

MEMORANDUM

October 27, 1967

TO: MR. J.W. BURGARD
cc: Mr. R.P. Finch
Mr. J.O. Cruse
Mr. J.Y. Honeycutt
Mr. A.A.B. Upfield
Dr. E.E. Griffith
Mr. J.H. Jeffries
Mr. C.I. McCarty
Mr. A.J. Marver
Mr. R.A. Pittman
Dr. R.A. Sanford
Mr. J.A. Sroughton
Mr. D.E. Johnson
Mr. J.W. Greene

FINAL REPORT
BLND PRODUCT TEST OF KENT COOL 84
VERSUS KENT COOL BLEND
JOHNSON & JOHNSON
INVESTIGATION

Background

The study was conducted to determine whether consumer acceptance of KOOL 84 with CN-1 blend is better than that of KOOL 84 with KOOL blend.

The study was conducted with a sample of about 400 menthol smokers, consisting of a sub-sample of 200 KOOL smokers and 200 non-KOOL smokers, the latter brand quota structured. Each sub-sample was 50% male/50 female and 50% regular/50 occasional KOOL smokers.

Respondents received five packs of test cigarette #416 and five packs of test cigarette #438.

Qualification and placement interviews were made on a door-to-door basis. About seven to ten days after placement, respondents were interviewed again to obtain their opinions about the two test cigarettes.

The study was conducted in five geographically spread cities (Cincinnati, Hartford, New Orleans, Omaha and St. Louis) and took place between August 6 and August 23, 1967.

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