

BROAD GUIDELINES FOR UNDERSTANDING/ADDRESSING FUBYAS NEEDS

- ALL OF THESE KEY NEEDS ARE ENORMOUSLY INTERTWINED.
 - YOU HAVE SEEN THE INSEPARABLE RELATIONSHIP BETWEEN THE NEED TO BELONG AND TO BE DIFFERENT
 - AND HOW THE NEEDS FOR SUCCESS, EXCITEMENT AND SEX RELATE TO EACH OTHER.
 - IN THE NEXT SECTION, YOU WILL SEE HOW THESE LAST THREE ARE TIED TO BELONGING AND BEING DIFFERENT.

- A FEW CONCISE IDEAS CAN BE CAPTURED FROM THESE NEEDS AND THEIR INTERRELATIONSHIPS TO SERVE AS READY-REFERENCE GUIDELINES:

FOR THE FUBYAS WHAT IS CRITICAL IS:

1. TODAY, NOT TOMORROW
2. STAYING YOUNG/NOT IN THE RUT
3. ON THE EDGE, NOT THE MIDDLE GROUND

SEE THINGS THROUGH THEIR EYES, NOT OURS.

DIFFERENTIATING WITHIN THE FUBYAS GROUP

- FUBYAS ARE NOT ONE HOMOGENEOUS GROUP
- THIS IS GOOD NEWS, BECAUSE THEREIN LIES DIFFERENTIATION AND OPPORTUNITY
- THE SEGMENTS THAT FUBYAS KNOW ARE THEIR SOCIAL GROUPS. THESE ARE LARGE, LOOSELY KNIT BUT HIGHLY LABELED SUB-SOCIETIES FROM WHICH FUBYAS DRAW THEIR IDENTITY, I.E., BY BELONGING TO THE GROUP AND USING THE GROUP TO BE DIFFERENT FROM OTHER YOUNGER ADULTS.

DIFFERENTIATING WITHIN THE FUBYAS GROUP

● WHY AND HOW ARE THESE SOCIAL GROUPS POTENTIALLY USEFUL TO MARKETING?

-- THESE GROUPS FORM A SPECTRUM

- SPECTRUM REFLECTS ATTITUDINAL STANCES OR MINDSETS TOWARD DEALING WITH LIFE/WITH NEEDS
- FROM VERY CONSERVATIVE TO OUTRAGEOUSLY EXTREME
- IN ADDITION TO PROVIDING A SPECTRUM OF MINDSETS RELATED TO NEEDS, WE FIND THAT THE RESULTANT LIFESTYLE CUES AND SYMBOLS ARE ALSO DISTRIBUTED ACROSS THE SOCIAL GROUPS SPECTRUM
 - ACTIVITIES
 - MUSIC
 - DRESS
 - PRODUCT/BRAND SELECTION

● IN NET, THE SOCIAL GROUPS SEEM TO DIFFERENTIATE BETTER THAN DO DEMOGRAPHICS:

- FUBYAS MINDSETS TOWARD DEALING WITH LIFE/WITH NEEDS
- THE NATURE OF THEIR NEEDS
- THE RESULTANT LIFESTYLE CUES AND SYMBOLS

- CAUTION

-- THE INDIVIDUAL FUBYAS IS NOT A PERFECT STEREOTYPE. HE/SHE DOES NOT EXIST PURELY AS A MEMBER OF ONE, AND ONLY ONE, SOCIAL GROUP -- ANY MORE THAN A WINSTON SMOKER FITS THE VIRILE LABEL PERFECTLY ON ALL DIMENSIONS.

-- NONETHELESS, THE FUBYAS:

- READILY CLASSIFIES OTHERS INTO THE GROUPS
- KNOWS WHAT HIS "MEMBERSHIP" IS
- PROVIDES ATTITUDINAL AND BEHAVIORAL SELF- DESCRIPTIONS WHICH SUPPORT SOCIAL GROUP CLASSIFICATION.

