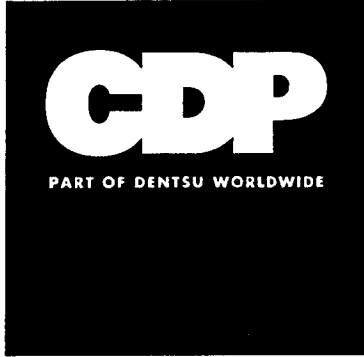


# NEW CAMPAIGN BRIEF



Client: Gallaher  
 Brand: Club  
 Media Type: Posters & Press  
 Account Team: North / Fletcher  
 Date: September 25, 1998

- Background**  
 Club is one of Gallaher's only 'Regional' brands. It sells pretty much only in Glasgow where it is smoked by about 1 in 4 smokers. It is, in effect, a premium brand (like Benson's and Regal) and has a gift scheme that gives 'Gifts' in return for collected inserts - these gifts are distributed from a large shop in the centre of Glasgow. This shop has a very high footfall.  
 The way fags are sold in Glasgow is very different to the rest of the UK - CTNs will cut the price below that of the RRP to under cut their competitors outlets. Couple this with the fact that so much (over 50%) of the Club franchise is unemployed and you understand why people will actively seek out the cheapest shops and rarely pay full price (except when distress purchasing).
- Business Issue**  
 Club is loosing share, primarily to Lambert & Butler. These losses are most apparent amongst 18-44 year olds. Research identified that this group found the packaging old and boring - so the pack has been redesigned. (see attached) on top of this Gallaher have decided to (in effect) drop the RRP, by swallowing the Governments 21p duty increase.
- Who should the work speak to and how do they currently view the brand?**  
 Glasgow's smokers - they smoke because they enjoy it. They also actively look for a cheap price. They are fairly happy with 'Club' but when they see other brands (that may look better on-shelf) cheaper, they may be tempted to switch.
- What is the single minded proposition?**  

Club - in a great new pack with even greater value
- What is the substantiation ?**  
 1. New packaging  
 2. New RRP
- Are there any mandatory inclusions, legal restrictions, 'Sacred Cows', other relevant comments?**  
 A big packshot (New Pack Communication) Because of the peculiar Glasgow fag market we can't talk about absolute price - only comparative value. As ever, ASA rules apply.
- Requirement**  
 Client has asked for a press campaign - however we believe that press and posters (48 and 96) should be affordable. We would also like to give them a line that could be used in their 'Shop' (1 x 96, 2 x 48 & 3 x press please)



	Date	Signature		Date	Signature
North			Kemsley		
Fletcher			Myers		

	<b>DATE</b>
Brief To Creative Department	28th

Date Received	25th Sept
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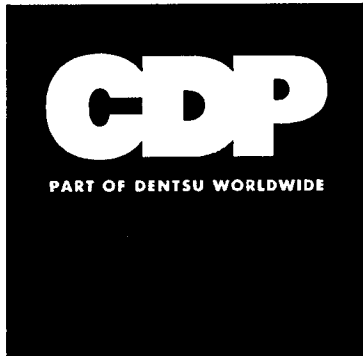
	Sept
<b>First Review</b>	2nd Oct
<b>Second Review</b>	6th Oct
<b>Final Sign Off</b>	7th Oct
<b>Client Presentation</b>	9th Oct

<b>Allocated Teams/s</b>	

	<b>Date</b>	<b>Signature</b>
<b>Kass</b>		

# NEW CAMPAIGN BRIEF

Client      Gallaher  
 Brand       Club  
 Media Type   Posters & Press  
 Account Team   North / Fletcher  
 Date         October 15, 1998



