

April 8, 1986

TO: R. C. Tompson

FROM: S. G. Seidler

RE: MORE Creative Exploratory Focus Groups

Trinette Francis
Moderator

The following provides you with a summary of the Focus Groups conducted in Miami for MORE 120s' new creative advertising.

Background

Following the reassessment of the MORE brand, new creative was developed reflecting emphasis upon MORE's product point-of-difference. Three campaigns were exposed to Focus Groups:

1. Diagonal
2. "L"
3. Comparative

Conclusions

The response of the three female franchise groups, two female target groups and one male target/franchise group indicated:

- 1). No single campaign was preferred over the other campaign.
- 2). Each campaign achieved the objective of communicating the product point-of-difference as compared to current advertising.
- 3). All three campaigns correctly communicated the benefits of smoking MORE.

Observations

Current "Dare to be More" Campaign

Respondents clearly understand the current advertising campaign's message of style and sophistication. However, product attributes were not seen as part of the message. Many respondents described the model as tall and slender like the cigarette, but someone they would not relate to or be friends with.

The franchise smokers prefer MORE's slow burn rate while target smokers do not like MORE's characteristic going out in the ash tray.

50538 5461

R. C. Tompson
Page two
April 8, 1986

Current "Dare to be More" Campaign (cont'd)

When asked to draw a MORE smoker, the majority of the respondents drew women who were independent, aggressive, and self-assured. Interestingly, the cowboy image did surface several times to describe MORE.

Diagonal Pack

The diagonal pack campaign was well received by the groups. The model was perceived as challenging, sexy, and more personable than the current model. The various headlines communicated the product attributes; The Cigarette That's More, more value, taste, and length was the favorite headline.

It was difficult for the respondents to read all of the subcopy in this layout sequence. The use of male models was not perceived as a representation of a MORE smoker.

"L" Word Campaign

This campaign was well perceived and stimulating for the groups. The "Length" execution elicited product attribute playback. Respondents like the word idea because it did not limit the image of MORE to rich women; rather it invited anyone to smoke MORE. The imagery words, "sleek" and "style" were perceived not only in the product attribute area, but also translated into images of slim, fashionable and feminine.

Comparative

The comparative headline "More or Less" was the initial execution shown to groups. This headline sparked a lot of product attribute playback as well as the value attributes of MORE (more for your money, more length and puffs).

Many respondents felt this campaign was too sterile; there was nothing warm to offer the consumer. Although this campaign was viewed as "intelligent" it was also seen as very aggressive in communicating the MORE message. Respondents liked the wit of the headlines, (Bore versus MORE) but overall, this campaign was evenly split, positive and negative.

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