

September 3, 1986

TO: Mr. D. N. Iauco

RE: CENTURY FOCUS GROUPS

Attached is the Brand's summary of learning from CENTURY's recent focus groups held to expose the new comparative campaign to target and franchise smokers.

Key Conclusions

● Target Smokers

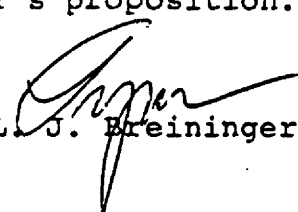
Target smokers have low proposition understanding and low brand loyalty. This appears to be due to their inability to translate the value of 50 free cigarettes to dollar savings.

● Comparative Campaign

The comparative format effectively sets up CENTURY's value versus standard brands when very literal headlines and subcopy are used (Quality/Quality Plus Value). However, copy that requires more interpretation "Full Price/Full Value," "Good Value/Best Value," and "Get all you pay for" are perceived as communicating only the economics of CENTURY's proposition.

Next Steps

- The Agency will be presenting revised out-of-home and print comps based on focus group learning on Friday, September 5, with Mr. Kampe and Thursday, September 11, with Mr. Orlowsky.
- Several new programs are under development for 1987 to address the lack of target understanding of CENTURY's proposition.

  
L. J. Breininger

LJB/adh  
Attachment

cc: Ms. M. H. Herson  
Ms. M. A. Simmons

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