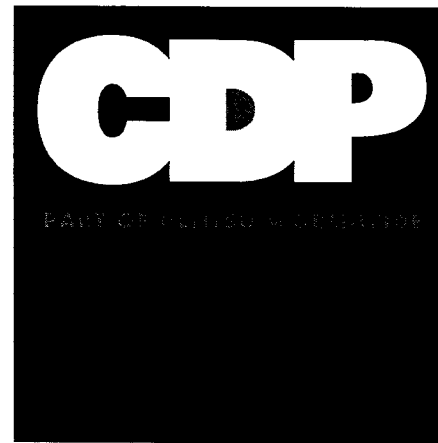


# **HAMLET AND CASTELLA CLASSIC DIFFERENTIATING BETWEEN THE BRANDS**



## PURPOSE OF TODAY'S MEETING

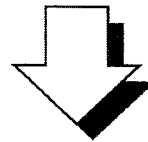
- Identify the differences between Hamlet and Castella Classic
- Look at demographical, behavioral and attitudinal variations between the Hamlet and Castella Classic smoker
- Discuss how we might use these findings in our future creative and media targeting policies



**HAMLET MAY BENEFIT FROM A STRONGER  
DIFFERENTIATION BETWEEN THE BRANDS**

## **OBVIOUS DIFFERENCES BETWEEN HAMLET AND CASTELLA CLASSIC**

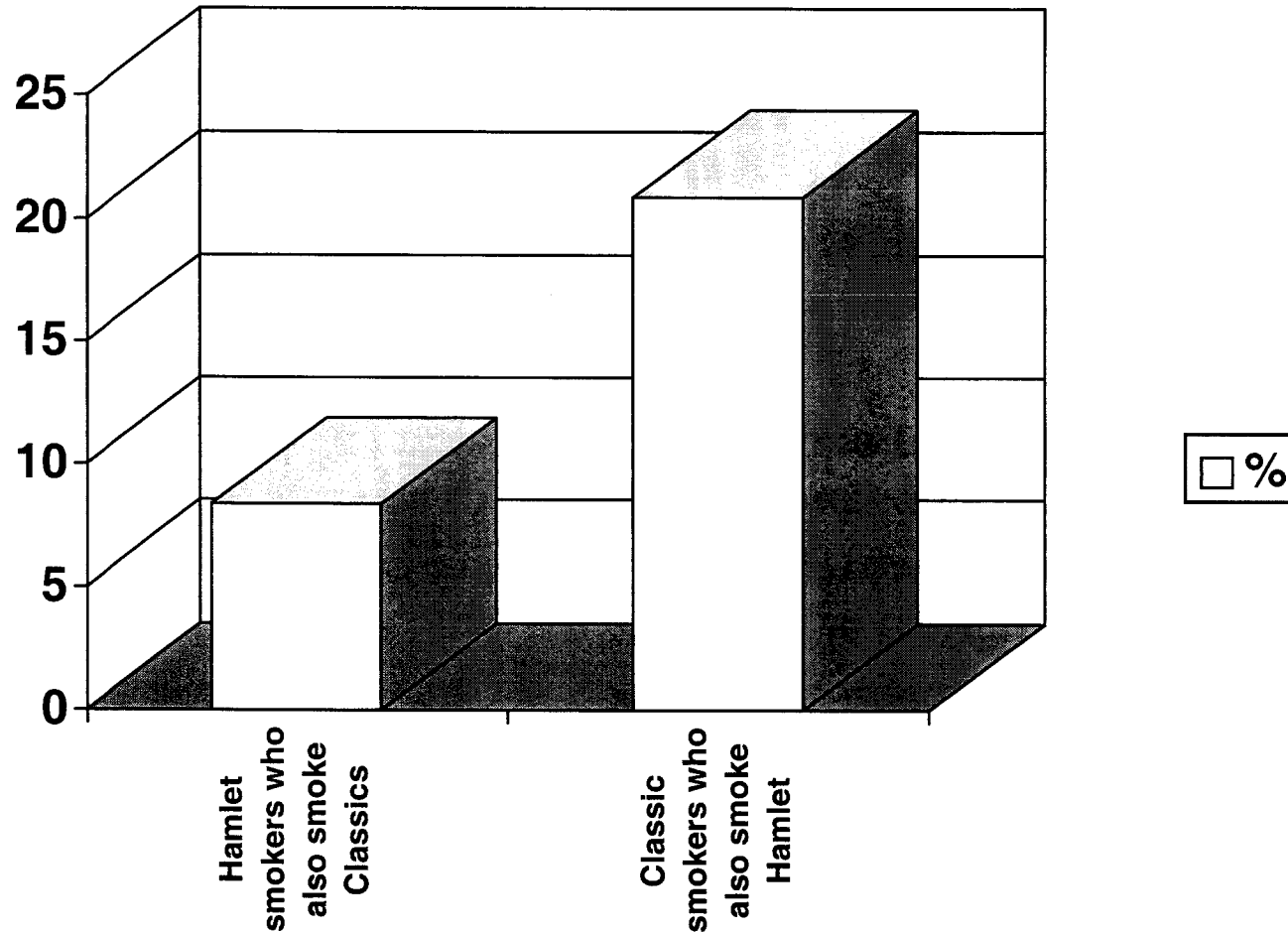
- Same price, but Classics are bigger
- Hamlet's history of 30 years of advertising, so huge brand awareness
- Hamlet is brand leader, and ahead of Classic in terms of perceived popularity, stature and reputation



