

# And They Told Two Friends, and So On, and So On: RJ Reynolds' Viral Marketing of Eclipse

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# Premier and Eclipse



- Oct '88 - Feb '89
- Bad word of mouth
- Understand “benefits”?

- 1994 – present
- How to control word of mouth?

# Viral Marketing: Principles

- Free give-aways
- Easy exponential growth
- Taps common motivations or behaviours
- Taps existing networks
- Mobilises target's resources
- Target becomes conduit of message

# Data and Methods

## Documents

- <http://www.legacy.library.ucsf.edu> ~900 docs

## Advertisements

- <http://www.tobacco.org/ads/> 21 ads

## Videos

- <http://www.archive.org/details/tobaccoarchives/> 2 vids

TDR / advertisements analysis methods:

Anderson, Dewhirst & Ling, *Tob. Control*, Jun 2006; 15:  
254 - 261

# RJR's "Relationship Marketing"

GTC Review 51032 2717

A&A Results

- Early GTC testing confirmed that share potential is directly linked to smoker comfort and knowledge with the proposition.

Low Knowledge/Comfort - Advertising	→	Low Share
High Knowledge/Comfort - Direct Marketing - Personal Selling	→	High Share

- Results dictate that we approach the GTC launch in an "unconventional" manner and focus on relationship marketing programs.

## 4 viral mktg channels:

- Focus groups
- Promotional videos
- "Tupperware-like" parties
- Website

tid: zsg13a00

# Channel 1: Focus Groups



- Hypothetical cigarette
- “heats rather than burns”
- 80% water and glycerin

*[moderator]* If you were to describe this to a person, a smoker or a non-smoker, how would you describe it, Jeanie, from what you just saw, or what we’ve been talking about?

*[participant 1]* Like if you’re telling a good friend or something? I’m going to go home and tell my friends.

*[participant 2]* Well, I’d tell them I was excited about trying it.

*[moderator]* But what would you say about it? How would you describe, you know, ...

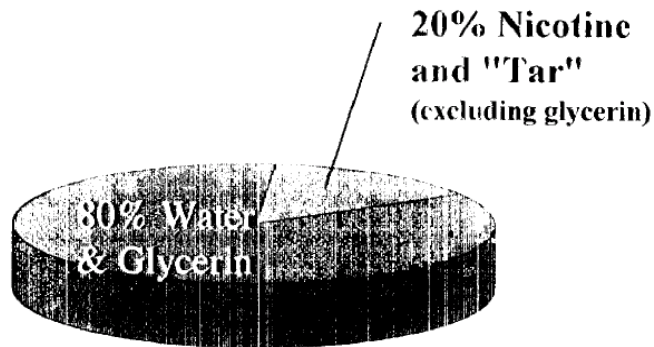
*[participant 2]* Looked exactly like a cigarette, doesn’t have the smoke, you could lay it down on the table with no ash tray.

*[participant 3]* Because it heats, it doesn’t burn the tobacco, it heats it.

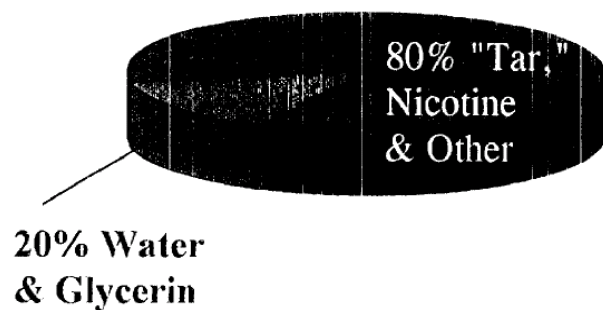
tid: qhq03d00

# What Message Will They Spread?

## Smoke Composition



Smoke from Eclipse



Other Cigarettes



[participant 4] About 90%, I mean, what percent would you say, less harmful, less harmful than...

[participant 2] Does it harm your lungs?

[participant 5] No, it says 80% over there.

graph tid: voy03a00

video tid: qhq03d00

# Channel 2: Promotional Videos

- Barbara: “an incredible new cigarette with super taste aaaannnd.... It’s right on the pack: 90% less second-hand smoke.”
- Announcer: “Eclipse smoke is... about 85% water and glycerin.”
- Testimonials: from previous test groups



script tid: tid/lqg13a00

video tid: ogq03d00



# Videos as Recruitment

“Why not try it for free and ask the folks who make it your own questions? It’s called an Eclipse Sneak Preview. They’re all over town—and they’re fun! ...



You won’t be asked to buy a thing. In fact, you’ll get a free carton of cigarettes in regular or menthol just for coming.

You can even bring along a friend who smokes.”

script tid: tid/lqg13a00

video tid: ogq03d00

# Channel 3: “Tupperware-like” Parties

Direct Marketing will also serve as a vital “recruitment” vehicle for “Sneak Previews”. [slide] Sneak Previews are exciting local events -- sort of like Tupperware parties --

**knowledgeable smokers convert other smokers who in turn talk to other smokers,**

**and so on.** o ensure that a large number of smokers in highly educated and knowledgeable about

Eclipse. This is important because our testing also shows [slide of knowledge chart] that the more smokers know about Eclipse, the more likely they are to switch to the Brand. Better yet, knowledgeable smokers convert other smokers who in turn talk to other smokers, and so on.

tid: uiu03a00

# Sneak Preview Outline

- Warm personal reception

Discussion of local smoking environment

*Summarize*  
Show Part I of video Show Part II of video Show Part III of video

Hosts explain product benefits,

- III. Introduce Pi
- Hosts ex
- smokers
- Explain h

Product Trial

- ined for
- o get the more

Who would like to take home a carton?

