

PREMIER GROUP SESSIONS

PARAMETERS:

Two Markets: Phoenix AZ, St Louis MO

Three Days: November 14-16, 1988

Six Sessions: 49 Adults (26 females, 23 males)

Brands Represented: Carlton (7); Marlboro (6); Winston and Benson & Hedges (5); Kent and Kool (3); Virginia Slim, Salem, Belair, Lucky Strike Filter and Malibu (2); Merit, True, Pall Mall Lt, Eve, Cambridge, Ritz, Camel, More, and Richland (1).

FINDINGS

First Exposure to Premier:

- o media (radio, tv news, newspaper articles)
- o in-store displays, street sampling
- o friends, family, co-workers

Reasons for Piqued Interest:

- o no smoke/smokeless
- o curiosity about new type of cigarette
- o cleaner smoke
- o no/not as much nicotine

Expectations (prior to actual trial):

- o parity taste without smoke
- o good to smoke around non-smokers
- o lighter yet satisfying taste
- o air would be clean/cleaner
- o make it easier to quit

Reactions to Actual Trial:

- o like smoking lettuce/wrong end of cigarette
- o woody/sawdust taste
- o lacked tobacco taste
- o smelled awful/like chemicals
- o hard to light and keep lit
- o strange/nothing like I'm used to