**HAMLET HAS MADE MORE OUT OF THE SAME  
FRAMEWORK**

**CDP**

# CLASSIC SMOKERS SMOKE HAMLET, MORE THAN HAMLET SMOKERS SMOKE CLASSICS\*



\*Note: This could be due to distribution, but it does show Source: TGI '95 that Classic smokers are not reluctant about smoking Hamlet

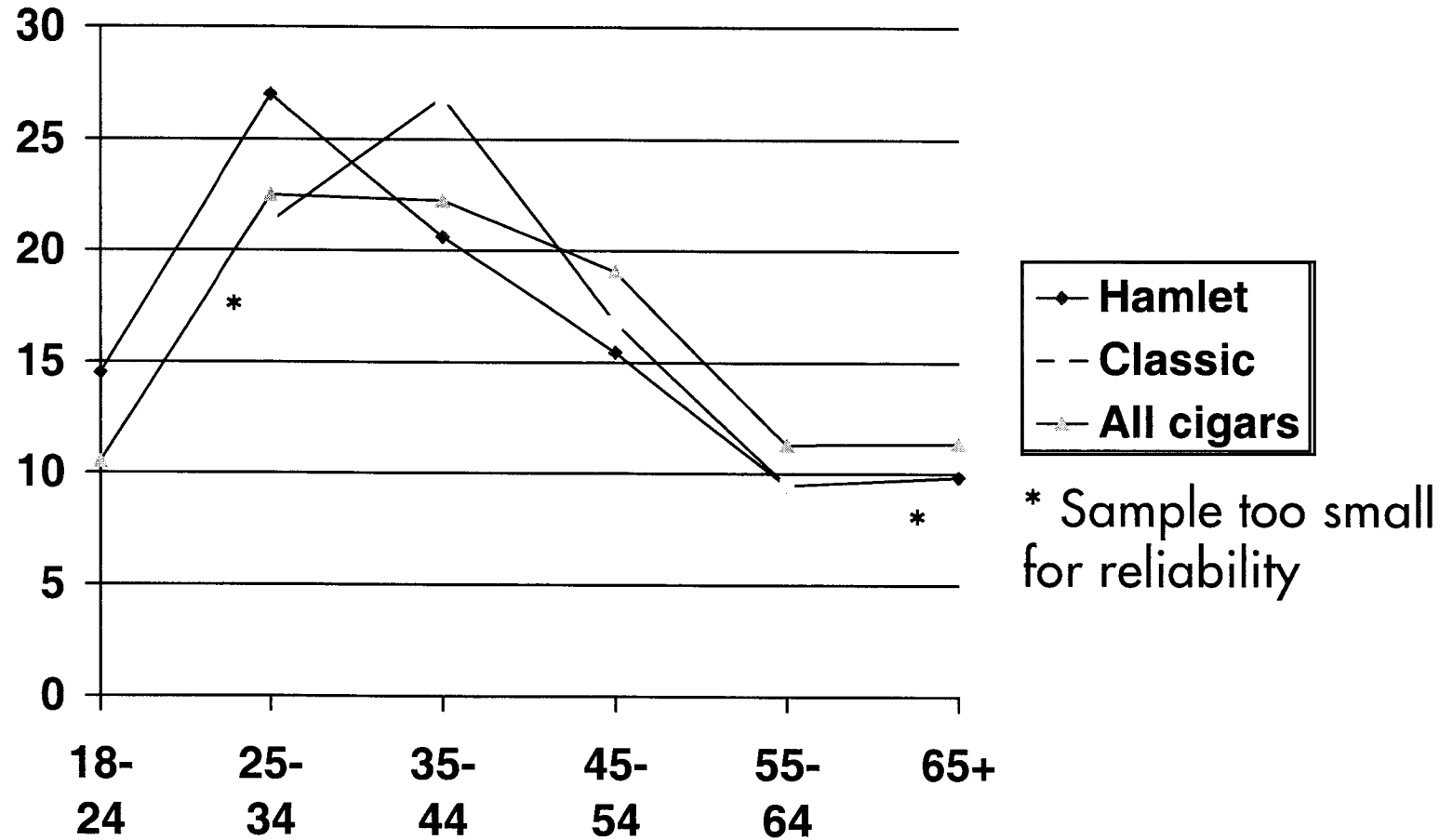


**HAPPINESS IS A CIGAR CALLED HAMLET**

**CLASSIC, FOR THE MAN WHO THINKS THAT LITTLE BIT  
BIGGER**