- **Background**

Club is one of Gallaher's only 'Regional' brands. It sells pretty much only in Glasgow where it is smoked by about 1 in 4 smokers. It is, in effect, a premium brand (like Benson's and Regal) and has a gift scheme that gives 'Gifts' in return for collected inserts - these gifts are distributed from a large shop in the centre of Glasgow. This shop has a very high footfall.  
 The way fags are sold in Glasgow is very different to the rest of the UK - CTNs will cut the price below that of the RRP to under cut their competitors outlets. Couple this with the fact that so much (over 50%) of the Club franchise is unemployed and you understand why people will actively seek out the cheapest shops and rarely pay full price (except when distress purchasing).
- **Business Issue**

Club is loosing share, primarily to Lambert & Butler. These losses are most apparent amongst 18-44 year olds. Research identified that this group found the packaging old and boring - so the pack has been redesigned. (see attached) on top of this Gallaher have decided to (in effect) drop the RRP, by swallowing the Governments 21p duty increase.
- **Who should the work speak to and how do they currently view the brand?**

Glasgow's smokers - they smoke because they enjoy it. They also actively look for a cheap price. They are fairly happy with 'Club' but when they see other brands (that may look better on-shelf) cheaper, they may be tempted to switch.
- **What is the single minded proposition?**

Club - in a great new pack with even greater value
- **What is the substantiation ?**

  1. New packaging
  2. New RRP
- **Are there any mandatory inclusions, legal restrictions, 'Sacred Cows', other relevant comments?**

A big packshot (New Pack Communication) Because of the peculiar Glasgow fag market we can't talk about absolute price - only comparative value. As ever, ASA rules apply.
- **Requirement**

Client has asked for a press campaign - however we believe that press and posters (48 and 96) should be affordable. We would also like to give them a line that could be used in their 'Shop' (1 x 96, 2 x 48 & 3 x press please)

	Date	Signature		Date	Signature
North			Kemsley		
Fletcher			Myers		

	<b>DATE</b>
Brief To Creative Department	28th

Date Received	25th Sept
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	Sept
<b>First Review</b>	2nd Oct
<b>Second Review</b>	6th Oct
<b>Final Sign Off</b>	7th Oct
<b>Client Presentation</b>	9th Oct

<b>Allocated Teams/s</b>	

	<b>Date</b>	<b>Signature</b>
<b>Kass</b>		



Client : Gallaher  
 Brand : Club  
 Media : Posters & Press

Account Team : North / Fletcher  
 Date : October 16, 1998  
 Job No:



Background

Club is one of Gallaher's only 'Regional' brands. It sells pretty much only in Glasgow where it is smoked by about 1 in 4 smokers. It is, in effect, a premium brand (like Benson's and Regal) and has a gift scheme that gives 'Gifts' in return for collected inserts - these gifts are distributed from a large shop in the centre of Glasgow. This shop has a very high footfall.

The way fags are sold in Glasgow is very different to the rest of the UK - CTNs will cut the price below that of the RRP to under cut their competitors outlets. Couple this with the fact that so much (over 50%) of the Club franchise is unemployed and you understand why people will actively seek out the cheapest shops and rarely pay full price (except when distress purchasing).

What concrete objectives does this brief aim to help meet?

Stop share loss from Club to cheap brands - especially Lambert and Butler  
 Try to hold its brand share in Glasgow at 24%

Who are the 'must reach' audience and how do they view the brand?

Glasgow smokers, both blokes and women. They are predominately in lower paid jobs or unemployed - the one thing they will not compromise is their ciggies. They are on a budget and there are a plethora of other brands that they know are cheaper, but they still feel pretty good about *their* brand (Club is only available in Glasgow and the surrounding area). There are also a number of other premium brands on sale in Glasgow (-B&H, Embassy Number 1 and Regal) - but none of these are regional - possibly why Club has historically done so well.

The big competitive brand in Glasgow doing well is L&B - and its price (about 20p cheaper than Club) is increasingly becoming more attractive to Club smokers - as more and more of their friends start to smoke it, and it becomes more and more the norm.

What argument would best persuade them of the strength of our proposition? And change their current behavior?

