

Lorillard
MEMORANDUM

cc K. Faircloth
J. Eldridge
B. Griffin
D. Kistling
May 21, 1997

TO: V. Lindsley
FROM: S.R. Benson

RE: RESULTS OF "BUY SOME GET SOME" RESEARCH (MPID #5543/797)

This memo summarizes the findings of a research study conducted to understand which of various "Buy Some Get Some" promotions offers the best potential for motivating competitive brand smokers to purchase Newport.

BACKGROUND

Beginning in February 1997, Newport tested six alternative "Buy Some Get Some" promotions in four market types. These markets were selected to reflect varying brand share development for Newport (high SOM and low SOM) and different populations (general market and urban center). The promotions were tested in the following market types:

	<u>B1G1F</u>	<u>B2G1F</u>	<u>B3G1F</u>	<u>B3G2F</u>	<u>B3G3F</u>	<u>B4G2F</u>
High SOM/General	X	X	X	X	X	X
High SOM/Urban	X	X	X	X	X	
Low SOM/General	X	X	X	X	X	X
Low SOM/Urban	X	X	X	X	X	

MARKETING OBJECTIVES

The primary marketing objective of this program is to provide learning about the effectiveness of these various types of "Buy Some Get Some" promotions. The findings from this research will be utilized in the development of marketing strategies which best leverage promotional opportunities for the Newport brand.

RESEARCH OBJECTIVES

The objective of this research is to evaluate the implementation and promotion effectiveness of various "Buy Some Get Some" concepts for Newport. Effectiveness will be measured by the extent to which each offer generates competitive smoker participation.

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