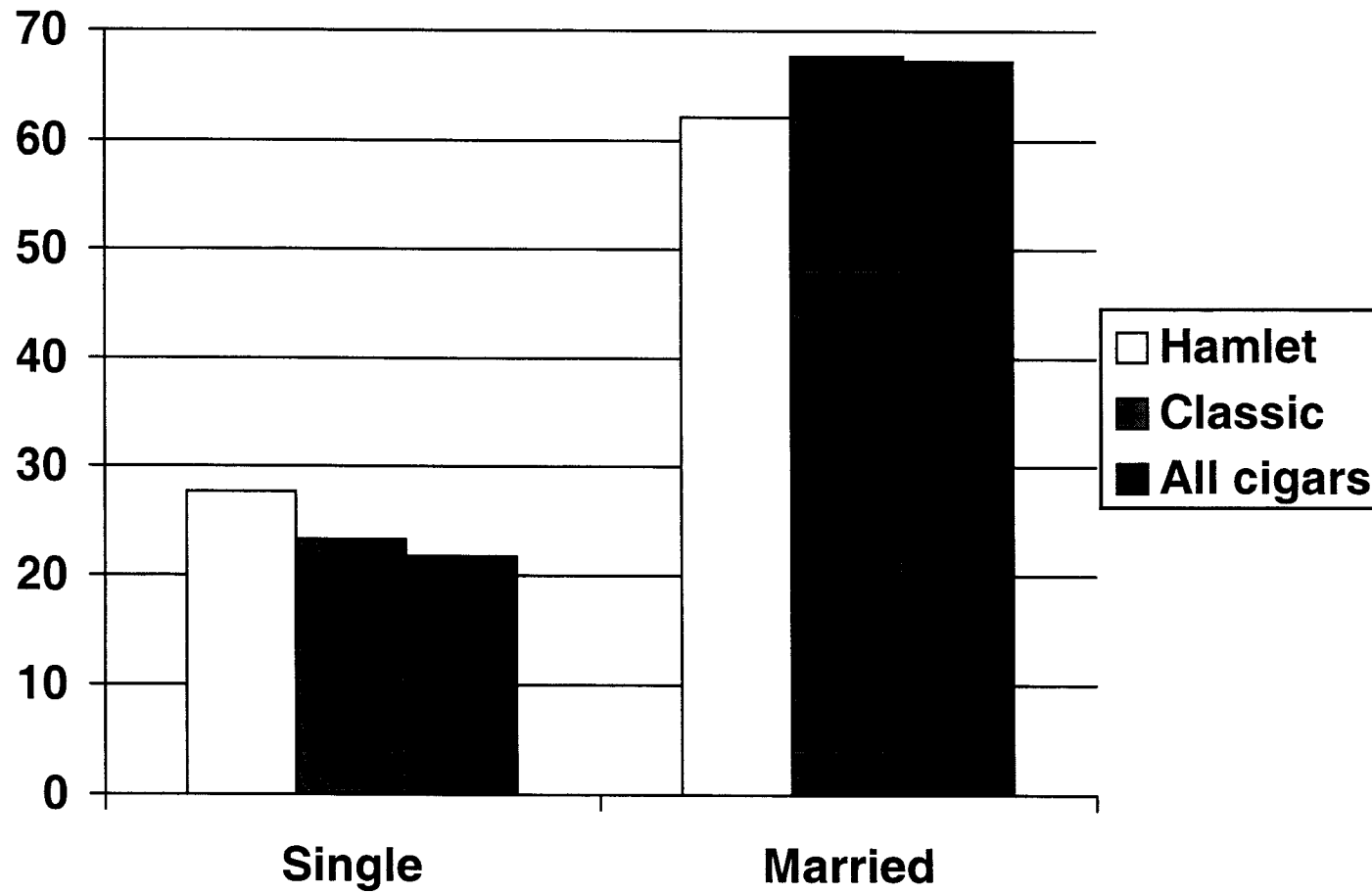
# HAMLET HAS A YOUNGER SMOKER PROFILE



Source: TGI '95  
Base: All cigar smokers



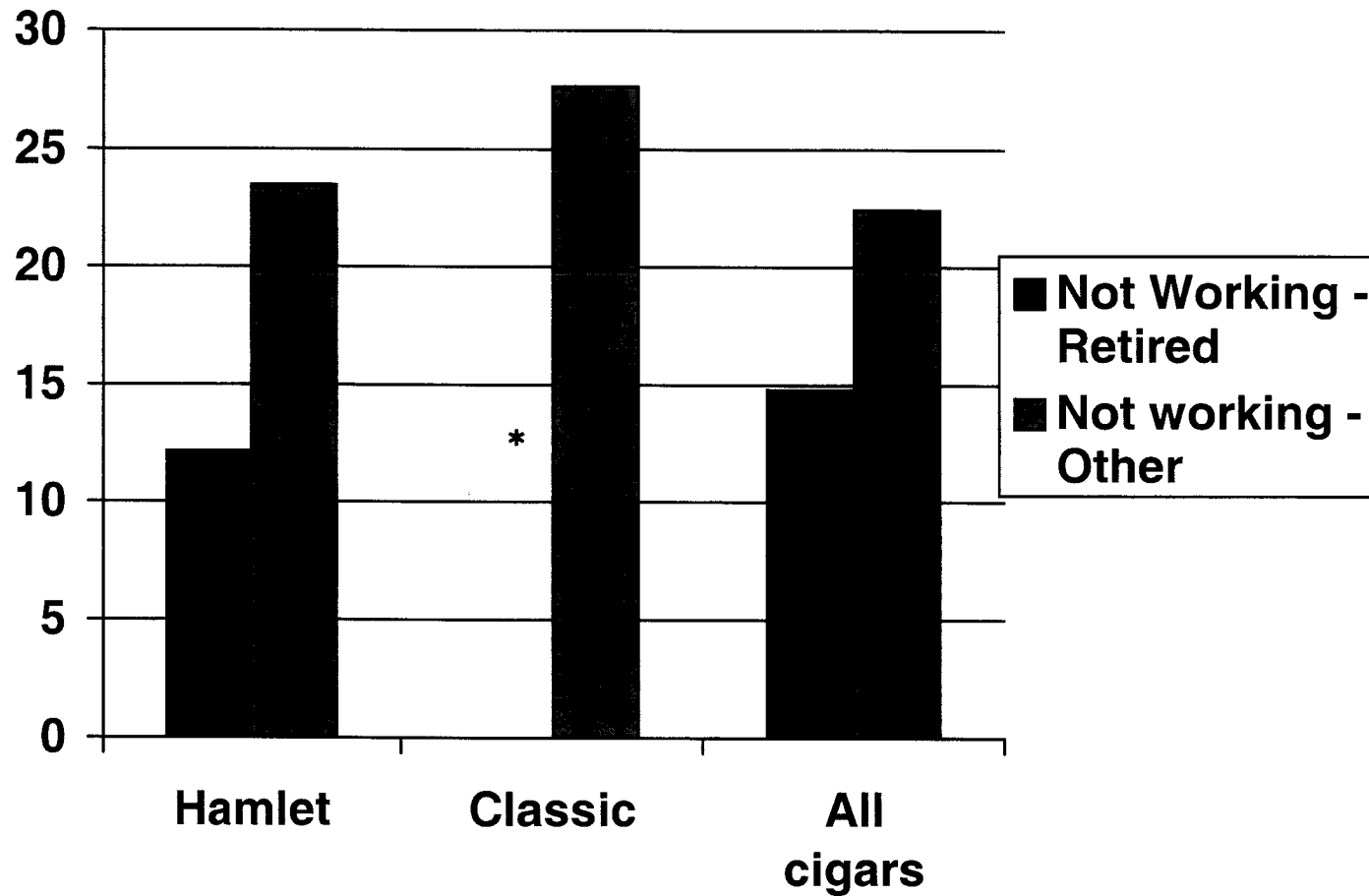
# MORE SINGLE PEOPLE SMOKE HAMLET



Source: TGI '95  
Base: All cigar smokers



# LESS HAMLET SMOKERS ARE RETIRED



\*Sample too small for reliability

Source: TGI '95  
Base: All cigar smokers

**SUPER PROFILE LIFESTYLES**

Hamlet smokers are...	Hamlet	All cigars
Nest Builders	124	120
Struggling Council Tenants	154	130
<b>And not...</b>		
Urban Venturers	73	80
Affluent Achievers	72	74

(Sample for Classic too small)

Source: TGI '95



## **2. ATTITUDINAL DIFFERENCES BETWEEN HAMLET AND CASTELLA CLASSIC**



## CIGAR SMOKERS ARE NOT VERY "NINETIES"

Statement	Hamlet	Classics	All cigars
Judge a person by the car they drive	116	174	117
Low alcohol beer not a man's drink	170	146	153
Health foods only bought by fanatics	154	186	148
Skincare products are for women	154	151	136
I don't like to show my real feelings	116	127	109

Source: TGI '95

**CDP**

## ESPECIALLY CLASSIC SMOKERS HAVE AN IMPULSIVE MIND

Statement	Hamlet	Classics	All cigars
I make decisions based on gut feel	107	120	114
Often do things on spur of the moment	106	112	111
Would consider going to Paris for the day	105	115	109
I like a well organised routine	85	95	89

