

**YOUNG & RUBICAM NEW YORK**  
285 MADISON AVENUE  
NEW YORK, NEW YORK 10017-6486

September 25, 1987

Mr. Cliff Pennell  
Brand Manager  
R.J. Reynolds Tobacco Company  
401 N. Main Street  
Winston-Salem, NC 27102

Dear Cliff:

The purpose of this letter is to provide you with Y&R's observations and recommendations regarding the NOW creative exploratory campaigns presented in the Denver focus groups.

OBSERVATIONS

The following details the collective group reaction to the six different campaigns presented:

Humor

The primary consumer concern with the humorous executions was with the direct one-on-one attack of Carlton. In general, these consumers disliked advertising that denigrates a single competitor; it was felt that a personal feud was being depicted. The consumers believe that advertising should focus on selling a brand for its inherent qualities and benefits.

There was minimal acceptance of humor by the consumers interviewed. They were indifferent to the humor and questioned the tone of advertising that tells them what to do i.e., "Stop Clinging to the Past."

Testimonial

The testimonial executions appeared to express an arrogant attitude that was too aggressive and hostile for consumers. Certain words like "spirited" and "assertive" were acceptable descriptions of our prospects, but the tone of the ads made consumers uncomfortable and feel defensive. They also expressed annoyance in being told they should know something about a product i.e., "By Now You Should Know."

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