

PLAYER'S 1968Performance Highlights versus Specific MeasuresTrademark

The Player's trademark is perceived to be the most youthful and popular trademark in Canada. It is also perceived as more masculine than duMaurier and less masculine than the Export trademark.

Brands Within the Trademark

The total share of Player's brands is declining slightly among males under the age of 25. This is primarily a result of declines experienced by Player's Light as the share of Player's Filter among this group appears to be growing.

Player's Light's share decline among young males is occurring, particularly in the West. However, duMaurier Red and certain Export brands are compensating for the losses.

Player's Extra Light's share is being maintained among smokers aged 25 - 49.

Player's Filter and Player's Light are perceived to be milder than Export 'A' and Export 'A' Medium, respectively, by males under the age of 25. However both opposition brands offer greater taste than the competitive Player's offering.

Male smokers aged 25 to 49 perceive Player's Extra Light to be slightly stronger than Export 'A' Extra Light and to have more taste.

Player's Filter and Player's Light are perceived by young males to be more masculine than duMaurier Regular. However, Player's Filter is seen as slightly more masculine than Export 'A'.

Player's Extra Light is perceived as significantly milder than Player's Light. Hence it is assumed Player's Extra Light is seen as a healthier version of Player's Light.

Player's Filter is not perceived as being up-to-date by males under 25 years, however Player's Light and Player's Extra Light are seen as being the most modern brands by young men.

Strategic Implications

The Player's trademark continues to have the desired positioning, however problems among the family members persist.

The decay of Player's Light in the West and corresponding growth of duMaurier has continued. As well, the growth of Export Medium in Quebec has not abated. The continuation of these trends serves to reinforce the need for Project Polaris. A Player's brand which reflects a relevant, full-flavoured, masculine cigarette for young males is undeniably required.

The use of Player's Filter to satisfy this objective will solve Player's Filter's imagery problems as it becomes the reflection of the trademark positioning. Thus, this year's plans do not reflect significant changes for the Player's Family as market dynamics have not changed - they only point more readily to the need for Polaris.

Interestingly, Player's Light King Size continues to experience good growth, particularly among young females which raises the strategic issue of its non-Player's recipe.

Player's Extra Light continues to be positioned as a milder, therefore healthier, version of Player's Light. It remains a health oriented alternative for interested Player's smokers. Its role will continue to be as such. Given Player's Extra Light's mild and relatively female perception, which contradicts the direction we are moving with the trademark, it is difficult to justify a role for Player's Extra Light which is different than specified.

Further, to actually change Player's Extra Light's perception among young males would involve expenditures over a long period of time. At this point, this is not a feasible approach and Player's Extra Light does fulfill a key role in its present state.

In order to move Player's Light up on the masculinity dimension, we will continue throughout F'89 to feature creative which reflects freedom, independence and self-reliance in a relevant fashion for young males.