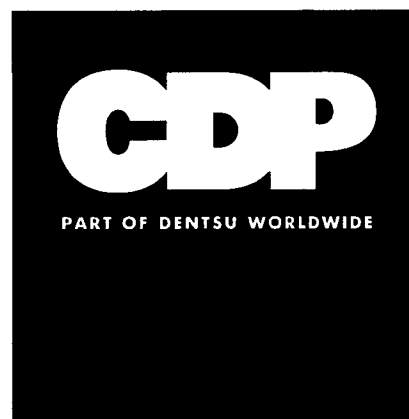


## AGENDA

**Client** Gallaher  
**Subject** B&H Lights & Special Filter  
**Location** CDP  
**Date** 23rd October 1995  
**Time** 1.30  
**Client/Attendees** Phil Tritton  
**Agency/Attendees** Bob Deegan, Mandy Douglas, Ian Halley, Kerry Millett,  
Simon North, Rupert Pyrah, Andrew Serednyj  
**Network number** i:\gal\1995\filter\misc\lag1023md



### 1. B&H Special Filter

- 'Goldfish' repro
- 'Syrup' press proof
- 'Fleece' poster proof
- 'Dentist' press & poster proofs

### 2. B&H Lights

- Media

### 3. Other Business

## **AGENDA**

**Client** Gallaher  
**Subject** B&HSF 'Gold' Status  
**Location** Agency  
**Date** 24 August 1995  
**Time** 9am  
**Client/Attendees** P Tritton  
**Agency/Attendees** I Halley S North M Douglas  
**Network number**

### **'Gold' Launch Plan**

1. Timing
2. Costing
3. PR Launch

### **1996 Advertising**

1. Timing
2. Costing

## AGENDA

**Client** Gallaher  
**Subject** 'Goldfish' Pre-production/Gold Teaser & 'Midas' Status  
**Location** Weybridge  
**Date** 22 August 1995  
**Time**  
**Client/Attendees** P Tritton  
**Agency/Attendees** I Halley, M Douglas  
**Network number**

1. **Goldfish**
  - (i) Executional Detail
    - cat
    - bowl
    - table top
  - (ii) Post Production
  - (iii) Timing
  - (iv) Estimates
2. **Gold Teaser**
  - timing
  - estimates
3. **Midas**
  - timing
  - estimate
4. **A.O.B.**

## AGENDA

**Client** Gallaher  
**Subject** B&HSF 'Gold' Status  
**Location** Agency  
**Date** 24 August 1995  
**Time** 9am  
**Client/Attendees** P Tritton  
**Agency/Attendees** I Halley, S North, M Douglas  
**Network number**

1. PR Brief to Media Contractors
2. Production Schedule Summary
3. Hamlet Contingency Plan
4. Cost Estimates
5. Development Costs
6. 'Midas' Grafitti
7. 1996 Creative Plans
8. A.O.B.

## AGENDA

**Client** Gallaher Ltd  
**Subject** Benson and Hedges  
**Location** CDP  
**Date** 4 July 1995  
**Time** 11am  
**Client/Attendees** P Wilson N Northridge B Jenner  
**Agency/Attendees** J Salmon B Langdon I Sinha

1. The New Special Filter Campaign

2. AOB

**Brand Ideas**

1. Concentrated “stubbies” - quick hit for the 2 minutes you’re allowed to smoke EXPRESSO cigarettes.
  - 1a Selling one at a time through coffee bars/cafes.
  - 1b Vending machines - single e.g. on the bar.
  - 1c Match on the side of the pack - way of lighting it.  
BUY ‘N’ SMOKE straight away.
2. 15 packs: established before the £3 barrier becomes an issue.
3. Basic no frills cigarette - own label basic packaging.
4. Get into patches, chewing gum. Branded. Especially Silk Cut.
5. Bump out other brands - Get aggressive e.g. Gantry facings given to competitors. Because we have brand leaders let’s play dirty. Who would say “I don’t need to stock B&H / Silk Cut?”
6. Healthier tobacco - like N.S.M. e.g. non-addictive cigarettes.
7. 50/100 packs via mail order. Give them little cigarette cases.
8. Regional Brands e.g. The Scottish cigarette McKenitas!
9. Rolling machines - customising your own .  
Rejuvenating the RYO market.

## B&H SPECIAL FILTER

### STATUS

#### Concepts approved by the ASA to date:

- Fools Gold
- Gold Dust
- Silence is Golden
- Digging Retriever
- Handshake
- Gold Tooth
- Medallion - subject to permission from Express Dairies

#### Concepts to be fought through ASA:

- Gold Watch - hypnotherapy's currently under political debate.
- Retriever - original concept rejected because of wellies and thus outdoor association. Rework with slacks and shoes.

