

M E M O R A N D U M

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ARCHETYPE STUDIES

RECAP MEETINGS

The following are my notes taken during preparation for and during the Archetype team's recap meetings after each phase of the analysis.

I. Preparing Agenda for the First Recap Meeting

Clotairre informed the core team that they would be presenting the recap to the larger team. The recap presentation will be divided as follows:

METHODOLOGY: a description of the three phases of the analysis and the archetype team meetings.

PARTICIPATION: an explanation of the way a session is conducted and what the core team experienced during it.

OBJECTIVES: an explanation that the research is an attempt to discover the American archetype for "cigarettes" or "smoking". When "cigarette" was used in Paramus, the consumers were too specific on an object. "Smoker" will be used in Boston. The research is an attempt to discover what action by Philip Morris would make a customer stop using its product. Clotaire used an example of research he conducted for a bank. If a bank customer has been loyal to a particular branch for twenty-five years and

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one day there is a new teller who does not know who the customer is, the customer is likely to cease banking at that branch.

ANALYSIS: an explanation of themes, families, forces and latent structures developed thus far. It is a presentation of the results of this phase. A reading of the "once upon a time" stories assists this explanation.

NEXT STEP: an explanation of the next phase.

II. First Recap Meeting

OBJECTIVES: Carolyn spoke about:

- choice of word "smoking" and why
- trying to "break code" (grammar)
- need big picture - "smoking" first - go broad then focus on narrow

METHODOLOGY: Kathy spoke about:

- a "different" focus group
- 1st hour - "rational" - not yet reaching underlying emotional level
- described what Clotaire says to group
- Clotaire explores certain comments
- people just talk for hour
- explained role of core team

- 2nd hour
 - themes
 - word association
 - stories
- 3rd hour
 - actually go into relaxed state
 - play movie and stop at first scene that involves smoking after 21
 - actually do remember scenes
 - write down all remembered scenes and what would have changed

PARTICIPATION: Arthur spoke about:

- where been to date (MA & NJ)
- asked core team for comments
- started out negative in N.J. where used "cigarette"
- explained demographics

ANALYSIS: Jan spoke about:

- Jim told stories
- explained loyalty latent structure
- explained identity latent structure

NEXT STEP: Mike spoke about:

- was full margin market until now
- will now go to cross-section
- large share will be price value markets
- encourage attendance by group
- Phase 1 (1st of 3)
 - problem identification
 - already found some themes such as
loyalty and variations thereon;
nostalgia; fills the gap;
continuation; recreation; club
- in phase two the core group will be more active
- phase two will actually find the code that accesses the triggers
- phase three is the verification phase

FEEDBACK FROM LARGER GROUP:

- still confused
- anything learn from this will help business
- enthused about it but not sure why

M.J.S.

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