- referral cards for friends,

*Interest in working as a DG presenter*

- VI. Demonstration
- Cut open 2 smoked Eclipses

tid: qlj31d00

# Recruit “Ambassadors”

Create a program for the true acceptors to become ambassadors of this product

- Incentive program in their communities. Incentive could be monetary or non-monetary, but management support at the site level seems to be a big driver in properties where

If they are true acceptors, we could provide them with gratis product for holding a tupperware-type party in their apartment.

gratis product for holding a tupperware-type party in their apartment.

tid: pzq97c00

# Channel 4: Eclipse Website

**Less risk of cancer associated with smoking**

3. How It Works

✓ May present less risk of cancer, chronic bronchitis and possibly emphysema.

**Toxicity of smoke is dramatically reduced**

6. Product Stewardship

fundamentally different, and the toxicity of its smoke is dramatically reduced compared to other cigarettes.

**17-57% less lung inflammation**

Smokers' Bulletin Board

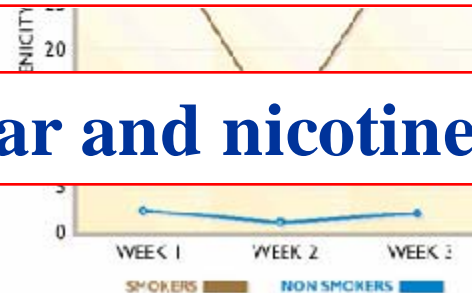
✓ 70% lower smoking-related mutagenicity (DNA changes)\*\*

**70% lower smoking-related mutagenicity**

MUTAGENICITY STUDY

4mg of tar by FTC Method.  
\*\*As measured in an *in vitro* laboratory test that can be used to


**80% glycerin, 20% tar and nicotine**



<http://eclipse.rjrt.com>, 29 Oct 2007

# Sharing Eclipse Experiences

STORE LOCATOR  GO HOME | TAR & NICOTINE | MY PROFILE | GOT QUESTIONS | EXIT



**SMOKERS' BULLETIN BOARD**

The Eclipse Story | Find A Store | Smokers BBS | Share With A Friend

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

ALL MESSAGES POSTED ON THE BOARD ARE THE PERSONAL OPINION OF THE SUBMITTER AND ARE NEITHER ENDORSED NOR APPROVED BY RJRT.

SEARCH [Posting Policies](#)

Discussions	TOPICS / MESSAGES
 <b><u>THE ECLIPSE ENCOUNTER</u></b> Below are types of topics you will find in this forum · So, what got you interested in Eclipse? · Is that why you decided to try it? · Is that why you're an Eclipse smoker now? · What was it like being a smoker before Eclipse? · What's it like now?	28 / 82
 <b><u>SMOKERS' EXPERIENCE</u></b> Below are types of topics you will find in this forum · What's the toughest part about switching to Eclipse? · Any advice for smokers on how to make the switch to Eclipse? · Does anything surprise you about Eclipse? · What have you learned about Eclipse by smoking it? · What helped you make the switch?	41 / 111
 <b><u>ECLIPSE &amp; EVERYBODY ELSE</u></b> Below are types of topics you will find in this forum · What do your friends or spouse think of Eclipse? · Any surprising reactions from the people around you? · How have you introduced other adult smokers to Eclipse?	17 / 46

<http://eclipse.rjrt.com>, 29 Oct 2007

# Share Us With a Friend

STORE LOCATOR  GO

[HOME](#) | [TAR & NICOTINE](#) | [MY PROFILE](#) | [GOT QUESTIONS](#) | [EXIT](#)



SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

Thank you for suggesting your friend to us.

[The Eclipse Story](#) | [Find A Store](#) | [Smokers BBS](#) | [Share With A Friend](#)



## Share Us With A Friend

Now is the time to introduce your legal age friends who smoke to Eclipse. And, you can receive a \$4 coupon for each friend (limit 3) for your efforts.

[PRINT A FORM](#)

[E-Mail A FORM](#)

<http://eclipse.rjrt.com>, 29 Oct 2007

# Viral Marketing: Principles

- Free give-aways: free cartons
- Easy exponential growth: tell other smokers
- Taps common motivations or behaviours: SHS reduction
- Taps existing networks: friends and family
- Mobilises target's resources: pass-along
- Target becomes conduit of message



# Implications

- Deceptive tobacco marketing is prohibited by RICO ruling

## Prohibited:

- ✓ Any express or implied health message or health descriptor for any cig brand
- ✓ Representing directly, indirectly, or by implication... by any means that “light”, “low-nic”, etc may result in lower risk

# Implications

- How to regulate misleading corporate speech not directly spoken by corporation?
- Consumer perception is metric for determining deceptive corporate speech
- Tob. Co.s must be held accountable for claims via all promotional activities