

Ecopse Quantitation

53409 0698

ECLIPSE PE BATEF

DALLAS

LIA

ATTACHMENT to Bums

- HAVE to be committed in order to convert
- Mental commitment necessary prior to trial
- What ^{SPARKS} ~~the~~ mental commitment?
 - ① Not AS Humane
 - ② No Smoke / NO ASH / NO Odor

ASU 30 - ASU 25
No Smoke / No Odor
No Ash
WOM

- If #2 is the only motivation, then they are likely to be social / situational smokers of Eclipse allowing smokers to enjoy smoking where they couldn't before
 - Perpetuated by smoking ~~restrictions~~
 - Possibility for joint UB

Benefit for People's Emotional Commitment

- sets of equally important benefits
 - (1) physical, tangible difference in their bodies of improvement
 - (2) enhanced self-image of not being perceived as a smoker
 - cleaner
 - no longer a second class citizen
- ~~LA~~ - compromised, but not given up ~ slight rebellion attitude

- ~~More about the~~
~~to be a~~ - Less SHS is a nice rationalization & reinforcement for improving their self image w/ this choice
- ~~Not~~
 - ~~Not~~

Thoughtful

Eclipse needs to ~~become~~ a positive badge

ENTIRE BANNON*

CLOSET SMOKER → ECLIPSE Draws ATTENTION to THEM
YET PERCEIVED AS A ~~NOT~~ Non Smoker

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MAKES SMOKING pleasurable again, b/c you can now smoke when you ~~used~~ ^{would} to choose not to

Now enjoy smoking when & where you want to

Truly REVOLUTIONARY

Not a Real cigarette, b/c not burning tobacco w/ all of the trappings of a regular cig

Primary vs Secondary Cigarette - Eclipse = ACTIVE Smoking Process

Smoke Eclipse to get a fix → have to actively smoke Eclipse
to keep it going ~~to~~ or it will go out

Hard to Light
Low fallout

Lower rate, # of puffs

Occasional metallic taste possibly due to

Burns well

Low Stress, Clean, Enjoyment, Positive self image

Commanding
Rebellion
Escape
Anxiety

} 4 LEVELS / REASONS for Smoking

RELAXATION & MEDITATION - ~~helps~~ ↓ stress b/c I'm having a cig
as well as feeling better about me

The Eclipse Smoking Experience Lives in its own place
it disrupts almost every piece of the smoking
experience except for the smoke break & psychological
satisfaction

Self Confident, Independent

Confidence & Engagement

Product solves a real set of emotional needs for the consumer

→ VERY RARE Product

Deeply SATISFIES A Deep need for the consumer

NAME Groups x = same person

I. Discovery of Europe

Fun Night/Story

AD
11*

EVENT
1

RETIRE
11*

WEB

DM
1

SAMPLE

FRIEND
11*

(From Study)

TANGIBLE BENEFITS

SMOKE

ODOR
11

ASHES

EXTERNAL

Concern for Others

1 (wife MS)

1 (KIDS)

HEALTH

1 (feel Better)

1 (BRONCHITIS + Hemit)

Help THE SMOKER FIND THEIR Comfort Zone!

BRIMED
more CIGARETTES
= more
Comfort

PRODUCT CUES

Larger (100s)

HEAT SMOKE FILLING OUT

LIGHT ABILITY

II. Emotion Sort

① # 17 Enjoying LIFE IN GENERAL → Comfort Zone!

② # 17 CLEARER, more self Aware, RELAXING

③ # 22 SINGLE OUT for SOMETHING DIFFERENT
- Lots of ?'s

④ # 22 MAKES YOU STAND OUT

⑤ # 12 RELAXATION, INDULGING, ENJOYING LIFE

⑥ # 4 TECHNOLOGY Behind it (Have You (like a Girl) Too)

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III. CAR SOD

- ① FRUSTRATED, CHEATED, HARASSED, SKEPTICAL, SMART, RELIEVED
- ② SMART, SATISFIED, FULFILLED, HAPPY, PLEASED
- ③ CLEVER, EMPOWERED, SATISFYING, FULFILLING
- ④ SMART, RELIEVED (NOT HAVING TO QUIT WORK), PLEASED
- ⑤ ENTHUSIASTIC, PLEASED, ANNOYED (PRICE, CO. FOR FOREIGN)
- ⑥ SATISFIED, PLEASED, AMUSED (BY ATTENTION)

IV. COLLAGE

- ① MERCEDES S CLASS ; HIGH PERFORMANCE (IS) ; ~~3~~ ^{SIZE THE} ~~3~~ ^{DRY!}
- ② FLAVOR, HEAVY
- ③ BAD BOY, HANDY NOTICE @ WORK, EXPERIENCED, HUMOR, HIGH PERFORMANCE
- ④ JAGUAR → GOOD BRAND / QUESTIONABLE QUALITY, LIKE C2, CLEANER NOT A BLUE COLLAR CIO
- ⑤ CLEANER, FRESH, NOT GOING TO GIVE UP
ENJOY THE PLEASURES IN A LITTLE SAFER WAY

FEMME ECLIPSE GROUPS

3-7-85

(Fun Night)

MAG AD	Fire Sample	EVEE	DM	RETAIL RETAIL	WEB
11	1	111		1	

Tangible
Benefits

NO SMOKE	ODOR	ASHES
11	1	

External
Benefits

Concerns for <u>OTHERS</u>	HEALTH <u>FAIRY</u>
1	111

RESERVED WEB
111

Retail Issues

7-11 not taking online camera

Advocacy

3 converts from Smoking Men
1 convert a co worker

What They Would Change

EMER to LIGHT 11
100s 1111

MOTIVATED

Opportunity for Trial + Info
3rd party / TRUSTED Source

~~Concern for~~
Concern for OTHERS
VS.
Concern for OTHERS AFFINITY
OF THEM AS SMOKERS

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Emotion Sort

Pictures / Mood / Emotion Pairs

- #5 - Thoughtful
- #15 - Happiness, Satisfying, Feels good
- #17 - Calm, ~~Relaxing~~, Fresh Air
- #11 - Caring, Clean
- #32 - Deep Thought / Serious Decision
- #6 - Alone, Vulnerable
- ~~#1~~
- #7 - Satisfying, Like a Big Meal

Card Sort

Words on Cards

- ① Smart, Frightened, Liberated
- ② Thoughtful (to other animal tiles), Satisfying, Curious, Clean, Bold (Takes Guts & Chg) ~~Fearful~~
- ③ Satisfied, Estatic, Pleased
- ④ Satisfied, Smart, Engaged, ~~P~~ Pleased
- ⑤ Happy (Tangible Benefits), Smart, Satisfied, Pleased, Fulfilled
- ⑥ Smart, Contemplated, Interested, Concerned, Satisfying
Smart, Engaged, Satisfying

Puffs 10 to 20

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Collage

①

Freedom - Anytime / Anywhere

CADILLAC - CLEAN, CRISP, BREAKTHROUGH!

HEALTHY

NOT ASHAMED OR EMBARRASSED

~~②~~

②

BREAKTHROUGH, REVOLUTION

③

CLEAN

DIFFERENT

Don't want to offend others

WHITE = CLEAN

④

Innovations of THE Future

REVOLUTION

One Step Closer

Better for Environment

⑤

FLAVORFUL

Small CIGARETTES w/ Smelling Smoke

3 pack Cigarette