FUBYAS SOCIAL GROUPS SPECTRUM

EXTREME
CONFORMITY

TODAY'S SOCIAL GROUPS
(BELONGING & BEING DIFFERENT)

- GOODY GOODIES
- PREPS
- GQs
- DISCOS

- 0 -

EXTREME
NONCONFORMITY

- ROCKERS
- PARTY PARTIES
- PUNKERS
- BURNOUTS

- THE LENGTH OF THE SPECTRUM IS NOT CONSTANT OVER TIME--EXPANDS AND CONTRACTS
 - IN 1940s, LESS RANGE
 - IN 1960s, MORE RANGE
- WHATEVER THE LABEL--THERE IS ALWAYS A GROUP VIEWED AS VERY NONCONFORMING FOR ITS GENERATION.
- THE LABELS CHANGE OVER TIME--BUT SLOWLY
 - AND THERE ARE MORE LABELS TODAY THAN SHOWN--BUT THEY REFLECT SUBTLE DIFFERENCES
- THE LIFESTYLE CUES AND SYMBOLS (WHICH YOU WILL SEE SOON) CHANGE OVER TIME
 - AND CAN CHANGE RAPIDLY

THE OBJECTIVE IS TO:

- IDENTIFY THE ENDURING MINDSETS BEHIND THE SOCIAL GROUPS.
- USE THE GROUP LABELS NOT AS TARGETS, BUT AS GUIDELINES TO HELP EXECUTE RIGHT FOR TODAY.

FUBYAS SOCIAL GROUPS SPECTRUM

EXTREME
CONFORMITY

TODAY'S SOCIAL GROUPS
(BELONGING & BEING DIFFERENT)

UPWARD
STRIVING

EXCITEMENT

SEX

- GOODY GOODIES

"SUCCESS" IS ESTAB-
LISHMENT APPROVAL

DON'T GO NEAR
"THE EDGE"

