kool personality

- ghetto
- aging club go
- get too much

## Salem personality

- pine
- chill
- model
- just off work + smoke
- jazz musician