#### Concepts (being reviewed today) rejected by ASA:

- African - cultural association.
- Gold Top - milk is healthy; cigarettes are unhealthy. animated bird; appeal to kids.

#### Concepts to go to ASA:

- Rainbow
- Magpies

## AGENDA

Pre-Production Meeting - Benson & Hedges 'Goldfish' 48\$ & DPS SP OBC Formats.

Held at CDP - 4pm Thursday 17th August 1995

**Present:** \*Bob Elsdale - Photographer - 582 5287  
Guy Moore - Creative Director  
Noel Hasson - Art Director  
John Cook - Copywriter  
Kerry Millett - Creative Services Director  
Simon North - Account Director  
Mandy Douglas - Account Manager

1. Timing
2. Tabletop, Goldfish, Cat etc.
3. Post Production 'Effects'
4. AOB

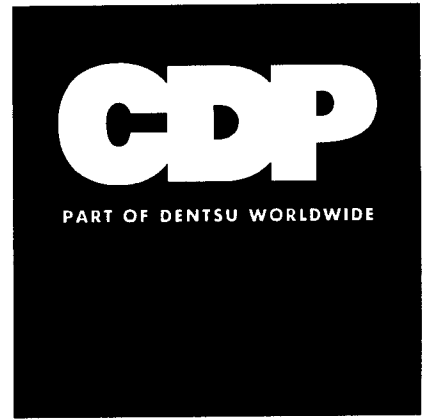
\* 10-11 Bishops Terrace  
Kennington  
SE11 4UE

I:/Gal/SFilter/Misc/AG1708



## AGENDA

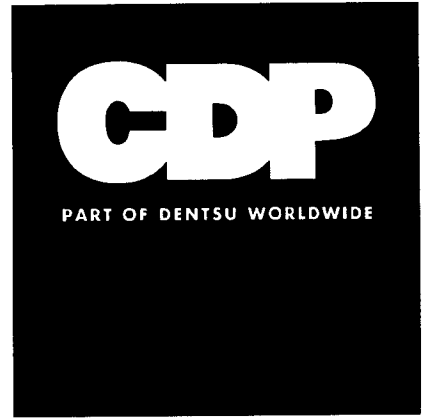
**Client** Gallaher  
**Subject** Benson and Hedges  
**Location** Weybridge  
**Date** 5th November 1995  
**Time** 11.00am  
**Client/Attendees** L Stears, P Tritton  
**Agency/Attendees** M Douglas  
**Network number** i:\gal1995\sfilter\misc\1205



1. B&H Special Filter
  - 'Goose' proofs
  - January poster & press subjects
  - 'Gold Dust'
  
2. B&H Superkings
  
3. B&H Lights
  
4. Other Business
  - 'Five Gold Rings'

**AGENDA**

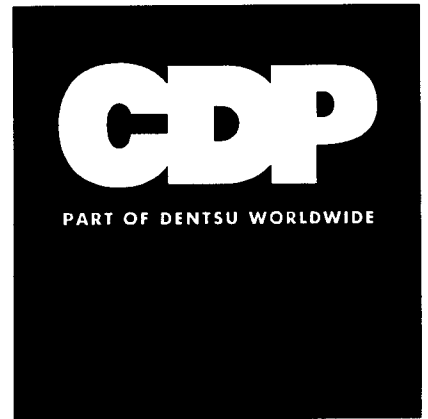
**Client** Gallaher  
**Subject** Benson and Hedges Special Filter & Lights  
**Location** Weybridge  
**Date** 29th November 1995  
**Time** 8.30am  
**Client/Attendees** L Stears P Tritton  
**Agency/Attendees** M Douglas I Halley S North A Srednyj  
**Network number**



1. B&H Special Filter
  - creative
  - Goose
  
2. B&H Lights
  - creative status
  
3. Other Business
  - B&H Superkings
  - duratrans

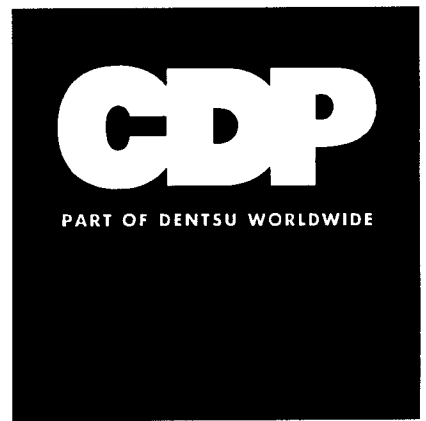
**AGENDA**

**Client** Gallaher  
**Subject** Benson and Hedges Special Filter & Lights  
**Location** Weybridge  
**Date** 29th November 1995  
**Time** 9.00am  
**Client/Attendees** B Jenner N Northridge L Stears P Tritton  
**Agency/Attendees** M Douglas I Halley S North A Serednyj  
**Network number** i:\gal\1995\filter\misc\lag1129md



