

Mr. E.M. Blackburn

Re: WL' TAGLINE RESEARCH  
(MRD # 79-0056)

This reports the complete analysis of the "WL Tastes Good Like ... " tagline research. Attached is a demographic breakdown of all the evaluative measures.

### SUMMARY

- "Light Cigarette" is the best of the three taglines tested.
- "Light Cigarette" is superior to "Low Tar" on open-  
end communication of great taste & low tar. It ~~is~~ <sup>is</sup> also better in terms of satisfaction perceptions.
- "Light Cigarette" ~~is~~ <sup>is</sup> superior to "Like A Cig. Should" in communication of best balance of taste & low tar (agree/disagree question). "Light Cig." ~~is~~ <sup>is</sup> also significantly better than "Like A Cig. Should" on most of the perceptual profile attributes (satisfaction, taste, & smoothness).

### Background

WINSTON Lights is in the process of developing a new campaign. This campaign is designed to meet the objectives of communicating that WINSTON Lights offers the best balance of great taste and low tar. It was envisioned that the advertising would make use of the tagline "WINSTON Lights Tastes Good Like A Cigarette Should." This would be used to tie WINSTON Lights to the WINSTON taste heritage and facilitate the switch to WINSTON Lights by providing assurance that it will meet taste expectations. However, Mr. Anderson in reviewing the proposed advertising felt that other forms of the tagline with potentially less full flavor association should be explored.

The following forms of the tagline have been developed by Dancer:

- "WINSTON Lights Tastes Good Like A Cigarette Should"
- "WINSTON Lights Tastes Good Like A Low Tar Cigarette Should"
- "WINSTON Lights Tastes Good Like A Light Cigarette Should"

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