AVOID
SEX

- PREPS
- GQ's
- DISCO's

APPRECIATE EDGE, LIBERAL
BUT RARELY PART-
ICIPATE

- 0 -

- ROCKERS
- PARTY PARTIES

LIVE AT EDGE MORE
NOW AND THEN LIBERAL

- PUNKERS
- BURNOUTS

"SUCCESS" IS ESTAB-
LISHMENT OUTRAGE

THE VERY MOST
EDGE LIBERAL

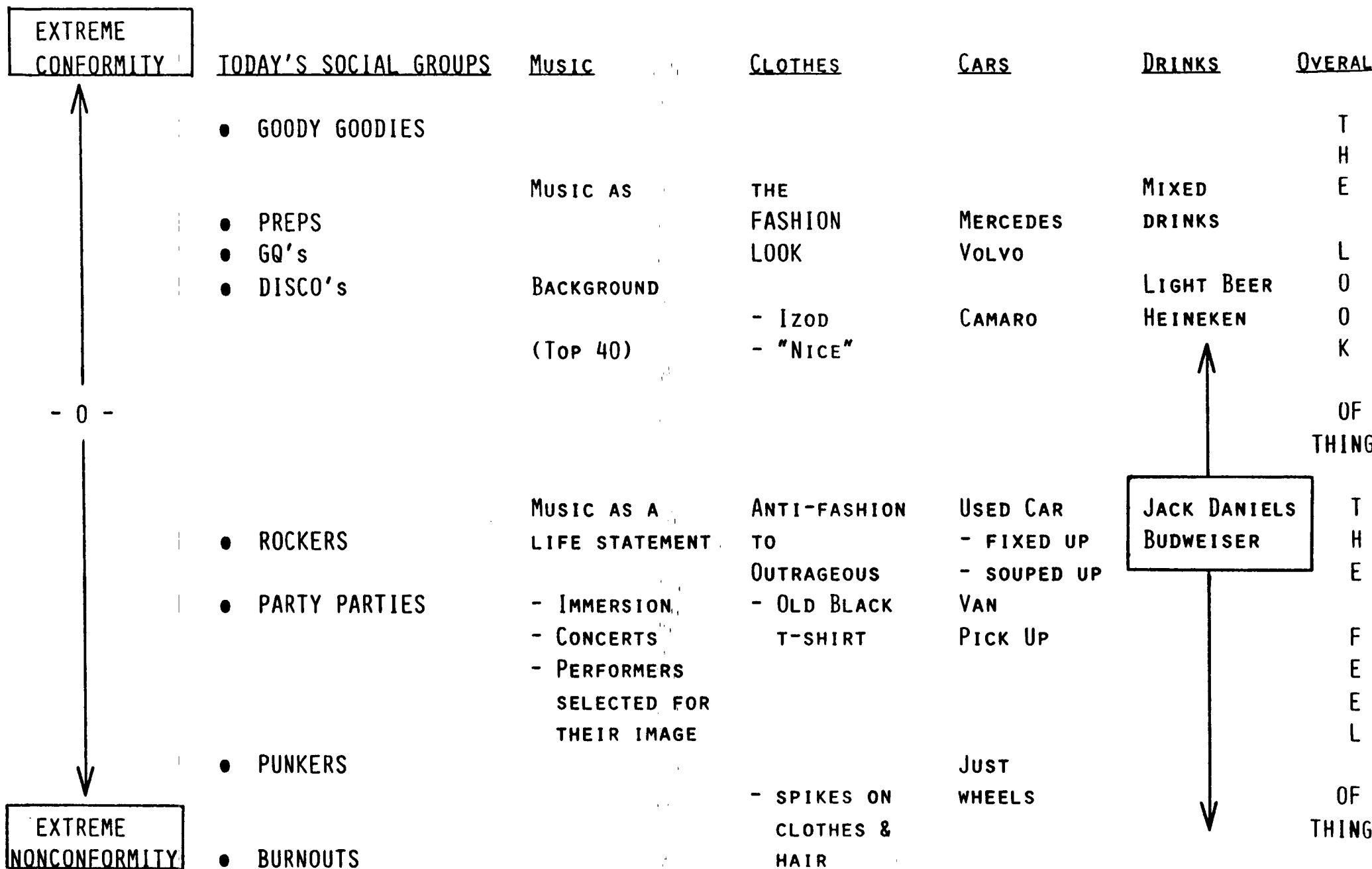
EXTREME
NONCONFORMITY

FUBYAS SOCIAL GROUP SPECTRUM

- WITH REGARD TO "SOCIAL GROUP" PARTICIPATION, FUBYAS TEND TO LIVE IN A MOVIE
 - THEY KNOW THE ROLES
 - THEY KNOW THE SCRIPT
 - THEY KNOW THE COSTUMES
 - THEY KNOW THE PROPS

- WE WANT TO SUPPLY ONE OF THE PROPS -- THEIR BRAND OF CIGARETTES

FUBYAS SOCIAL GROUPS SPECTRUM



EUBYAS SOCIAL GROUP SPECTRUM

- A FEW T-SHIRT LINES WHICH SEEM TO CAPTURE THE FEELING OF THE SOCIAL GROUPS.

SOCIAL GROUP

T-SHIRT LINE

GOODY GOODIES

- NONE
(GOODY GOODIES ARE BORING.
T-SHIRTS AREN'T.)

PREPS

DISCOS

- IT'S NOT WHETHER YOU WIN OR LOSE.
IT'S HOW YOU LOOK PLAYING THE
GAME.

ROCKERS

- IT'S IMPORTANT TO HAVE BELIEFS.
I BELIEVE I'LL HAVE ANOTHER BEER.

PUNKERS

- IF YOU LOVE SOMETHING, SET IT
FREE. IF IT DOESN'T COME BACK TO
YOU, HUNT IT DOWN AND KILL IT.

BURNOUTS

- TIME FLIES WHEN YOU DON'T KNOW
WHAT YOU'RE DOING.

