

Influence Survey

53409 0661

**RJR – Project Phoenix  
Influencer Survey**

As you may know, the Innovation Business Unit is exploring the restaging of Eclipse. As part of that effort, the team would like to get some input from you. Please take a moment to share your thoughts regarding the Eclipse proposition.

Please answer the following questions, and forward your response to Joe Andrews by \_\_\_\_.

Thank you,  
The Innovations Business Unit

Questions:

1. If you are or ever were an Eclipse smoker...
  - a. tell us about your adoption process with the product... When were you first aware of it, when did you first try it? When did you convert? When did you notice any unexpected benefits? What was the biggest barrier for you? How did they overcome the change in smoking ritual and sensation? Have you evangelized others?
  - b. Where you working on the Eclipse brand team at the time of Adoption? If not, what gave you the "Permission" to make the switch?
2. What do you think is the primary reason why PREP products (potentially reduced exposure products) like Eclipse, Omni (Vector Group), Quest (Vector Group), Advance (B&W), Accord (PM) and others have not been successful in the marketplace?
3. In your opinion, how important do you think it is for PREP products to focus primarily on the reduced exposure benefits in their positioning and communication?

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4. If you could change one thing about the Eclipse product, what would it be and why?
5. What do you think would make Eclipse more appealing from an experiential standpoint? What is currently the most compelling aspect of the Eclipse experience?
6. Historically, Eclipse has been positioned toward an older, more concerned audience. Do you believe there are other target opportunities for the brand? Who do you think is the most important target market for the Eclipse product and why?

Thank you for your time and interest in making Eclipse a success.

Melinda Simmons

From NONE to PREMIERE

① Psychology ready for Premiere type product

Committed when motivated to make switch

③ People not living category are not versed to making changes  
→ concerned

Primary Motivation → Cosmetic benefits

④ Product Choice

① FINISH INDICATION → LAST PUFF / NEGATIVE EXPERIENCE

② EASIER TO LIGHT

⑤ EXPERIMENTATION

\$ SALLY SATISFIED / HAVE CAKE & EAT it too

⑥ ADOFFERLE

↑ EDUCATED & UPSCALE

Professionals & Environment where it's harder to smoke

Alt lifestyle → FASHION STREET

⑦

# ① Solving Smoker

Combs of needs + circumstance

more Eclipse smoked, the less Mark liked the ~~the~~ <sup>beamer</sup>  
~~the~~ too much smoke w/ beamer  
Eclipse - not as much impact

If Mark gets cig down, he's not a smoker

## ② Failed b/c - legitimacy

- habit + ~~practice~~ practice

- hard if conditional smoker

## ③ Should not

## ④ Better aware when it's being used Manipulated + impact

## ⑤ ~~the~~ Explain or radically different w/ a reason for the use + move (clean feel, etc.)

Compelling Argument → don't have the ~~spread~~ spread impact  
→ cosmetic benefits

## ⑥ It finds it's own level

**Andrews, Joe**

**From:** Rhodes, E. Scott  
**At:** Monday, May 02, 2005 7:07 AM  
**To:** Andrews, Joe; Lewis, Lincoln  
**Subject:** FW: Influencer survey

Kate's done some good thinking on this. Let's give her ideas some serious consideration.

Scott

-----Original Message-----

**From:** KateConsult@aol.com [mailto:KateConsult@aol.com]  
**Sent:** Friday, April 29, 2005 9:31 AM  
**To:** dlamphier@triad.rr.com; Goel, Asit; Rhodes, E. Scott; andrewsj@rjrt.com  
**Cc:** dshouse@CoyneBeahmShouse.com  
**Subject:** Re: Influencer survey

1. I'm thinking we're missing a vital opportunity here to "pigeon band" how the experience was incubated and bred at RJR. Why not ask them to description the adoption process for them? When were they first aware of it, when did they first try it? When did they convert? When did they notice any unexpected benefits? Have they evangelized others? What was the biggest barrier for them? How did they overcome the change in smoking ritual and sensation?

2. I'd lead with these questions to get them in a personal perspective state of mind, then go to the global questions...

3. Is this an "email survey?" With only 16 people, why not have personal interviews? If four team members did four people each, you'd have an amazing engagement and perspective, even if it's done telephonically.

4. I'd add some more people, i.e., farther down the food chain to see how "leadership" played a role...It's a significant thing if you're working on Camel, for example, to smoke Eclipse and yet people did make the switch...how did that happen? What gave them permission?

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5/2/2005

## RJR - Eclipse Product Influencer Survey

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If possible, please forward your response to Asit Goel by May 16<sup>th</sup>..

Thank you,  
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### Questions:

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5. Historically, Eclipse has been positioned toward an older, more "concerned" adult smoker audience. Do you believe there are other adult smoker segment opportunities for the brand? If so, how would you define them?

Thank you for your time and interest in making Eclipse a success.

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### Participants

- 1) Lynn Beasley
- 2) Susan Ivey
- 3) Melinda Simmons
- 4) Richard Wise (Agent 16)
- 5) Mark Morrissey (Agent 16)
- 6) Cie Nicholson (Pepsi - Former RJRT)
- 7) Gene Shore ?
- 8) Steven Grasse (Gyro) ?
- 9) Dave Iacuo
- 10) Andy Schindler *as*
- 11) Kevin Verner
- 12) JD Weber
- 13) Melanie Barbee
- 14) Yvette Willard
- 15) Robert Eckman ?
- 16) Jeff Gentry
- 17) FVL

18) Dave Townsend

19) C. Cook

20) Sally Williams

21) Ext REL

- Tommy Pogue
- Joe Murray
- Frank Lester



Scott?

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