

Imperial Tobacco LTD

Embassy

Number One in a series of One. - Launch campaign

£600K

National Press

Oct/Nov

Background

We need to maintain Embassy's popularity and status as a big premium brand with a proper advertising that is plain speaking and honest. What Embassy smokers like about the brand is that it is a proper cigarette, it's not got pretentious surreal ads attached to the brand - it is very much as what you see is what you get - it is a fag with attitude and does not take itself seriously. For some people there is the added bonus of the focus scheme.

Advertising Objective

To launch the new campaign and maintain Embassy's reputation as a premium popular fag.

Proposition

Embassy are your no-nonsense packet of fags.

Target Audience

18 -34 C2DE primarily working class men in the Midlands. May have a number of special interests but all enjoy a laugh with their mates usually down the pub. They like the Embassy down to earth attitude as it is like them, plain speaking, honest and up front, unlike the qualities that go with the flashy B & H smoker.

Requirement/Timing

Full page portrait press for: October and November.

Regionality

Press equivalent to the Southern poster holding with consequent need to address a historic deficit in the Midlands, in addition to London and the South East. Embassy is up on the Southern holding in October and November.

Imperial Tobacco LTD

Embassy

No 1 campaign

£350K x 2

National Press

Nov/Dec

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Imperial Tobacco LTD

Embassy

No 1 campaign

£570K

National Press

May

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Requirement/Timing

Full page portrait press for: May

Regionality

Press equivalent to the Southern poster holding with consequent need to address a historic deficit in the Midlands, in addition to London and the South East. Embassy is up on the Southern holding in May.

Imperial Tobacco LTD

John Player Special

Black Pun Campaign

£250K

National/Regional Press

Dec 97

Background

In December 1997, all cigarette brands will go up in price by 19p following the Chancellors budget. In order to attract lapsed and potentially new customers, Imperial will be holding the price at the current £2.94. We need to announce this.

Advertising Objective

To tell everyone that JPS is holding its price at £2.94

Media Objective

The role of the press is to support the 48\$ poster campaign in December (regional weakness in the posters should be addressed if possible by press).

Target Audience

People who used to smoke JPS in its heyday (late 70's/early 80's) but have since left it - some because it went out of style (20% now smoke B&H) and some who were angered by its sudden price hike (11% now smoke Berkeley Superkings and 5% Raffles). They are predominately down-market men in their 40s and early 50s who tend to be into cars/bikes and motor racing and the imagery that goes with it.

Requirement/Timing

Full page National - First 2 weeks of December

Regional up-weight - First 2 weeks of December

Second Regional up-weight - 5th January 1998 for 2 weeks

Creative Execution

We intend to resurrect the old 'Black Pun' campaign (media tie ins/opportunities should be considered).

Imperial Tobacco LTD

John Player Special

Black Pun Campaign

£250K

National/Regional Press

June 98

Background

The budget has pushed the price of cigarettes up considerably. JPS will stay at it's current price of £2.94. We need to announce this.

Advertising Objective

To tell everyone that JPS is holding its price at £2.94

Media Objective

The role of the press is to support the 48\$ regional SE poster campaign by using Regional SE Press and national press where cost effective to target market (as December).

Target Audience

People who used to smoke JPS in its heyday(late 70's/early80's) but have since left it - some because it went out of style (20% now smoke B&H) and some who were angered by its sudden price hike (11% now smoke Berkeley Superkings and 5% Raffles). They are predominately down-market men in their 40s and early 50s who tend to be into cars/bikes and motor racing and the imagery that goes with it.

Requirement/Timing

25 x 4 Nationals with a regional upweight in the SE

Creative Execution

We intend to resurrect the old 'Black Pun' campaign (media tie ins/opportunities should be considered).

