

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	Imperial Tobacco Ltd	JOB NO	111/60/090827
PRODUCT	Golden Virginia		
DESCRIPTION	Roll Model		111/60/P90827
REQUIREMENT	48s and page in The Virginian	AIRDATE / INSERTION DATE	Aug 97

Why Are We Advertising?

Golden Virginia is brand leader and the only consistent advertiser in the Hand rolling tobacco sector. The current campaign, 'Roll Model', developed in 1994, has run predominantly on posters and been very successful in publicly supporting a potentially stigmatised sector and creating empathy for GV amongst handrollers. The additional need for advertising to support GV's price premium, (against Economy brands), is now even more acute with the encroachment of illegal - and therefore cheaper - handrolling tobaccos eg Drum. With a poster burst and more insertions in The Virginian looming, it's time for some new executions in the existing campaign.

Advertising Objective

To maintain GV's leadership stature in handrolling tobacco.

Target Audience

Existing handrollers. Downmarket, predominantly male and under 50 with 25-34's a key group. Whilst they smoke handrolled fags to save money, if employed it's likely to be in a manual job so a handrolled fag also makes sense (it extinguishes). They are particularly cynical about advertising/marketing guises, but have responded well to the current campaign -largely because it reflects them/their attitudes. They're irreverent, straightforward, savvy (not averse to a bit of wheeling and dealing) and enjoy the simple pleasures. They like the 'skill' involved in rolling a good fag, identify with other handrollers and don't take life too seriously (indeed, they can't afford to!).

Proposition

Nothing really matters as long as you've got your GV

Support

- Good quality golden handrolling tobacco
- See target audience

Guidelines

- GV has a younger image than its main rival, Old Holborn, which is something we'd like to maintain. Please feature younger characters like 'Genes' and 'Dog' man.
- CAP rules apply

Requirement

Two executions. Both need to work for free magazine, The Virginian, and 48s although only one 48s is currently required - for August.

CREATIVE TIME ALLOWED

4 WEEKS

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

14-2-97

FINAL REVIEW DATE

18-2-97

DAY ORIGINATED	14.2.97	TRAFFIC EXECUTIVE	M Hawkins	COPYWRITER	GETAIN
DATE ISSUED	18.2.97	PLANNING	J Mackenzie	ART DIRECTOR	SIMON
ORIGINATED BY	Barony	ACCOUNT MANAGER	S Hamilton	CREATIVE BUDGET	65k all prod

CREATIVE BRIEF

CLIENT	Imperial Tobacco Ltd	JOB NO	ITT 101/
PRODUCT	EMBASSY No. 1		090831
DESCRIPTION	'Focus' campaign		
REQUIREMENT	5 New 48s	AIRDATE / INSERTION DATE	JULY 97

Why are we advertising?

Some of the ads within the current 'gifts' campaign have been much more successful than others. The trouble is, the posters still aren't being noticed and taken in by enough people, even though there have been a lot of them in the regions where Embassy is most popular. More ads are now needed, building on the same campaign idea, but with even greater clarity and simplicity.

Objective

To make more smokers think of Embassy as a pack that more of their mates are carrying - and that more of them are going in for some of the free gifts that are on offer.

Who are we talking to?

18-30 working-class lads (male and female) in the Midlands, who know that Embassy's a top-price, top-quality packet of fags that shows that you don't want anything to do with the flash and poncey pretensions of the gold Bensons' packaging. 2 out of 3 Embassy smokers already collect Focus points - to them, it's no different to not throwing your loose change away. They can't be bothered with a lot of high-concept fashion or advertising - they just want a good laugh down the pub.

Proposition

Embassy Focus Points are too valuable to waste.

Support

- If you're buying the fags anyway, the Focus points are thrown in for free (so you might as well... "and why not?").
- A huge range of gifts.

Tone of Voice

Funny, ladsy (not pretentious or trying to be too clever or sophisticated).

Guidelines

- Usual CAP + no children's gifts/things with 'particular appeal' to young e.g. CDs; no sports gifts or, anything over 312 points.
- balance of very clear central gag + branding Pet Bed the best and clearest example.