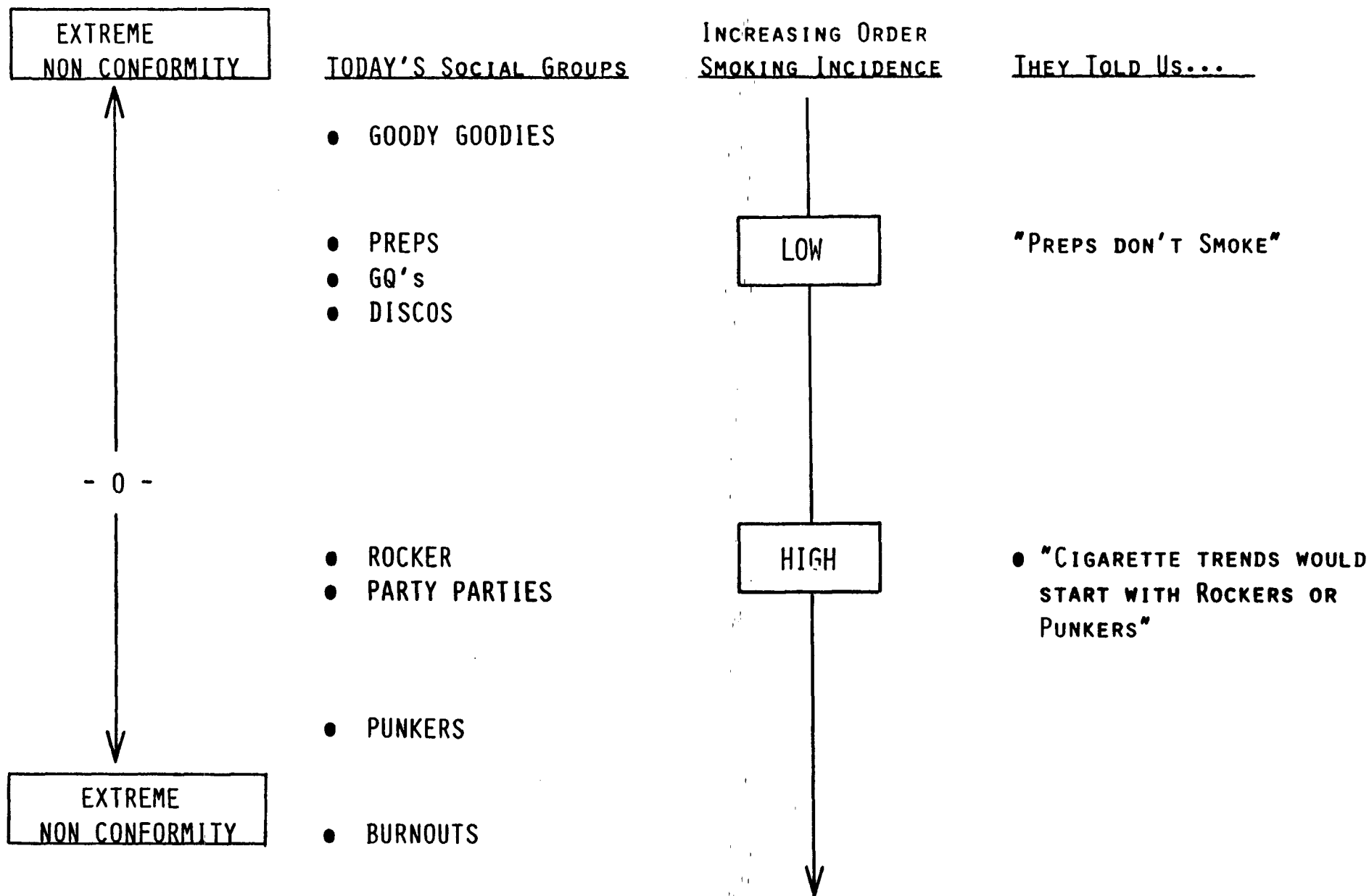
FUBYAS SOCIAL GROUPS SPECTRUM

- HOW THE GROUPS FEEL ABOUT EACH OTHER
 - GROUPS ON CONFORMING END OF SCALE VIEW NONCONFORMING GROUPS WITH DISTASTE

 - NONCONFORMING GROUPS TEND TO RESENT CONFORMING GROUPS
 - PHONY
 - THE "HAVE'S" -- DON'T HAVE TO STRUGGLE FOR THINGS

 - ALL GROUPS TEND TO ADMIRE THE MOST NON-CONFORMING GROUPS
 - NOT WHAT GROUP DOES
 - BUT WHAT BEHAVIOR REPRESENTS:
 - THE "GUTS" TO NOT CONFORM
 - NOT BEING SADDLED WITH ANY SENSE OF RESPONSIBILITY

FUBYAS SOCIAL GROUP SPECTRUM



FUBYAS SOCIAL GROUP SPECTRUM

- WHY ARE FUBYAS SO WRAPPED UP IN FADS/TRENDS?