Imperial Tobacco LTD
Embassy Lights
Tar but No Tar very Much
Style Press and Advertorials

May

Background

Embassy Lights was launched in the summer of 1996 to capitalise on the growing low tar sector. With little time left for above the line advertising we want to continue to build brand awareness of Embassy lights as the 'Loaded' of the lights market.

Who are we Talking to?

Men , primarily 18-24 (without totally excluding females) and current 'Lights' smokers who do not feel an affinity with other light brands because the image is not right or those who are in the light sector reluctantly because they have traded down from full strength but do not want to be seen smoking 'Poofy' trendy lights. They would welcome a fag that has a different stance i.e something other than less tar and with a no nonsense heritage taken from the parent Embassy No 1 brand.

Proposition

Embassy Lights - lights with a rough edge

Support

Embassy are 5mg Tar 0.5mg nicotine.

Regionality

Light brands are strongest in the South East and London

Requirement

FP style press campaign that will penetrate the young lights market as well as support from advertorials.

Timing

Advertising - May - October
Advertorials - May - October

Imperial Tobacco LTD

Regal

Something Old Something New Campaign

£400K

National Press

Oct/Nov

Background

Regal is the biggest selling brand in the North and Scotland, it is the northern version of the South's biggest selling brand B & H. The advertising uses a well known saying for a well known brand. It is a very local smoke. It is the badge of the working class North.

Advertising Objective

To keep reminding people of Regal's popularity, down to earthness and everydayness.

Proposition

You have always got your Regal (the smoker's mate).

Target Audience

Lads and lasses of the Northern/Scottish pub going scene. C2DE downmarket, working class 18 and upwards. They are proud of their roots, like to drink and have a laugh which their Regal goes hand in hand with.

Requirement/Timing

Full page portrait press for: October and November.

Regionality

Press equivalent to the Northern/Scottish poster holding
Regal is up on the Northern holding in October and November.

Imperial Tobacco LTD

Regal

Something Old Something New Campaign

£390K

National Press

May

Background

Regal is the biggest selling brand in the North and Scotland, it is the northern version of the South's biggest selling brand B & H. The advertising uses a well known saying for a well known brand. It is a very local smoke. It is the badge of the working class North.

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Target Audience

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Requirement/Timing

Full page portrait press for: May.

Regionality

Press equivalent to the Northern/Scottish poster holding
Regal is up on the Northern holding in May, June and September.

Imperial Tobacco LTD

Regal

Something Old Something New Campaign

£350K

National Press -

Nov/Dec

Background

Regal is the biggest selling brand in the North and Scotland, it is the northern version of the South's biggest selling brand B & H. The advertising uses a well known saying for a well known brand. It is a very local smoke. It is the badge of the working class North.

Advertising Objective

To keep reminding people of Regal's popularity, down to earthness and everydayness.

Proposition

You have always got your Regal ('True Mates').

Target Audience

Lads and lasses of the Northern/Scottish pub going scene. C2DE downmarket, working class 18 and upwards. They are proud of their roots, like to drink and have a laugh which their Regal goes hand in hand with.

Requirement/Timing

Full page portrait press for: November and December

Regionality

Press equivalent to the Northern/Scottish poster holding
Regal is up on the Northern holding in May, June and September.

Imperial Tobacco LTD

Superkings Lights

Longer Than Campaign

£250K

Womens Press - Colour DPS

March 98

Background

Superkings Lights are driven by the growth of Superkings as a light alternative (but has hardly been advertised)

Advertising Objective

To tell everyone that JPS is holding its price at £2.94

Media Objective

The role of the press is to support the 48\$ poster campaign in December (regional weakness in the posters should be addressed if possible by press).

Target Audience

People who used to smoke JPS in its heyday (late 70's/early 80's) but have since left it - some because it went out of style (20% now smoke B&H) and some who were angered by its sudden price hike (11% now smoke Berkeley Superkings and 5% Raffles). They are predominately down-market men in their 40s and early 50s who tend to be into cars/bikes and motor racing and the imagery that goes with it.

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Creative Execution

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