Source: TGI '95



## **BEHAVIORAL DIFFERENCES BETWEEN HAMLET AND CASTELLA CLASSIC**

**CDP**

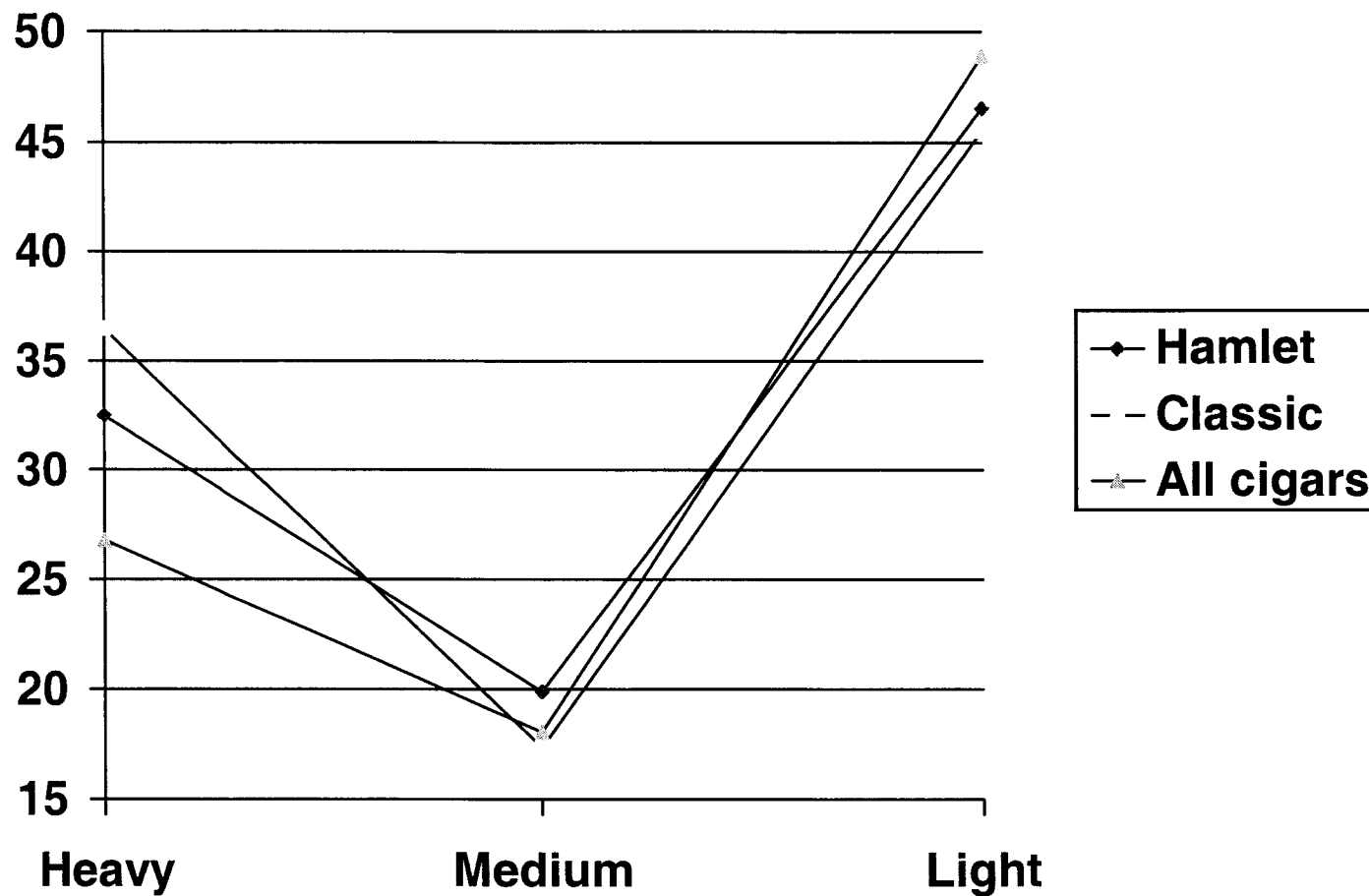
## **CLASSIC SMOKERS ARE PRICE CONSCIOUS ABOUT SHOPPING**

Statement	Hamlet	Classics	All cigars
Look for the lowest prices when shopping	101	114	103
I am a bargain hunter	89	111	99
Tempted to buy products advertised	91	109	90
I always look for special offers	88	102	90