- FADS & TRENDS ARE VERY IMPORTANT TO THEM IN SEVERAL WAYS
 - THEY ARE CRITICAL TO EACH GROUP'S IDENTITY
 - SERVE AS CUES/SYMBOLS

 - DIFFERENT GROUPS HAVE CREDIBILITY TO START CERTAIN TYPES OF TRENDS
 - NICE CLOTHES -- PREPS
 - REAL BOOZE -- ROCKERS

 - FADS & TRENDS HELP SATISFY FUBYAS NEEDS:
 - TO BELONG TO THE GROUP

 - TO BE DIFFERENT VIA THE GROUP

 - FOR EXCITEMENT IN BEING IN ON A TREND

 - FOR SUCCESS IN SHOWING YOU'RE IN ON A TREND

FADS/TRENDS -- HOW DO THEY START/GROW?

● THE DIFFUSION MECHANISM -- SEED AND SPREAD

1. SEED

- STARTS WITH SMALL GROUP

- BECAUSE OF:
 - ECONOMIC FACTORS
 - SOCIAL CHANGE
 - DEMOGRAPHIC MIX CHANGES
 - INADEQUACY OF PRODUCT CATEGORY ALTERNATIVES
 - DESIRE FOR THE NEW, THE DIFFERENT

- AT THIS STAGE--CALLED A BUZZ

- EXAMPLE: MOHAWK HAIRCUTS IN THE VILLAGE

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FADS/TRENDS (CONT.)

2. SPREAD

- TO GROW/GAIN MOMENTUM--MUST BE PICKED UP BY LEADING EDGE IN OTHER GROUPS
- CALLED CROSSING OVER
- PERHAPS SOFTENED, MODIFIED TO APPEAL
- VARIATIONS OF THE MOHAWK, UPTOWN
- CELEBRITY ADOPTS ONE/MAGAZINES SHOW THEM
- THE FAD BECOMES THE FASHION
- FINAL STEP = ADOPTION BY THE MASSES
 - MAKES IT IN KANSAS CITY
 - THE "BUZZ" HAS MOVED ON.

FADS/TRENDS (CONT.)

THUS, THOUGH YOU WOULD NOT TARGET A BRAND TO PUNKERS, ONE MIGHT CONSIDER A NEW BRAND IDEA IN LIGHT OF WHETHER OR NOT THERE IS AT LEAST ONE GROUP WHERE THE BRAND COULD FIRST "SEED."

FOR AN ESTABLISHED BRAND, ITS ABILITY TO START A NEW "BUZZ" MAY DEPEND ON THE BAGGAGE IT BRINGS BACK FROM KANSAS CITY.

BRAND ATTITUDE

THE ABILITY TO IMPROVE PERFORMANCE DEPENDS ON THE ATTITUDES AND BELIEFS THAT SMOKERS 18-20 HAVE ABOUT CIGARETTE BRANDS:

- DOES MARLBORO'S STRENGTH IN THIS SEGMENT MEAN THAT THEY "LOVE IT", THINK THAT IT IS THE "BEST BRAND", OR DO THEY SIMPLY CHOOSE IT "BECAUSE EVERYONE ELSE DOES" (WHY NOT?)
- DO THEY HATE WINSTON OR IS IT SIMPLY IRRELEVANT?
- WHY DO THEY LOVE OR HATE CERTAIN BRANDS?
- WHAT TYPES OF THINGS TURN THEM ON OR OFF?