CREATIVE TIME ALLOWED

4 WEEKS

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

11-3-97

FINAL REVIEW DATE

25-3-97

DAY ORIGINATED	24/2/97	TRAFFIC EXECUTIVE	COPYWRITER	HEMPALL
DATE ISSUED		PLANNING	ART DIRECTOR	HECTOR
ORIGINATED BY	JSLC-SC	ACCOUNT MANAGER	CREATIVE BUDGET	£ 45k for first 48s

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO	111/011
PRODUCT	Embassy		
DESCRIPTION	New campaign		090838
REQUIREMENT	6 x 48 sheet posters, adaptable as page press	AIRDATE / INSERTION DATE	July posting

Why are we advertising?

After two years the current Focus gifts campaign has not achieved the success of Regal or Superkings. They are not noticed or remembered, and don't compare well with other ads when people see them close up. The main premium priced competitor to Embassy is B&H, who have now come up with a very simple strong campaign that harks back to their golden days, but without the surrealism ie it's all about the pack. Embassy is notoriously difficult to define as a brand, but it does seem that its values are well expressed by the pack - straight, slightly old-fashioned, created before designers were invented, a smoker's fag, not flash, and one that it's OK to be seen with by your mates. For some people, there's the added bonus of the Focus gift scheme, if you want it.

We need to create a new campaign making the pack the hero. In the last year before a probable ad ban, it also makes sense to play up the pack - as that's all they may have left next year.

Who are we talking to?

18-30 working class lads in the Midlands who know that although Embassy's a top-price, top-quality packet of fags, they show you are not trying to prove anything like Benson's flashy gold. Your dad smoked them, older blokes you see in the pub smoke them, so do your mates and noone is going to sneer or call you cheap when you crash the ash.

Proposition

Embassy are your no-nonsense packet of fags.

Support

Top price, unpretentious pack.

Tone of Voice

Straight, ladsy, without pretension or cleverness

Guidelines

CAP code

Make the pack hero

Simple, bold, clear posters that shout at you

CREATIVE TIME ALLOWED

4 wks

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

10/3

FINAL REVIEW DATE

24/3

DAY ORIGINATED	28/2/97	TRAFFIC EXECUTIVE	FLACK	COPYWRITER	
DATE ISSUED		PLANNING	McIntyre	ART DIRECTOR	TONY/ASH MCCABE/CORRIGAN
ORIGINATED BY	S. COOPER	ACCOUNT MANAGER	BUTT	CREATIVE BUDGET	C

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO IT 101 090842
PRODUCT	Superkings Black	
DESCRIPTION	Length campaign	
REQUIREMENT	Posters 96\$ x 3	AIRDATE / INSERTION DATE SEPT

Background

ITL Superkings is the original full length cigarette and the current brand leader. Since its launch SK Black has built up a large customer base of both men and women, something which is unusual in a sector that tends to have a heavy female bias. Consistent brand advertising, a luxury which competitors lack, has attracted people who are essentially looking for a value for money smoke but want to be associated with premium cigarettes.

The 'Length' advertising has succeeded in achieving this by consistently dramatising length through involving/rewarding visuals and witty/clever headlines. However, Superkings Black is maintaining it's brand leadership but coming under increasing pressure from Superkings competitors and the Economy brands. Superkings has a consistent campaign, capitalising on the 'length' proposition using both creative and media. In the past however we have found that 48\$ sheet executions do not translate terribly well to 96\$, so this brief is specifically for 96\$ concepts.

Advertising Objective

To 'own' length

Proposition

Superkings - an incredibly long cigarette

Why should the consumer believe this

Fags used to be filter (short and stubby). They grew to king-size, and then ITL introduced 'Superking' size. King-size cigarettes are in themselves fairly long, narrow objects, but at 100ml Superkings really made a noticeable difference. We want to focus on , hyperbolise and thereby 'own' length.

Target Audience

Women and Men , 35 -54DE this is a unisex brand. These are smokers who want the sort of kudos you'd associate with a premium brand, as well as value for money. Superkings is a good value fag which is increasingly becoming attractive to C1C2 smokers as well.

