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Project Viking, Volume I, "A behavioral
Model of Smoking," February/March 1986

PROJECT VIKING

Volume I: A Behavioural Model of Smoking

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The Creative
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FOREWORD

Background and Objectives

It is no exaggeration to suggest that the tobacco industry is under siege. The smoker base is declining, primarily as a function of successful quitting. And the characteristics of new smokers are changing such that the future starting level may be in question. There is a constant stream of anti-smoking publicity in the media. Not all of this is soundly supported, but it gains legitimacy in the fact that there have been no responses from the tobacco industry in counterpoint.

Within this somewhat alarming view of the mid-term future, Imperial Tobacco is embarking on a proactive program. Perhaps for the first time, the mandate under consideration is not limited simply to maximizing the ITL franchises; it is now to include as well serious attempts to combat those forces aligned in an attempt to significantly diminish the size of the tobacco market in Canada.

This is the underpinning of Project Viking. There are, in fact, two components to the program, each having its own purposes, but also overlapping with the other in informational areas:

- Project Pearl is directed at expanding the market, or at very least forestalling its decline. It examines attitudes and issues with the potential to be addressed via advocacy. It also looks at the needs of smokers specifically.