1. B&H Special Filter
  - creative
  - Goose
  
2. B&H Lights
  - creative status
  
3. Other Business

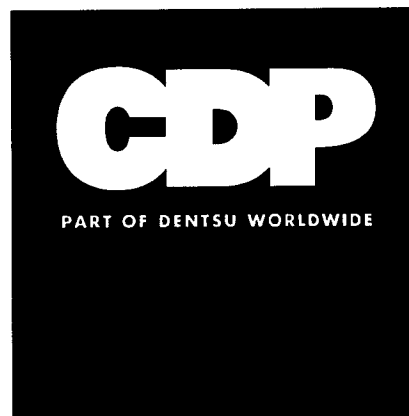
## AGENDA



**Client** Gallaher  
**Subject** Benson & Hedges  
**Location** CDP  
**Date** 23rd November 1995  
**Time** 5.00pm  
**Client/Attendees** P Tritton  
**Agency/Attendees** M Douglas I Halley S North A Serednyj  
**Network number** i:\gal\1995\sfilter\misc\lag1123md

1. B&H Special Filter
  - Creative
  - 'Goose' trannie
  
2. B&H Superkings
  - Creative
  
3. Other Business

**AGENDA**

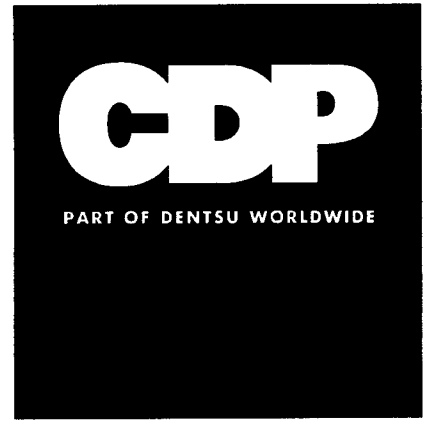


**Client** Gallaher  
**Subject** Benson & Hedges Special Filter  
**Location** Weybridge  
**Date** 21st November 1995  
**Time** 9.00am  
**Client/Attendees** L Stears P Tritton  
**Agency/Attendees** M Douglas S North  
**Network number** i:\gal\1995\filter\misc\ag1121md

1. B&H Special Filter  
- Creative
2. Other Business

## AGENDA

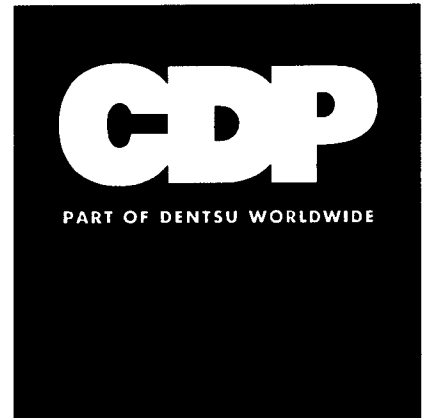
**Client** Gallaher  
**Subject** Benson & Hedges  
**Location** Weybridge  
**Date** 14th November 1995  
**Time** 9.45am  
**Client/Attendees** Phil Tritton  
**Agency/Attendees** Mandy Douglas, Simon North  
**Network number** i:\gal\1995\filter\misc\1114md



1. B&H Superkings
  - Creative
  
2. B&H Special Filter
  - Five Gold Rings
  - Goose pre-production
  
3. Other Business

## AGENDA

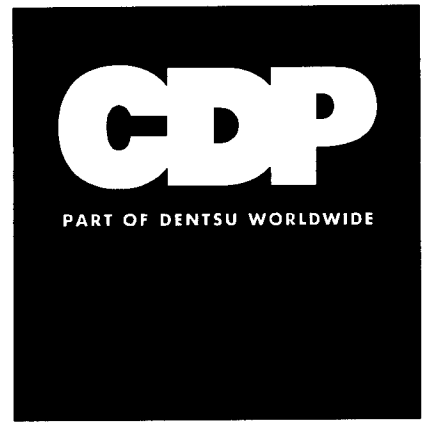
**Client** Gallaher  
**Subject** Benson & Hedges  
**Location** Weybridge  
**Date** 31st October 1995  
**Time** 11.00am  
**Client/Attendees** P Tritton  
**Agency/Attendees** M Douglas, I Halley, S North  
**Network number** i:\gal\1995\filter\1031md