The situation is bloody complicated - hence this rebrief and the number of potential benefits that may touch a cord with consumers:

Club is Glasgow's own premium brand and know as such - it is a better smoke than L&B, however it is seen as quite a bit more expensive. In the future it is still going to be more expensive, but the differential will be a lot less. This is because when the tax duty increase comes into force in December, Gallaher are going to swallow most of it (14p out of the total 22p increase) - So the price will go up, but not as much as Regal (the full 22p). Therefore it will be only slightly more expensive than L&B and quite a lot cheaper than Regal.

What do we want people to think, feel and do?

Club is our brand, its a little bit cheaper in comparison to other premium brands, and therefore there is no need for me to switch to a cheap & nasty brand

What facts can help them to believe that?

Club is a full flavour, bloody good smoke. Within the range of all fags it is no longer going to be one of the most expensive, but it will still certainly still be one of the best..

TIMINGS

Brief In	1st Review	2nd Review	Final Review	Client Presentation

Creative Teams:	
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**BRIEF & TIMINGS APPROVED**

Board Account Director	Planner	Head of Traffic	Creative Group Head	Executive Creative Director	MD



Client : Gallaher  
 Brand : Club  
 Media : Poster & Press

Account Team : North / Fletcher  
 Date : November 10, 1998  
 Job No:



**Background**

Six weeks ago we were briefed to produce advertising for Club. The proposition for this was incredibly complicated and unfortunately each route we produced was blocked by Gallaher. (ie the new pack was launched 3 months early - it was then decided to raise the price by 8p as opposed to freezing it etc.)

The longer that this debacle has gone on the more Gallaher have realised that the propositions that they were giving us were entirely un-sustainable. The good news is that yesterday Imperial published their December 1st (onwards) price list, giving us a proposition that we can work with. The bad news is the timing. The ads, which will appear in Glasgow's local papers (only) is needed asap

**What concrete objectives does this brief aim to help meet?**

Stop share loss from Club to cheap brands - especially Lambert and Butler  
 Try to hold its brand share in Glasgow at 24%

**Who are the 'must reach' audience and how do they view the brand?**

Glasgow smokers, both blokes and women. They are predominately in lower paid jobs or unemployed - the one thing they will not compromise is their ciggies. They are on a budget and there are a plethora of other brands that they know are cheaper, but they still feel pretty good about *their* brand (Club is only available in Glasgow and the surrounding area).

There are also a number of other premium brands on sale in Glasgow (-B&H, Embassy Number 1 and Regal) - but none of these are regional - possibly why Club has historically done so well.

**What argument would best persuade them of the strength of our proposition? And change their current behavior?**

Club and Regal both currently have the same RRP.  
 From December 1st 1998 - Regal is going to be £3.59 - Club will be £3.45.  
 This means a 14p saving - at RRP. (Of course - you may be able to find Club even cheaper.)

**What is the proposition?**

Club - 14p cheaper (at RRP) than Regal

**What facts can help them to believe that?**

Club is a full flavour, bloody good smoke. Within the range of all fags it is no longer going to be one of the most expensive, but it will still certainly still be one of the best..

**Requirement**

One 48 sheet poster and two full page colour press ads for the Glasgow local papers - to run during the first couple of weeks of December.

We need two routes - one very straightforward, and one that can be a bit more lateral. (This second route could be one of our original lines "The King-Sized Smoke Without The Regal Price")

**TIMINGS**

Brief In	1st Review	2nd Review	Final Review	Client Presentation

**BRIEF & TIMINGS APPROVED**

Board Account Director	Planner	Head of Traffic	Creative Group Head	Executive Creative Director	MD
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### Definition of Market

The Fag market in the UK broadly splits into three sectors: Premium, Mid and Low priced. On top of this there is also a taste dynamic, which roughly splits between 'light flavoured' (Silk Cut & Marlboro Lights) - centred in the south and London - and 'Full Strength' that grows the further away from the capital you get

The market is very mature. It is seeing a slow (2-3%) annual decline due to regular and massive increases in duty.

