

*Levillard*

MEMORANDUM

July 8, 1975

TO: Ms. Valerie Friedman  
FROM: Ben Ungarsohn  
RE: TRUE TIP-IN COPY TEST - TOPLINE REPORT  
MR #5542/375

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BACKGROUND:

Two TRUE advertising executions, "Quit" and "Regimen", have been pre-tested by Gallup and Robinson. Both ads were tipped-into the May 12th issue of "Newsweek" (Wave I) and the June 16th issue of "Time" (Wave II). This topline report will deal with combined Waves I & II.

PURPOSE:

To test the effectiveness of the two TRUE advertising executions "Quit" and "Regimen" in terms of delayed (24 hour) recall.

METHODOLOGY:

Interviews were conducted in 9 standard metropolitan statistical areas, in proportion to population density. A total of 314 men and 319 women were interviewed. In all, 633 respondents participated yielding 219 smokers. An additional probe of approximately 30 respondents per ad were conducted among those who did not volunteer initial impressions of the test ads. These respondents asked questions about the ad including a credibility question. All respondents were screened to determine magazine reading habits in order to supply a sample with appropriate readers of the magazine being surveyed.

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