1. B&H Superkings
  - creative
  
2. B&H Special Filter
  - 'Fleece' trannie
  - 'Five Gold Rings'
  - 'Retriever'
  - 'Dentist' duratrans
  
3. A.O.B.

**AGENDA**

**Client** Gallaher Benson & Hedges  
**Subject** B&H Lights  
**Location** Weybridge  
**Date** 24th October 1995  
**Time** 10.30am  
**Client/Attendees** B Jenner, N Northridge, P Tritton  
**Agency/Attendees** M Douglas, I Halley, S North, A Serednyj  
**Network number** i:\gal\1995\filter\misc\ag1024md



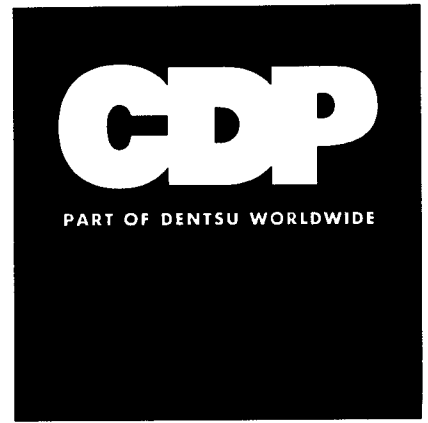
1. B&H Lights
  - Rationale
  - Creative
  - Media
  
2. Any Other Business



**AGENDA**

**Client** Gallaher - Benson & Hegdes  
**Subject** 1996 Press & Posters  
**Location** CDP  
**Date** 11th October 1995  
**Time** 3.30 pm

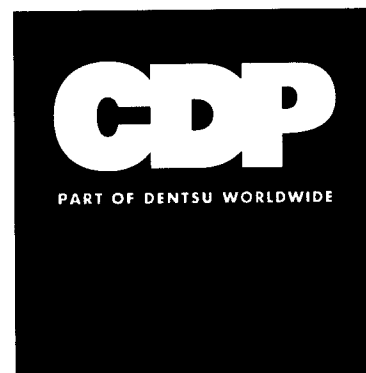
**Client/Attendees** Barry Jenner, Lesley Stears, Phil Tritton  
**Agency/Attendees** Mandy Douglas, Ian Halley, Simon North, Rupert Pyrah,  
Andrew Serednyj  
**Network number**



1. B&H Special Filter
  - Creative
  - Media
  
2. B&H Lights
  - Creative
  - Media
  
3. 1995 Press Schedule
  
4. Any Other Business

## AGENDA

**Client** Gallaher Special Filter  
**Subject** 'Dentist' Pre-Production  
**Location** Weybridge  
**Date** 2nd October 1995  
**Time** 4.30 pm  
**Client/Attendees** Phil Tritton  
**Agency/Attendees** Mandy Douglas  
**Network number**



1. Casting
2. Props
  - stocking
  - gloves
  - mask
  - smock
  - pliers
  - tooth
  - light
3. Photography
4. Timing
5. Other Business
  - 'Syrup'
  - 1996 Posters
  - B&H Superkings
  - Lights & Ultra Lights
  - PR
  - Duratrans
  - 1996 Budgets

## AGENDA

**Client** Gallaher Special Filter  
**Subject** B&HSF 'Gold' Status  
**Location** Agency  
**Date** 11th September 1995  
**Time** 3.30  
**Client/Attendees** Barry Jenner, Phil Tritton, Lesley Stears  
**Agency/Attendees** Ian Halley, Simon North, Mandy Douglas,  
Andrew Serednyj  
**Network number** i\gal\1995\sfilmisc\ag0911

1. Branding
2. Research Status
3. Hamlet Contingency
4. A.O.B.

## AGENDA

<b>Client</b>	Gallaher Benson & Hedges
<b>Subject</b>	B&H Lights, B&H Superkings, B&H SF
<b>Location</b>	Agency
<b>Date</b>	7th September 1995
<b>Time</b>	12.00
<b>Client/Attendees</b>	P Tritton, L Stears (part), R Brookes (part)
<b>Agency/Attendees</b>	I Halley, S North, ASerednyj
<b>Network number</b>	

1. B&H Superkings Trade Briefing
2. Break for Lunch
3. B&H Superkings
  - Creative
  - Media
4. B&H Lights & Ultra Lights Creative Requirement
5. B&H SF 'Gold' Status
6. PR
  - Media Owners
  - Stunts
7. A.O.B.