Tone of Voice

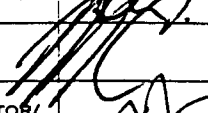
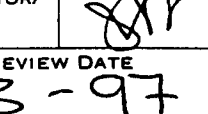
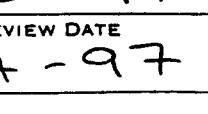
Humorous and friendly

Requirement

96 \$ X 3

Guidelines

CAP rules apply
Must feature pack

CREATIVE TIME ALLOWED 4 WEEKS
APPROVAL OF BRIEF STRATEGY & TIMING
ACCOUNT DIRECTOR 
PLANNING DIRECTOR 
MANAGEMENT 
CREATIVE DIRECTOR/ GROUP HEAD 
INTERIM REVIEW DATE 31 - 3 - 97
FINAL REVIEW DATE 14 - 4 - 97

DAY ORIGINATED 10.3.97	TRAFFIC EXECUTIVE M. Hurlins	COPYWRITER JOHN
DATE ISSUED	PLANNING J. Macenzio	ART DIRECTOR G. EOFF
ORIGINATED BY P. H. L.	ACCOUNT MANAGER S. A. L.	CREATIVE BUDGET 45K each

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO 111/10/ 090846
PRODUCT	Superkings Black	
DESCRIPTION	Length campaign	
REQUIREMENT	Posters 48 \$ x 2	AIRDATE / INSERTION DATE SEP '97

Background

ITL Superkings is the original full length cigarette and the current brand leader. Since its launch SK Black has built up a large customer base of both men and women, something which is unusual in a sector that tends to have a heavy female bias. Consistent brand advertising, a luxury which competitors lack, has attracted people who are essentially looking for a value for money smoke but want to be associated with premium cigarettes.

The 'Length' advertising has succeeded in achieving this by consistently dramatising length through involving/rewarding visuals and witty/clever headlines. However, Superkings Black is maintaining its brand leadership but coming under increasing pressure from Superkings competitors and the Economy loads. Superkings has a consistent campaign, capitalising on the 'length' proposition using both creative and media.

Advertising Objective

To 'own' length

Proposition

Superkings - an incredibly long cigarette

Why should the consumer believe this

Fags used to be filter (short and stubby). They grew to king-size, and then ITL introduced 'Superking' size. King-size cigarettes are in themselves fairly long, narrow objects, but at 100ml Superkings really made a noticeable difference. We want to focus on , hyperbolise and thereby 'own' length.

Target Audience

Women and Men , 35 -54DE this is a unisex brand. These are smokers who want the sort of kudos you'd associate with a premium brand, as well as value for money. Superkings is a good value fag which is increasingly becoming attractive to C1C2 smokers as well.

Tone of Voice

Humorous and friendly

Requirement

48 \$ X 2

Guidelines

CAP rules apply

Must feature pack

CREATIVE TIME ALLOWED 4 WEEKS	
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	
PLANNING DIRECTOR	
MANAGEMENT	
CREATIVE DIRECTOR/ GROUP HEAD	
INTERIM REVIEW DATE 2nd APRIL	
FINAL REVIEW DATE 16th APRIL	

DAY ORIGINATED	19.3.97	TRAFFIC EXECUTIVE	M. HARRIS	COPYWRITER	MCDONALD
DATE ISSUED		PLANNING	J. MACHENZIE	ART DIRECTOR	WRTIS
ORIGINATED BY	SWR	ACCOUNT MANAGER	SAH	CREATIVE BUDGET	45K

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO LIMITED	JOB NO	ITT /03/
PRODUCT	REGAL		090869
DESCRIPTION	2 X WASHROOM POSTERS	AIRDATE / INSERTION DATE	SEPT 97
REQUIREMENT			

Why Are We Advertising?

As the UK nears a ban on tobacco advertising, we want to generate as much noise as possible for the ITL brands. During 1998, this will include using a broader spectrum of media (where permissible) or using traditional media in a more innovative way. Washrooms are a fairly new advertising medium and are located in the places where people are most likely to be smoking (bars, pubs, clubs and restaurants).

Who Are We Talking To?

18-24 year olds (men and women) who like to go out, have a drink, have a fag.

What Do We Want The Advertising To Say?