BRAND ATTITUDE

FINDINGS

1. VERY FEW SMOKERS 18-20 ARE AWARE OF CIGARETTE ADVERTISING--HOW THEY ARE "POSITIONED". BRAND PERCEPTIONS ARE MORE LIKELY TO COME FROM USERS THEY SEE.
2. ATTITUDES ABOUT CIGARETTE BRANDS ARE NOT EXTREME IN MOST CASES --USUALLY THEY ARE NEITHER LOVED NOR HATED. THIS SEEMED TRUE EVEN FOR MARLBORO.
3. THE ONLY ATTITUDES THAT WERE STRONG ENOUGH TO BLOCK A BRAND WERE USUALLY PRODUCT DRIVEN--"THEY ARE REALLY ROUGH BECAUSE THEY'RE NOT FILTERED", OR "THEY TASTE LIKE STALE MARLBOROS", OR "THEY TASTE LIKE COTTON". THIS MAY MEAN OUR PRODUCT PERCEPTIONS NEED TO BE TURNED AROUND -- AS BUDWEISER'S WERE.
4. THE MOST SENSITIVITY WHEN IT COMES TO IMAGERY IS LOOKING PHONY --OF TRYING TO BE MORE THAN YOU ARE, SOMEWHAT LIKE THE ROCKER'S ATTITUDE TOWARD PREPS.
5. RESPONDENTS TENDED TO ASSOCIATE BRANDS WITH THEIR GROUP STEREOTYPES AS FOLLOWS:
 - "PREP" BRANDS: PLAYERS, V. SLIMS, B&H, VANTAGE, NEWPORT.
 - "ROCKER" BRANDS: CAMEL, WINSTON, MARLBORO, AND KOOL.

OBVIOUSLY, MARLBORO WAS "ACCEPTED" IN ALL GROUPS.

BRAND ATTITUDE

CONCLUSIONS

1. RJR CAN IMPROVE PERFORMANCE VERSUS MARLBORO. THEY DO NOT HAVE INSURMOUNTABLE STRENGTHS IN IMAGERY -- FUBYAS SMOKE IT BECAUSE EVERYONE ELSE DOES AND THEY DON'T SEE VIABLE, ATTRACTIVE ALTERNATIVES.
2. THERE ARE MAJOR OPPORTUNITIES TO USE NONTRADITIONAL CHANNELS TO EFFECTIVELY REACH THE 18-20 SMOKER MARKET -- TO REACH THEM, SPEAK IN THEIR OWN LANGUAGE INCLUDING THE RIGHT SYMBOLS AND CUES, AND BE RELEVANT. THIS IS THE HEART OF THE JACK DANIELS AND BUDWEISER SUCCESS STORIES AND NO CIGARETTE COMPANY IS DOING IT -- AT LEAST NOT RIGHT!
3. IT IS POSSIBLE TO IMPROVE PERFORMANCE WITH CAMEL, WINSTON, AND SALEM, BUT EACH HAS DIFFERENT STRENGTHS AND WEAKNESSES.
 - CAMEL -- TENDS TO RECEIVE MORE POSITIVE COMMENTS THAN OUR OTHER BRANDS ALTHOUGH ITS NON-FILTER HERITAGE IS STILL PROMINENT. IT'S STRONG VISUAL IDENTITY MAKES THE BRAND INTERESTING AND LENDS ITSELF TO SPECIAL PROMOTION. PEOPLE NOTICE CAMEL. WHILE ITS NON-FILTER SUGGESTS PRODUCT NEGATIVES, IT DOES FORM A SOLID LINK TO AUTHENTICITY AND PRODUCT QUALITY -- ITS ORIGINS IN THE "GOOD OLD DAYS" IS NOT A NEGATIVE.
 - WINSTON/SALEM -- IGNORED MORE THAN HATED. THESE BRANDS CARRY THE BAGGAGE OF BEING IN KANSAS CITY FOR SO LONG ... AND THE USER IMAGE ASSOCIATED WITH THIS. THE BRANDS ARE SIMPLY NOT VERY INTERESTING -- PACK, NAME, ETC. THESE ARE SEEN AS CLEAR #2 BRANDS WITH PRODUCT NEGATIVES.