## **AGENDA**

**Client** Gallaher  
**Subject** Benson & Hedges  
**Location** Weybridge  
**Date** 31st March 1995  
**Time** 8.15am  
**Client/Attendees** L Stears P Tritton  
**Agency/Attendees** I Halley F Hay  
**Network number** i:\gal\1995\filter\misc\ag0331fh

## **BENSON & HEDGES**

1. **Range ads**
  
2. **Pen**
  - transparency (unretouched)
  - legal copy
  
3. **AOB**

## AGENDA

**Client** Gallaher  
**Subject** Benson & Hedges  
**Location** Soho Square  
**Date** 23rd March 1995  
**Time** 12.30pm  
**Client/Attendees** L Stears P Tritton  
**Agency/Attendees** T Brookes I Halley F Hay S H-Andrews  
K Millett J Quayle  
**Network number** i:\gal\1995\filter\misc\0323fh

### BENSON & HEDGES

1. 'Pen' pre-production
  - production estimate
  - timing
2. 'Jump leads' Mirror proof
3. Range ad
4. Performance standards discussion
5. AOB

## AGENDA

**Client** Gallaher  
**Subject** Benson & Hedges  
**Location** 33-34 Soho Square  
**Date** 21st February 1995  
**Time** 8.30am  
**Client/Attendees** P Tritton  
**Agency/Attendees** L Gair I Halley F Hay S North R Pyrah J Quayle  
**Network number** i:\gal\1995\filter\misc\ag0220fh

### BENSON & HEDGES

1. Updated portfolio presentation
2. Creative work
  - revised headline
  - white out of black healthwarning
3. 'Range' brief
4. AOB

## AGENDA

**Client** Gallaher  
**Subject** B & H Away Day  
**Location** Pennyhill Park Hotel  
**Date** 14th February 1995  
**Time** 8.30am  
**Client/Attendees** D Harkison S Pilcher L Stears P Tritton  
**Agency/Attendees** B Deegan L Gair I Halley F Hay S H-Andrews M Lewis  
S North R Pyrah J Quayle J Wilson  
**Network number** i:\gal\1995\misc\ag0201fh

### BENSON & HEDGES AWAY DAY

#### Discussion Leaders

#### 8.30 Market:

- trend data - share, volume, price distribution
- marketing objectives
- gains and losses

Douglas

Sarah

#### 9.00 Competitive Update

- spend
- ad. evaluation
  
- competitive context: 'Focus' case study

Rupert/Fran

Mark

#### 9.45 Brands and Consumers

- changing profile of key brands and sub brands
- who's dropping out? who's smoking premium?  
who's price conscious etc?
- gains/losses
- market segmentation
- B&H portfolio segmentation
  - \* current: Special Filter, Special Mild, Superkings
  - \* future: Lights, Ultra Lights, Yellow, Salamander(?)

Laurie/James

#### 10.45 COFFEE

#### 11.15

- summary of top line research de-brief

Phil/Sarah?

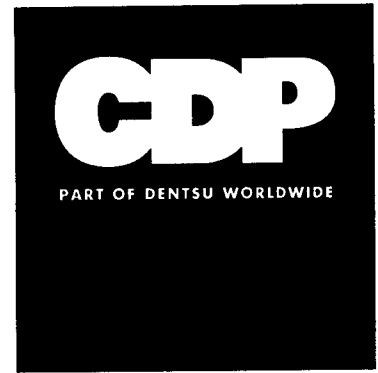
#### 12.30

- implication for future communications strategy

All



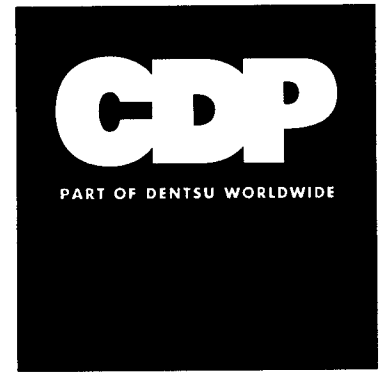
## AGENDA



**Client** Gallaher - Special Filter  
**Subject** 'Gold' Status  
**Location** Weybridge  
**Date** 21st September 1995  
**Time** 9am  
**Client/Attendees** Barry Jenner Lesley Stears Phil Tritton  
**Agency/Attendees** Mandy Douglas Ian Halley  
**Network number**

1. Branding
  - production status and timing
  - size and legibility
2. 'Gold' Teaser
3. 'Midas'
  - timing
4. 'Goldfish'
  - chromalin and press proofs
  - timing
5. 'Fleece' and 'Syrup'
  - pre-production timing
6. 'Dentist' or 'Rainbow'?
  - subject rotation
7. 'Gold' Lunch
8. A.O.B.

