

July 9, 1966

Barb,
To be signed.
Thanks,
Cina

TO: Mr. T. E. Kinney
Mrs. D. M. Ferrin

FROM: Mrs. C. S. Hunter

SUBJECT: TELEPHONE REPORT - WINSTON CIGARETTE
CONTINUITY EFFECTIVENESS

The purpose of this memo is to provide results on the impact of the continuity program when mailed to respondents to the WINSTON one-carton offer.

BACKGROUND:

Single brand direct marketing programs for WINSTON, CAMEL, and SHERATON are being tested to determine:

- The effectiveness of a brand-driven direct marketing program relative to the multi-brand program among target competitive smokers, either as an initial solicitation to previously unsolicited smokers or as a resolicitation to previous program non-responders.
- The relative effectiveness of a brand-driven solicitation versus in-home or other ability to convert competitive smokers.
- The effect of a continuity offer on retention of competitive smokers.

Two alternative solicitation offers were tested for WINSTON as follows: Cell A was a "two free carton offer" and Cell B was a "one free carton / two \$3 coupons" offer. A continuity program consisting of a two \$3 coupons and a

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