Source: TGI '95

**CDP**

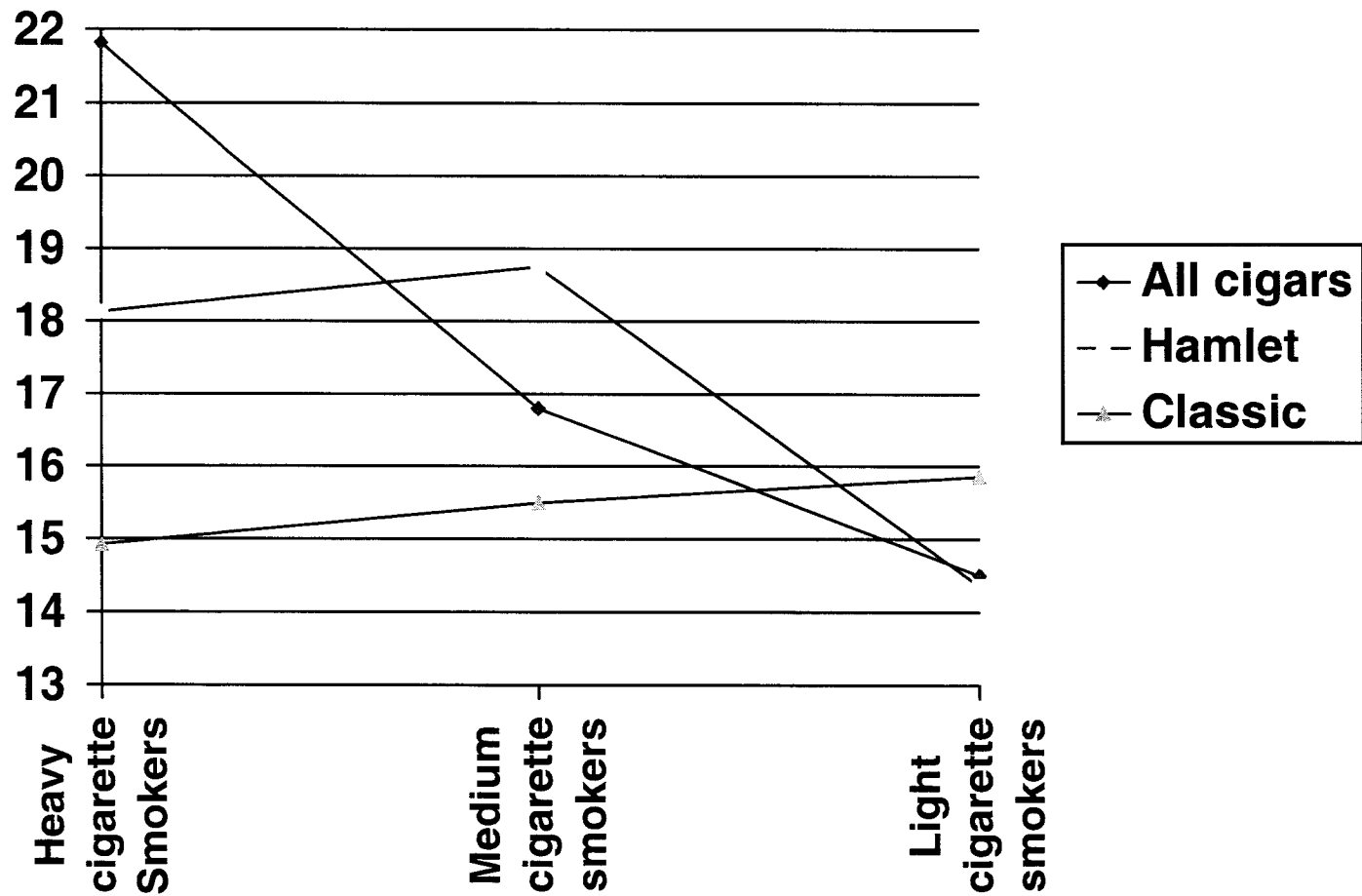
# HEAVY CIGAR SMOKERS: HAMLET ABOVE AVERAGE, BUT BELOW CLASSIC



Source: TGI '95  
Base: All cigar smokers



# HAMLET SMOKERS ARE HEAVIER CIGARETTE SMOKERS THAN CLASSIC SMOKERS



**CDP**

## **NOT A HEALTHY LIFESTYLE, ESPECIALLY CLASSIC SMOKERS**

Statement	Hamlet	Classics	All cigars
I should do more about my health	118	132	110
Health foods only bought by fanatics	154	186	148
I consider my diet very healthy	73	73	80
I make sure I take regular exercise	92	79	91

