

MARKETING DECISION RESEARCH (PACIFIC) LTD

KEY PROBE

TEL. NO. : 4135777

M.2686 YAMS PROJECT

GROUP DISCUSSION GUIDE

|What do you mean by that?
|In what way?
|How would you describe that?
|Can you tell me more about that?
Can you give me an example of that?

INTERNATIONAL MARLBORO IMAGE DYNAMICS STUDY

INTERVIEWER

This study is intended to explore consumer attitudes and feelings towards their life and lifestyle and determine how these relate to the Marlboro brand identity. We are looking to understand what young adult male smokers are looking for in their life, so we can look for ways to improve the relevance of Marlboro communications and positioning. This requires extended probing into respondent feelings, in order to understand what drives their behaviour, how they see the world they live in and to understand what is important to them and why.

As the interview is long, please ensure that the following time limits are applied to minimise respondent fatigue:

Part A	Everyday life	30 minutes (max 40)
Part B	Brands and images	20 minutes (max 30)
Part C	Cigarette brands	30 minutes (max 40)
Part D	Communication activities	30 minutes (max 40)
Part E	Trends	10 minutes (max 15)
	Demographics	5 minutes

Please also make sure that:

- . the respondent is aware of the length of the interview and prepared to stay
- . the respondent's permission is obtained to record the interview as taking written notes will be too time consuming and inhibit interaction
- . the respondents is "warmed up" before the interview begins. Please exchange some personal words and relaxed discussion in order to put him at ease, familiarising him with the recorder etc. Then gradually move into the first section of the interview: Everyday life
- . the respondent is encouraged to share his experiences, opinions and feelings as freely as possible. Obtaining spontaneous comments is very important.
- . remember that this is a discussion guide and so any responses that are considered relevant should be probed eg. Marlboro Mediums, Camel Lights. Use standard probes --> Why do you say that? What do you think of ...? What do you like about ...? etc

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