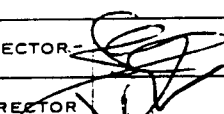
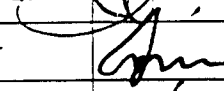
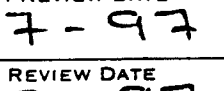
You've always got your Regal (the smokers mate).

What Is The Requirement?

- 2 x portrait (50cm x 30cm) posters (male and female versions) for Regal.
- In keeping with the current campaign relevant to the medium/situation.

Guidelines/Practical Considerations

- CAP code.

CREATIVE TIME ALLOWED			
2 WEEKS			
APPROVAL OF BRIEF STRATEGY & TIMING			
ACCOUNT DIRECTOR			
PLANNING DIRECTOR			
MANAGEMENT			
CREATIVE DIRECTOR/ GROUP HEAD			
DAY ORIGINATED	3/7/97	TRAFFIC EXECUTIVE	HAWKINS
DATE ISSUED	3/7/97	PLANNING	MCKENZIE
ORIGINATED BY	BEST	ACCOUNT MANAGER	BEST
COPYWRITER		ART DIRECTOR	HANSON
CREATIVE BUDGET	£		
INTERIM REVIEW DATE			
15-7-97			
FINAL REVIEW DATE			
22-7-97			

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO LIMITED		JOB NO	11/10/
PRODUCT	SUPER KINGS BLACK			090867
DESCRIPTION	2 X WASHROOM POSTERS			
REQUIREMENT			AIRDATE / INSERTION DATE	SEPT '97

Why Are We Advertising?

As the UK nears a ban on tobacco advertising, we want to generate as much noise as possible for the ITL brands. During 1998, this will include using a broader spectrum of media (where permissible) or using traditional media in a more innovative way. Washrooms are a fairly new advertising medium and are located in the places where people are most likely to be smoking (bars, pubs, clubs and restaurants).

Who Are We Talking To?

18-24 year olds (men and women) who like to go out, have a drink, have a fag.

What Do We Want The Advertising To Say?

Super Kings - the incredibly long cigarette.

Why Should Consumers Believe This?

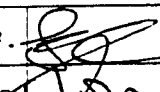
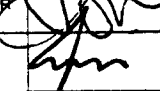
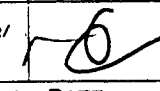
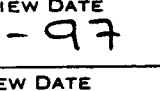
Super Kings are longer than king size cigarettes.

What Is The Requirement?

- 2 x portrait (50cm x 30cm) posters (male and female versions) for Super Kings.
- In keeping with the current campaign relevant to the medium/situation.

Guidelines/Practical Considerations

- CAP code.

CREATIVE TIME ALLOWED			2 WEEKS	
APPROVAL OF BRIEF STRATEGY & TIMING				
ACCOUNT DIRECTOR				
PLANNING DIRECTOR				
MANAGEMENT				
CREATIVE DIRECTOR/ GROUP HEAD				
DAY ORIGINATED	TRAFFIC EXECUTIVE	COPYWRITER	INTERIM REVIEW DATE	
3/7/97	FALKINS		15-7-97	
DATE ISSUED	PLANNING	ART DIRECTOR	FINAL REVIEW DATE	
3/7/97	MCKENZIE	HANSON	22-7-97	
ORIGINATED BY	ACCOUNT MANAGER	CREATIVE BUDGET		
BEST	BEST.			

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO LIMITED	JOB NO	111/321
PRODUCT	EMBASSY LIGHTS		090868
DESCRIPTION	2 X WASHROOM POSTERS		
REQUIREMENT		AIRDATE / INSERTION DATE	SEP 97

Why Are We Advertising?

As the UK nears a ban on tobacco advertising, we want to generate as much noise as possible for the ITL brands. During 1998, this will include using a broader spectrum of media (where permissible) or using traditional media in a more innovative way. Washrooms are a fairly new advertising medium and are located in the places where people are most likely to be smoking (bars, pubs, clubs and restaurants).

Who Are We Talking To?

18-24 year olds (men and women) who like to go out, have a drink, have a fag.

What Do We Want The Advertising To Say?

Light cigarettes with a rough edge.