## AGENDA



**Client** Gallaher - Special Filter  
**Subject** 'Gold' Status  
**Location** Weybridge  
**Date** 21st September 1995  
**Time** 9am  
**Client/Attendees** Barry Jenner Lesley Stears Phil Tritton  
**Agency/Attendees** Mandy Douglas Ian Halley  
**Network number**

1. Branding  
- production status
2. 'Gold' Teaser
3. 'Midas'  
- printing  
- PCDS
4. 'Goldfish'
5. 'Fleece' and 'Syrup' Pre-Production
6. 'Gold' Lunch - Barry's diary
7. A.O.B.

## A BRIEF OVERVIEW OF THE CIGARETTE MARKET

KEY COMPANIES	<u>Dec 1994%</u>	<u>1993%</u>	<u>1992%</u>
Gallaher	39.1	39.8	39.2
Imperial	36.5	35.3	34.1
Rothmans/PM	13.7	14.5	15.6

TOP TEN BRANDS	<u>Dec 1994%</u>	<u>1993%</u>	<u>1992%</u>
1. B & H Special Filter	13.5	14.6	16.1
2. Silk Cut	7.2	7.6	8.1
3. JPSK	7.2	7.5	6.5
4. Regal	6.9	6.5	5.9
5. Lambert & Butler	6.6	5.1	4.0
6. Berkeley SK	5.3	6.0	6.6
7. Embassy No1	4.7	4.5	4.2
8. Rothmans Royals	3.6	3.7	3.8
9. Berkeley SK Mild	2.3	2.2	2.2
10. JPS	2.0	2.5	3.1

### PRICING

#### Premium Brands

	Price	Share %
B&H SF	£2.70	13.5
Silk Cut	£2.70	7.2
Regal	£2.67	6.9
Embassy	£2.69	4.7
Marlboro	£2.70	1.6
Rothmans KS	£2.70	1.3

#### Mid Priced Brands

Royals 25s	£2.67	3.6
B&H Superkings	£2.50	2.5 (HS)
JP Superkings	£2.50	10.0 (HS)
Berkeley	£2.50	9.0 (HS)

#### Cheaper Brands

L & B	£2.37	6.6
Mayfair	£2.22	1.0
Craven A	£2.37	0.7

## Issues on B & H SF

### Gratis research

- Initial reports are that the advertising does not seem to be communicating the Gratis Promotion
- But that it is communicating all the old values of B & H advertising
- When pushed respondents quickly realise that the offer is a bit limp....

Full advertising research debrief on 9.2.95.

### Launch of Lights & Ultra Lights

Scheduled for 30th May

Initial advertising will be for 'B & H range'

(Packs are

- Lights - v. light Champagne type Gold, with Lights in a copper plate-ish face.
- Ultra Lights - Mother of Pearl (white), with Gold Barrel, and Gold lettering (not dissimilar to Special Filter face.

Products will be 6 Mg and 1 Mg)

### Relaunch of B & H SuperKings

Pack redesigns presently in research. (Similar to old pack but in Gold, not Red & Blue)

Re Launch scheduled for late summer. No advertising activity planned (POS only) (Original burst given over to Lights)

### Project Net

Follows high consumer interest in Low Tar sector (Silk Cut low etc.)

Current brands tend to be either too feminine or 'watered down' derivatives

Many consumers have tried SC Ultra low etc. but found the product lacking.

Aim is to launch a brand with decent taste delivery, and pukka imagery / packaging.

Presently the name 'Freeway' is on the table, and the one to beat.

Launched planned for September - possibly up to £2m Advertising activity.

Name & Product will be finalised in next 6 weeks

## **Project Yellow**

A 'yellow pack' proved to be interesting in Light /Ultra Light research

Seen as a maverick opportunity to produce a more individualist / distinctive brand

A number of designs being worked on following three briefs from CDP

Next action will be full research proposal, after discussion at Strategic Awayday. 13/14 Feb.

## REASONS WHY WE SHOULDN'T BRAND THE 'GOLD' CAMPAIGN

- B&HSF stands for:
- gold
  - the 'gumnor' brand
  - famous, award winning advertising campaigns

B&HSF advertising has always focussed on 'GOLD'

- 'Pure Gold' 1962-1977
- 'Surreal Gold' 1977-1993
- 'Gold' 1995 onwards

(Possible exception being 'Puzzles')

The new campaign reflects B&HSF's brand leader status

- confident, ballsy
- contemporary, challenging
- leading edge
- undisputably No.1
- the 'gold' standard in cigarettes
- premium quality

Adding B&H branding would merely undermine the strength of the new campaign

Anticipated consumer logic:

- gold poster
- gold background
- health warning
- new advertising for a big brand
- must be Benson & Hedges

