

Ted Bates new york/advertising

June 4, 1975

MR. V. C. BIRDAUGH
BROWN & WILLIAMSON TOBACCO CORPORATION

Re: Major Creative Exploratory/Research

Dear Carter:

The first phase of the research program being conducted in support of the VICEROY major creative exploratory has been completed. Marketing and Research Counselors (MARC) has finished Phase I of the research plan which included a group of twelve in-depth interviews which helped us to construct a guide for the subsequent conduct of a series of eighteen focus group sessions in five cities: New York, Chicago, Atlanta, Dallas, and San Francisco.

The Ted Bates Creative and Research Departments and the Brown & Williamson Account Group observed many of the focus group sessions and reviewed the tape recordings of all of them. In pursuit of this creative exploratory, Irv Sonn has marshaled the forces of our entire Creative Department. We regret the inability of Brown & Williamson (management, brand group, and research) to join us in observing some of the focus group sessions.

We found this first qualitative phase of the research to be quite interesting and productive. It confirmed some hypotheses that we had formed and provided positive direction for the development of advertising concepts (Phase II of the research plan) which are to be tested in the final quantitative stage of the project; i.e. a national survey of 1,000 adult smokers.

In Phase III, we will quantify some of the most significant preliminary findings from the focus group sessions about VICEROY, VICEROY advertising and auto racing. We will also test the advertising concepts that have been developed, guided by the research, as most compatible with meeting VICEROY's objectives.

We would like to present the findings of Phase I and the product of Phase II (concept layouts) to you next week (June 11) when you are in New York for the Yankelovich presentation. Following that meeting, we propose a joint status report presentation to Bob Pittman and Billy Groome. While all of our findings to date (stemming from the focus group sessions) are considered to be preliminary and subject to quantitative verification in Phase III, we believe them to be of a nature significant enough to warrant this interim exposure to your management prior to completion of the total research project and Shakertown. Should you elect to see if Billy can join us in