Why Should Consumers Believe This?

Embassy heritage in a low tar (5mg).

What Is The Requirement?

- 2 x portrait (50cm x 30cm) posters (male and female versions) for Embassy Lights.
- In keeping with the current campaign relevant to the medium/situation.

Guidelines/Practical Considerations

- CAP code.

CREATIVE TIME ALLOWED			2 WEEKS		
APPROVAL OF BRIEF STRATEGY & TIMING					
ACCOUNT DIRECTOR					
PLANNING DIRECTOR					
MANAGEMENT					
CREATIVE DIRECTOR/ GROUP HEAD					
DAY ORIGINATED	3/7/97	TRAFFIC EXECUTIVE	HAWKINS	COPYWRITER	
DATE ISSUED	3/7/97	PLANNING	MACKENZIE	ART DIRECTOR	HANSON
ORIGINATED BY	BEST	ACCOUNT MANAGER	BEST	CREATIVE BUDGET	£
				INTERIM REVIEW DATE	
				15 - 7 - 97	
				FINAL REVIEW DATE	
				22 - 7 - 97	

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO LIMITED	JOB NO	ITT (01)
PRODUCT	EMBASSY		
DESCRIPTION	2 X WASHROOM POSTERS		090870
REQUIREMENT		AIRDATE / INSERTION DATE	SEPT '97

Why Are We Advertising?

As the UK nears a ban on tobacco advertising, we want to generate as much noise as possible for the ITL brands. During 1998, this will include using a broader spectrum of media (where permissible) or using traditional media in a more innovative way. Washrooms are a fairly new advertising medium and are located in the places where people are most likely to be smoking (bars, pubs, clubs and restaurants).

Who Are We Talking To?

18-24 year olds (men and women) who like to go out, have a drink, have a fag.

What Do We Want The Advertising To Say?

Embassy are your no-nonsense fags.

Why Should Consumers Believe This?

The heritage, pack and image is down to earth, straight, a bit ladsy and unpretentious.

What Is The Requirement?

- 2 x portrait (50cm x 30cm) posters (male and female versions) for Embassy.
- In keeping with the current campaign relevant to the medium/situation.

● Guidelines/Practical Considerations

- CAP code.

CREATIVE TIME ALLOWED			2 WEEKS
APPROVAL OF BRIEF STRATEGY & TIMING			
ACCOUNT DIRECTOR			<i>[Signature]</i>
PLANNING DIRECTOR			<i>[Signature]</i>
MANAGEMENT			<i>[Signature]</i>
CREATIVE DIRECTOR/ GROUP HEAD			<i>[Signature]</i>
DAY ORIGINATED	TRAFFIC EXECUTIVE	COPYWRITER	INTERIM REVIEW DATE
3/7/97	HAWKINS		15-7-97
DATE ISSUED	PLANNING	ART DIRECTOR	FINAL REVIEW DATE
3/7/97	MACKENZIE	HANSON	22-7-97
ORIGINATED BY	ACCOUNT MANAGER	CREATIVE BUDGET	
BEST	BEST		

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO	111/101
PRODUCT	Embassy		090880
DESCRIPTION	Additional Work		
REQUIREMENT	4 x 48\$, adaptable to page press	AIRDATE / INSERTION DATE	Feb '98

Why are we advertising?

After two years the current Focus gifts campaign has not achieved the success of Regal or Superkings. They are not noticed or remembered, and don't compare well with other ads when people see them close up. The main premium priced competitor to Embassy is B & H, who have now come up with a very simple and strong campaign that harks back to the golden days, but without the surrealism, - it's all about the pack. Embassy is notoriously difficult to define as a brand, but it does seem that its values are well expressed by the pack - , straight, slightly old - fashioned, created before designers were invented, a smoke's fag not flash, and one that is OK to be seen with by your mates. For some people, there's the added bonus of the Focus gift scheme, if you want.

Take the pack the hero as in the last year before a ban it makes sense to play up the pack.

Who are we talking to?

18-30 working class lads in the Midlands who know that although Embassy's a top price, top quality pack of fags, they are not trying to prove anything like Benson's flashy gold. Your dad smoked them, older blokes you see in the pub smoke them, so do your mates and no one is going to sneer or call you cheap when you crash the ash.