PR coverage for 'Gold' teaser will do an 'awareness job' on the launch of new advertising for B&H

## **SUPERKINGS**

Rational advertising since launch in 1984/5

- length and value messages

In the absence of rational benefits it would be extremely difficult to carve out a unique position for SK

Arguably, too young a brand to run purely emotional advertising

- no heritage like B&HSF
- 'gold' already owned by B&HSF

Pack design inferior to B&HSF

- more downmarket
- cheaper
- poor man's gold
- reflects value proposition, not quality

## HAMLET CONTINGENCY

(if required)

BRANDING DECISION MADE ON MONDAY, 18TH SEPTEMBER

	WITHOUT LOZENGE	WITH LOZENGE
PRINT POSTERS	w/c 04/09/95	w/c 18/09/95
PRINTING COMPLETE	w/e 08/09/95	w/e 22/09/95
DESPATCH TO PCDS	18/09/95	22/09/95
POSTING	from 19/09/95	from 23/09/95

('Finger' burst ends 5th October)

## B&HSF 'GOLD' CAMPAIGN COSTING SUMMARY

<u>Poster</u>	<u>Gross Cost</u>
'Gold'	£34,633.76
'Midas' Posting	£20,900.40 £15,000
'Goldfish'	£62,106.10
<b>Total</b>	<b>£132,640.26</b>



## BENSON & HEDGES SPECIAL FILTER

### 'GOLD' CAMPAIGN

#### 'Goldfish'

The photography was done in two stages. Stage one involved photographing just the cat. The art director then chose a selection of preferred shots of the cat and these were used at the second stage when we photographed the goldfish bowl.

The image was not created on system but achieved at stage two by placing one of the cat shots, in print form, behind the goldfish bowl. By experimenting with the distance of the shot from the bowl, we were able to vary the distortion and refraction of the overall image.

The photographer took his master image and stored it digitally. He did some post-production and then output to CD which he supplied to the agency. For press use we dropped in a 4 colour photographic 'gold' background.

We read the CD onto the system, and then enriched the colouring of the cat, enhanced the greenness of the eyes, and lightened the edges of the bowl.

#### 'Fleece'

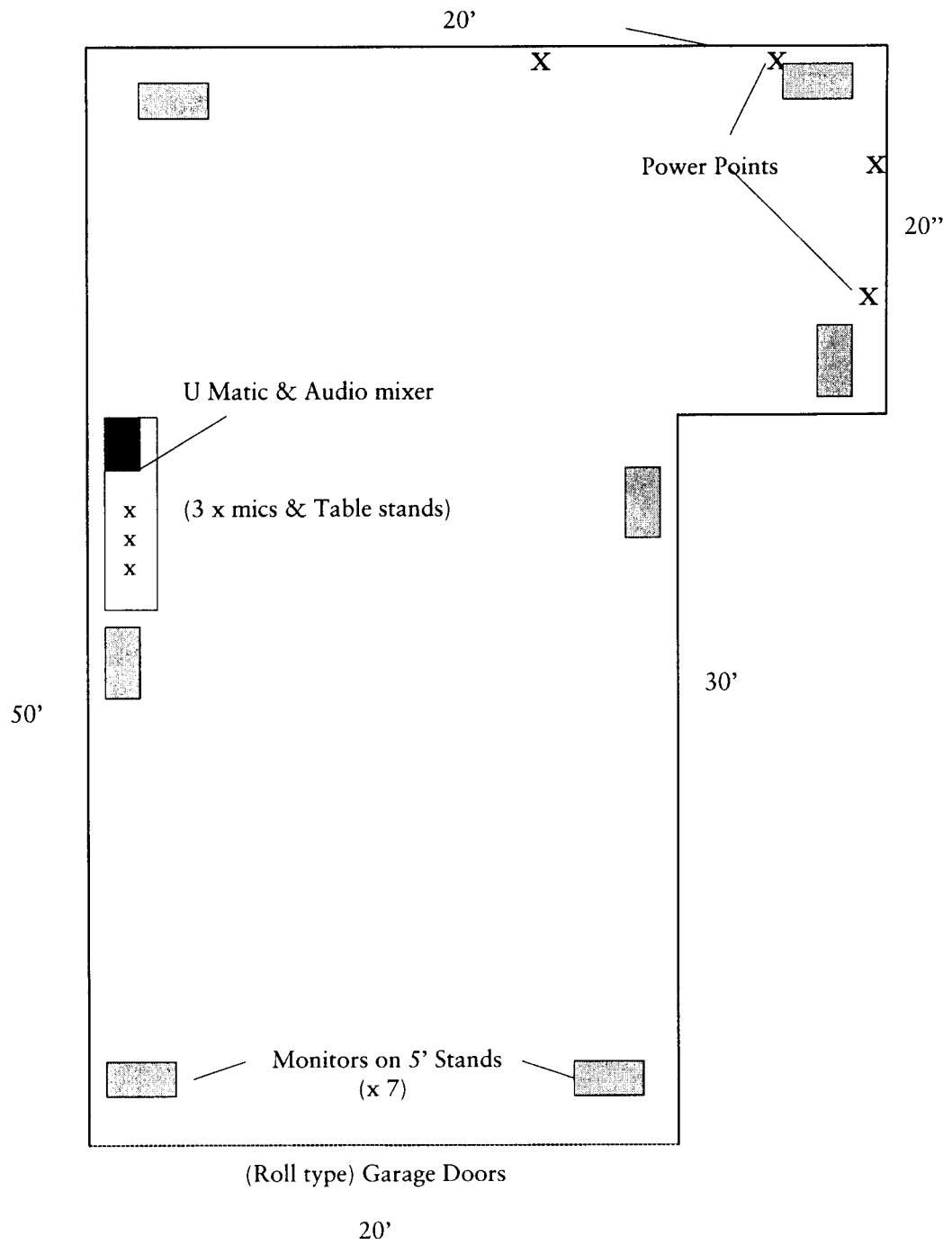
The breed of sheep used was a Dorset. It was chosen for the depth and texture of its coat, and because of its magnificent horns and its temperament. The ram belongs to A1 Animals who are located at Folly Farm in Hampshire where they have a large menagerie of farm animals available for commercial purposes ie. still life photography and TV commercials.

