

Research Template

PRODUCT: LUCKY STRIKE, CIGARETTES

Target Market

- What kind of person is going to get the most out of this product?
- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

Individuals who want a balanced/distinctive smell and flavor of unfiltered cigarettes, and some luck.

People with nationalistic characteristics can be basic buyers.

It's common to seek pleasure and comfort through cigarettes.

Avatar

- **Name, age, and face.** This makes it much easier for you to imagine them as real, individual people.



Jacob Jones, age 23-27 years old

My avatar consists of no self-control individuals who have difficulty listening to rules or achieving high standards.

But my avatar can also consist of a strong man that may have a powerful character.

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Good or bad experiences can influence the way they choose to see smoking.

The Brand and history is a very powerful influence for consumers.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Taking a break from the job or a morning routine.

Like every other habit, recognizing their product, people will try to get it most cheaply.

- **Values.** What do they believe is most important? What do they despise?

Quality.

Lifestyle.

Regardless of how much damage smoking does, humans are fearless when it comes to fashion.

The habit.

Even if people consider that smoking is bad for them and quit, some of them crave it anyway. Being a higher quality of tobacco

could bring the idea that smoking isn't harmful.

Influencing minors might be the worst outcome for people that use smoking as a relief.

Give them motivation throughout the day.

- **Outside forces.** What outside forces or people does the Avatar feel influence their life?

Some people might quit smoking and still remember the feeling they had back in their time.

Stress, family, friends, environment.

The freedom that comes with smoking.

Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?
- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

The fear that comes with the habit is that disease or death may occur while smoking.

Some potential customers may think that the product may be unrealistic, not matching the description/look.

Lung cancer and heart attack.

They fear commitment and fear trying new things.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

The habit could bring more social activities into customers' lives.

Customers seek to be understood by the product, making them feel good no matter the consequences.

Roadblocks

- What is keeping them from living their dream state today?

Primarily the hardest thing that customers face is the manufacturing of the product because the companies were making these cigarettes for war entertainment mostly.

- What mistakes are they making that are keeping them from getting what they want in life?

Wrong opinion.

- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Fear of lung cancer and heart attack.

Unfiltered cigarettes can lead to tobacco residue in the mouth.

For some users, not having a filter can lead to uncertainty.

The length and body of a cigarette.

Afraid of new experiences.

Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

Customers seek to be understood by the product, making them

feel good no matter the consequences.

Positively change the opinion of unfiltered cigarettes.

People's expectations and views about the product change once they try it.

Product

- How does the product help the avatar implement the Solution?

The Brand name is very catchy and many related jokes can be made to attract people.

- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?
- (using to smoke Marlboros)

The psychology behind the name is often used to make people think they have what they need and help them.

Stress relief.

The product is promoted by the US intelligence services, increasing citizens' trust.

The outcome result.

Delicious.

Unfiltered cigarettes are usually harsh.

The classic packaging.

Smell and aroma.

Qualitative and quantitative.

No cough or irritation.

No corrosive chemicals.

My friend Tom Wilson stole them from his parents, who smoked 2 packs a day until they both died of cancer. Clara tried 2 or 3 times to quit smoking but after a week, she always went back

Used to be in a green package, before World War II. The slogan "Lucky Strike Goes to War" was, I think, used. Also, as a boy, if someone saw a discarded Lucky Strike Package on the ground or sidewalk (common in those days), the first boy who stepped on it and yelled "Lucky Strike" could, with impunity, strike another boy.

used to puff on cigarettes from the time I was 9, but a Lucky was the first cigarette I ever inhaled when I was 14

I was shipped to Germany in the late 50s and started using lucky strike because they were the cheapest ones sold on the ship, 17 cents a pack. Everything they sold in the Ship PX was cheaper be used to be in a green package, before World War II. The slogan "Lucky Strike Goes to War" was, I think, used. Also, as a boy, if someone saw a discarded Lucky Strike Package on the ground or sidewalk (common in those days), the first boy who stepped on it and yelled "Lucky Strike" could,

with impunity, strike another boy.cause there were no taxes on anything.

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Haven't been smoking in a while but red lucky is definitely my favorite.

The tobacco is toasted to taste better, you can smoke 100 Luckies a day and it will not even hurt you!

They make smoking look like the happiest, healthiest thing you could ever do.

Thank you Lucky Strike for making early death so fashionable!!

"Once you start getting that taste, you'll want to keep getting it."

Best cigarettes I had smoke

I know smoking is bad and people should quit , but i have to say : Lucky Strike were the best cigarettes that i have ever smoked ... I have stop smoking for like 7 years now , but when i see a pack of I used to smoke, usually Marlboros but every once in a while I'd get unfiltered lucky strikes... I hate to say it but God damn they were amazing

Lucky Strike was my first cigarette. I never forgot them, even though I stopped smoking.Lucky Strike i feel a little craving in my lungs , don't know why but DAM !!! Those Lucky were good