

Corporate Affairs Copy Testing

Research Proposal

Background:

Philip Morris maintains extensive communications with smokers. These communications are intended to advance a social and political agenda which includes securing smokers' rights to employment privacy, promoting public smoking polices which accomodate the needs of smokers and non-smokers, keeping cigarette taxes in check, and protecting our right to advertise and smokers' rights to learn of new products and offerings.

A heirarchy of smoker activism has become apparent; "ninjas" are at the top of this heirarchy. These activists are articulate and willing to be vocal in public. PM USA is aware of approximately ten thousand ninjas.

Approximately 150,000 smokers are Smokers' Caucus Members -- these smokers have acted on behalf of smokers' rights at least twice.

Roughly half a million (i.e., 511,000) smoker households receive Smokers' Advocate, a newsletter which is dedicated exclusively to the concerns of smokers. Smokers' Advocate recipients have either requested the newsletter or acted on behalf of smokers' rights in a manner that was visible to Philip Morris.

Nearly ten million households receive Philip Morris (PM) Magazine. Smokers receive this magazine free of charge; most of the articles in PM Magazine deal with leisure time activities and human interest stories. Editorials which address the rights of smokers and the need for accomodation policies are interspersed with less polemic features.

Philip Morris' printed communications to smokers can be seen as addressing two sets of concerns, both of which can contribute to the advancement of its social and political agenda. The more focused communications seek to inform and motivate smokers who are already predisposed to take action on behalf of smokers' rights. Less focused communications seek to remind less active smokers that their status as smokers should not diminish the respect with which others treat them.

Focused communications are intended to provide a call to action.

Less focused communications should promote a social climate in which smokers are comfortable standing up for their rights in informal situations.

Philip Morris' Corporate Affairs Department is concerned that its communications to smokers may in fact sensitize smokers to their behaviorally defined, minority status.

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Background (continued):

In early 1991, Governor Jim Florio (D-NJ), vetoed legislation that would ensure that legal activities away from the work place could not be used as criteria for employment, termination, or promotion. He indicated that health issues were more important than privacy issues.

Faced with the prospect of a humiliating override of his veto by a coalition of minority and conservative legislators supported by labor unions and the ACLU, Florio accepted a compromise measure that ensures employee privacy vis a vis, smoking away from the work place unless employers can demonstrate that smoking is detrimental to the fulfillment of employees' obligations.

A survey of smokers' and non-smokers' awareness of this legislative issue, and their attitudes towards smoking, gave some indication that New Jersey smokers, although unable to recall these legislative events, were more sensitive about their rights as smokers.

Objectives:

PM needs to measure the effectiveness of its communications in Philip Morris Magazine. This publication is given priority by virtue of its broad appeal, large budget, and its objective of addressing the concerns of smokers who are less likely than newsletter recipients to be confident of their rights as smokers.

Measures of effectiveness will focus on concerns that communications which remind smokers of their minority status may sensitize them, and make them less certain of their rights as smokers.

Effectiveness is comprised of the following phenomena:

- Recipients' ability to recall having received the magazine (unaided and aided)
- Readership
- The ability to recall specific features and articles (unaided and aided)
- The ability to recall editorial content (unaided and aided)
- The clarity of editorial content (unaided and aided)
- The formation of attitudes which support their rights as smokers

Method:

A total of one thousand smokers would be interviewed by telephone; five hundred respondents would be recipients of Philip Morris Magazine and five hundred respondents would be non-recipients. Interviews would last an average of twenty minutes.

Immediately after completion of field work for the telephone survey, eight focus groups would be conducted among Philip Morris Magazine recipients.

Areas to be Explored:

Question areas would include:

- Aided and unaided awareness of the publication
- Readership levels
- Likes/dislikes/features and articles of interest
- Discussion and understanding of editorials
- Persuasive impact of editorials
- Demographics

Time and Cost Estimates:

Quantitative Research:

- Telephone interviews of 500 Philip Morris Magazine recipients and 500 smokers who do not receive PM Magazine (average interview length of 20 minutes) \$51,000 9 weeks from go-ahead to tabulations

Qualitative Research:

- Develop moderator's guide, recruit respondents, conduct eight focus groups, and provide written report \$36,000* 7 weeks from completion of survey field work

* Does not include out of pocket expenses for food at focus group facilities , moderator travel and lodging, and transcription of group discussion.