Source: TGI '95

**CDP****ESPECIALLY HAMLET SMOKERS ARE  
INTERESTED IN PUB RELATED ACTIVITIES**

Sports/Leisure I practice	Hamlet	Classics	All cigars
Darts	305	258	229
Billiards/Snooker	253	187	208
Ten Pin Bowling	172	131	133

Source: TGI '95

## SUMMARY OF BEHAVIORAL DIFFERENCES

- Especially Classic smokers believe to be no good at managing their money
- However, Classic smokers do have more price conscious shopping habits
- Classic smokers smoke more cigars than Hamlet smokers
- Hamlet smokers smoke more cigarettes than Classic smokers
- Especially Classic smokers do not take care of their health
- Hamlet smokers go to the pub more often, and enjoy pub related activities
- Especially Hamlet smokers enjoy to gamble

**CDP**

## **CIGAR SMOKERS LIKE TO WATCH ALL KINDS OF SPORTS ON TV**

<b>Sports I Like to watch on TV</b>	<b>Hamlet</b>	<b>Classics</b>	<b>All cigars</b>
Fishing	243	324	269
American Football	215	247	187
Boxing	197	185	173
Darts	201	172	169
Motor Racing	174	179	159
Rugby	172	191	157
Cricket	166	184	153
Football	172	179	149
Golf	161	161	147
Horse racing	182	128	146

Source: TGI '95

**CDP**

## **RADIO, CINEMA & POSTER SEEM MORE EFFECTIVE WITH HAMLET THAN WITH CLASSIC**

Statement	Hamlet	Classics	All cigars
I enjoy listening to radio commercials	131	*	96
I enjoy films at cinema more than on TV	110	94	94
I rarely notice poster advertisements	110	125	108
I expect advertising to be entertaining	112	133	110
Enjoy TV ads as much as programs	108	117	105

\* Sample too small for reliability

Source: TGI '95

## SO WHERE DOES THIS LEAVE US?

- Hamlet's biggest distinction is its brand awareness and brand leadership
- From the advertising we can read that Hamlet is for everybody, whereas Classics has got a more witty, stylish feel
- Demographic profiles show that Hamlet is younger and more upmarket than Classics
- Especially Classic smokers care more for style and appearance, like to show confidence, have an impulsive mind and are not good at managing money (although they are price conscious)
- Especially Hamlet smokers enjoy the pub, and pub related activities, and gambling

- The Brand
  - “Happiness is a cigar called Hamlet”
- The Market
  - “Everybody”
- The Consumer
  - More inner-directed and more pub-loving than Castella Classic
- The Media
  - “Owning” poster, radio and cinema advertising

## **THE MARKET: "EVERYBODY"**

- Easygoing YET Observant
- Young YET Grown Up
- Clever YET Down to Earth
- Funny YET Relaxed
- Classical YET Contemporary

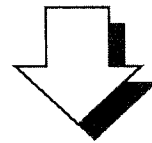


**YOU TOO CAN BE A HAPPINESS HERO**

**CDP**

## **THE MEDIA: "OWNING" POSTER, RADIO AND CINEMA ADVERTISING**

- Hamlet is pioneer on cigar advertising
  - Controversial premiere Cinema "Hangman"
  - Hamlet's fresh approach to radio advertising
  - Widely known and laughed about poster executions



**A CONTINUOUSLY SMART AND BRAVE MEDIA PLAN  
COULD CONFIRM HAMLET'S POSITION OF MARKET  
LEADER IN THE CIGAR INDUSTRY**