Proposition

Embassy are your no-nonsense packet of fags.

Support

Top price, unpretentious pack

Tone of Voice

Straight, Ladsy, without pretension or cleverness

Guidelines

CAP rules apply

Make the pack hero

Simple and bold, posters that shout at you

Requirement

4 x 48\$ adaptable to press

CONTINUATION OF NO 1 IN A SERIES OF 1
CAMPAIGN

CREATIVE TIME ALLOWED

4 weeks

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

4th Aug 97

FINAL REVIEW DATE

18th Aug 97

DAY ORIGINATED	16.7.97	TRAFFIC EXECUTIVE	M. Hawkins	COPYWRITER	GEOFF
DATE ISSUED	6/8/97	PLANNING	J. Machenzio	ART DIRECTOR	SIMON
ORIGINATED BY	Steve (wpe)	ACCOUNT MANAGER	S. H. A.	CREATIVE BUDGET	

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO	111/101
PRODUCT	Superkings Black		090873
DESCRIPTION	Length campaign		
REQUIREMENT	Posters 48 \$ x 2	AIRDATE / INSERTION DATE	DEC '97

Background

ITL Superkings is the original full length cigarette and the current brand leader. Since its launch SK Black has built up a large customer base of both men and women, something which is unusual in a sector that tends to have a heavy female bias. Consistent brand advertising, a luxury which competitors lack, has attracted people who are essentially looking for a value for money smoke but want to be associated with premium cigarettes.

The 'Length' advertising has succeeded in achieving this by consistently dramatising length through involving/rewarding visuals and witty/clever headlines. However, Superkings Black is maintaining its brand leadership but coming under increasing pressure from Superkings competitors and the Economy brands. Superkings has a consistent campaign, capitalising on the 'length' proposition using both creative and media.

Advertising Objective

To 'own' length

Proposition

Superkings - an incredibly long cigarette

Why should the consumer believe this

Fags used to be filter (short and stubby). They grew to king-size, and then ITL introduced 'Superking' size. King-size cigarettes are in themselves fairly long, narrow objects, but at 100ml Superkings really made a noticeable difference. We want to focus on, hyperbolise and thereby 'own' length.

Target Audience

Women and Men, 35-54DE this is a unisex brand. These are smokers who want the sort of kudos you'd associate with a premium brand, as well as value for money. Superkings is a good value fag which is increasingly becoming attractive to C1C2 smokers as well.

Tone of Voice

Humorous and friendly

Requirement

48 \$ X 2

Guidelines

CAP rules apply

Must feature pack

CREATIVE TIME ALLOWED	4 weeks
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	<i>[Signature]</i>
PLANNING DIRECTOR	<i>[Signature]</i>
MANAGEMENT	<i>[Signature]</i>
CREATIVE DIRECTOR/ GROUP HEAD	<i>[Signature]</i>
INTERIM REVIEW DATE	15th Aug
FINAL REVIEW DATE	1st Sep

DAY ORIGINATED	30 7 97	TRAFFIC EXECUTIVE	M. H. Whins	COPYWRITER	DAMIEN
DATE ISSUED		PLANNING	J. Macken?	ART DIRECTOR	TONY
ORIGINATED BY	K. S. H. H. H. H.	ACCOUNT MANAGER	J. H. A.	CREATIVE BUDGET	45K

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO	JOB NO	111/101
PRODUCT	SUPERKINGS LIGHTS		
DESCRIPTION	WOMEN'S PRESS		P90874
REQUIREMENT	COLOUR DPS's	AIRDATE / INSERTION DATE	MARCH '98

Why are we advertising?

Superkings Lights and are driving the growth of Superkings (which is one of Imperials' strongest brands) but have hardly been advertised.

Most SKL smokers are women and we want to run a campaign in women's press to target women who are the main smokers of light cigarettes, and are also more likely to smoke a longer length cigarette.

Who are we advertising to?

35-54 C2DE women smokers. They like long cigarettes because they give a smoother smoke and look sophisticated, and they are also good value. They like lights as they see them as a way of cutting down on smoking.