The ram was photographed in a barn on the farm. Its coat was sheared 24 hours in advance. It was led into the barn by a local farmer by a short rope wound around the horns. At all times during the shoot the farmer held onto the rope off camera. The ram was not restrained in any way; nor was it disturbed by the photographer and his assistants, or by the lights or any of the equipment used throughout the course of the shoot. It was in front of the camera for no more than an hour.

It was photographed by Jack Daniels who specialises in photography featuring animals. (Previous work includes Spillers press ads).

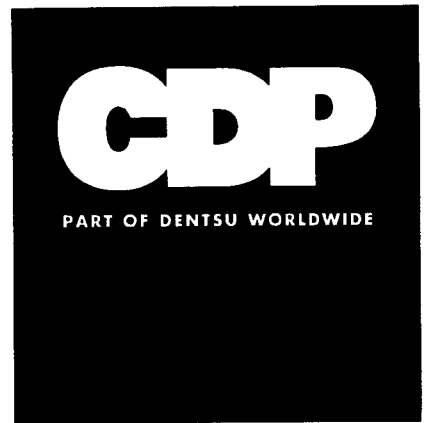
Proposed Layout / Plan for  
**Gallaher Entertainment Quiz**  
7th June 1995  
Portland's Garage

(All sizes very approximate)



MEMORANDUM

To Simon North  
cc Andrew Barrington, David Kean  
fyi  
From Mandy  
Date 1st November 1995  
Subject Holiday



Network number

I believe I have 9 working days holiday to take this year. As we are extremely busy on Benson & Hedges up to the end of the year, and due to repitch for InterCity CrossCountry in December, I would like to take this time off early in the New Year. Likewise, I do not feel that is appropriate to take holiday within the first five months of starting at CDP.

Therefore, I am keen to take off 2nd - 5th and 8th - 12th and the 15th January inclusive. I would be back in the agency on the 16th January. I think I am right to think that this will be a quiet period as B&H SF and B&H Superkings advertising for January will be sorted and in press; and, all being well, we will have retained InterCity CrossCountry.

Obviously, I would like your agreement to the above before I book up flights.

Many thanks

Mandy

## BENSON & HEDGES SPECIAL FILTER

### 'Goldfish' Ad

The photography was done in two stages. Stage one involved photographing just the cat. The art director then chose a selection of preferred shots of the cat and these were used at the second stage when we photographed the goldfish bowl.

The image was not created on system but achieved at stage two by placing one of the cat shots, in print form, behind the goldfish bowl. By experimenting with the distance of the shot from the bowl, we were able to vary the distortion and refraction of the overall image.

The photographer took his master image and stored it digitally. He did some post-production and then output to CD which he supplied to the agency. For press use we dropped in a 4 colour photographic 'gold' background.

We read the CD onto the system, and then enriched the colouring of the cat, enhanced the greenness of the eyes, and lightened the edges of the bowl.

The photographer was Bob Elsdale. The creative team who developed the concept together are Noel Hasson (art director) and John Cook (copy writer).