People who smoke, buy their packs of fags everyday. The national average smoked is 18 fags a day - and the further north you go the more they tend to smoke. In Glasgow this average nearly doubles.

Fags are now very expensive - a reasonably heavy smoker (ie 40 a day) will be spending over £200 a month on their habit.

In the past 5 years, tax on fags has gone through the roof - and (low and behold) cheaper brands have done well. One ch brand, Lambert & Butler - used to be premium, but repositioned itself, and the gap between it and premium brands is now about 40p.

### Market Share / Performance

Club is huge in Glasgow. It has about 25% of the market. This is twice as big as B&H in the rest of the UK.

### Product benefits

Club offers smokers in Glasgow a number of things - it is a proper full strength smoke, they know that it is their smoke (you can't really get it out of Glasgow - and certainly not out of Scotland. It comes in a smart pack, and contains Club Coupons. These are collected and can be redeemed for a plethora of products from the 'Club Shop'. This shop is large, in the centre of Glasgow and is well frequented.

### Competitive Strengths

Decent Premium brand  
Local  
Collection Scheme

### Trend most likely to impact

Club is having a hard time in share terms verses Lambert & Butler. Gallaher have therefore decided to drop the price differential between the two brands. In Early December there will be a tax increase that will increase the price of premium fags by 22p - instead of raising Clubs price by the full amount Gallaher will swallow 14 p themselves and only raise the RRP by 8p.

### Personality

The brand is smoked by 1 in 4 smokers in Glasgow. It appeals to young and old, it's almost part of the local landscape. It's a good quality smoke, with a nice pack design, the fact that people think it offers really good value (though is premium priced) is not related to the price but directly related to its quality.

APPROVED

Board Account Director	Planner

1998 .

# CREATIVE BRIEF

Client :  
Brand :  
Media :

Account Team :  
Date :  
Job No:



What concrete objectives does this brief aim to help meet?

stop share loss to cheap brands – especially Lambert and Butler

Who are the 'must reach' audience and how do they view the brand?

Glasgow smokers (probably aged between 18-44) . They are predominately in lower paid jobs or unemployed, and the one thing they will not compromise is their ciggies. Although they are on a budget and the L&B price is increasingly more attractive. Remember Glaswegians have a robust sense of humour  
  
Club is *their* cigarette – it is not available outside Scotland

What argument would best persuade them of the strength of our proposition? And change their current behaviour?

This is the situation Club is a premium brand – it is a better smoke than L&B, however it is a bit more expensive. But when the tax duty comes into force in December Club are going to swallow most of it. So the price will go up, but not as much as Regal. Therefore it will be only slightly more expensive than L&B and cheaper than Regal.

What's the one benefit that will make this idea most relevant?

**A Premium smoke without the premium price**  
**Some things in life are worth paying more for – just not that much more**

What facts can help them to believe that?

You can buy a premium cigarette but as Club are swallowing most of the Tax increase it will cost less in comparison with other premium cigaretted and only slightly more expensive than the cheapos  
  
it is a full flavour premium cigarette

**TIMINGS**

Brief In	1st Review	2nd Review	Final Review	Client Presentation

Creative Teams:

**BRIEF & TIMINGS APPROVED**

Board Account Director	Planner	Head of Traffic	Creative Group Head	Executive Creative Director	MD

# REVISED BRIEFING FORM

Client : Gallaher  
 Brand : Club  
 Media : Press & Posters



## Why has this brief been revised?

Since the original brief ("to announce the new pack and frozen price") Gallaher have launched the new pack and have decided not to freeze the price, instead swallow about 2/3 of the duty increase - quite a complex thing to communicate, hence this new brief.

## Timings

Gallaher want to advertise in the first two weeks of December - when the tax increase takes place on fags.

We therefore have two choices:

- Take three weeks to work on this brief - giving ourselves very little time to produce the ads. (And probably reducing our chances of running posters.)
- Come up with a solution in one week, ensuring that we have time to produce the ads as we would like to and improving our chances of getting a poster away