What should the advertising say?

SKL are very long, light cigarettes.

Why should the consumer believe this?

Because they are very long and low in tar.

Tone of Voice

Humorous and friendly

Guidelines

Execution must be derived from SK 'Longer than Campaign'.

CAP rules apply.

Requirement

Colour DPS

CREATIVE TIME ALLOWED

4 weeks

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

1st Aug

FINAL REVIEW DATE

1st Sep

DAY ORIGINATED	30.7.97	TRAFFIC EXECUTIVE	M. Hawkins	COPYWRITER	DAMIAN
DATE ISSUED	4.8.97	PLANNING	J. Machenye	ART DIRECTOR	TONY
ORIGINATED BY	SM	ACCOUNT MANAGER	SA	CREATIVE BUDGET	

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO LTD	JOB NO	MT/16/09088
PRODUCT	JOHN PLAYER SPECIAL		
DESCRIPTION	PRICE ANNOUNCEMENT		MT/16/P908
REQUIREMENT	2 X 48S/3 X FP COLOUR (PORTRAIT)	AIRDATE / INSERTION DATE	DECEMBER 9

Why Are We Advertising?

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 want the advertising to announce this.

Who Are We Talking To?

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 100's). They are predominantly fairly down-market men in their 40s and early 50s. They tend to be 'petrol heads' - into cars, bikes and motor-racing and the imagery that goes with it (dating back to the national craze for Emerson Fittipaldi's unbeatable black JPS Lotus in the Mid '70's Formula 1). They will still have some latent affection for the classic, iconic pack design and the long-running 'black' puns campaign, which we revived last year and which was very successful.

What Should The Advertising Say?

JPS are holding the price at £2.94.

Why Should The Consumer Believe This?

All other cigarettes will be increased in price by 19p in accordance with the Chancellors budget - JPS will be held at £2.94.

What Is The Requirement?

- 3 x single page colour execution for national/regional press (to also work in black and white).
- 3 x 48s posters.

What Guidelines Or Practical Considerations Are There?

1. Must follow the original JPS 'black' pun campaign which is well liked, well remembered and still relevant.
2. JPS colours (cream background/maroon or black type) to be used.
3. The advertising idea will be used through-the-line in pos, mailings etc. So should be adaptable to these media.
4. CAP rules apply (e.g. no encouragement to smoke/smoke more).
5. Press and posters will run at the same time (i.e. during December).
6. Pack must be central to the execution.

Timing - Urgent

Concepts will need to be presented by the end of September as the theme/endline is also needed for their pos.

CREATIVE TIME ALLOWED	2 WEEKS
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	
PLANNING DIRECTOR	
MANAGEMENT	
CREATIVE DIRECTOR GROUP HEAD	

DAY ORIGINATED	4.9.97	TRAFFIC EXECUTIVE	M. Hawkins	COPYWRITER	
DATE ISSUED		PLANNING	J. MacKenzie	ART DIRECTOR	
ORIGINATED BY	SHA + JB	ACCOUNT MANAGER	SHA	CREATIVE BUDGET	£ 45K.

INTERIM REVIEW DATE	15/9
FINAL REVIEW DATE	22/9

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO	ITT/321
PRODUCT	Embassy Lights		
DESCRIPTION	Additional Work		P90921
REQUIREMENT	3 x single page colour ads	AIRDATE / INSERTION DATE	APRIL '97

Why are we advertising?

Embassy Lights was launched in the summer of 1996 to capitalise on the growing low tar sector. The campaign embodied the Embassy brand personality (no nonsense, masculine, un-pretentious) but with a low tar angle (Tar but no Tar very Much). With little time left for above the line advertising, we want to continue to build awareness of the brand as the 'Loaded' of the lights market'.

Who are we talking to?

Men primarily 18-24: i) Current Lights smokers who don't feel affinity with existing light brands either because their image isn't 'right' or because they're in low tar reluctantly and dislike the image of both the sector and the brands. ii) Current full strength smokers who know they have to move to low tar, but want it camouflaged - to avoid being teased as a 'wimp' or a 'poof' by their mates. They would welcome a cigarette that takes a different stance, gives them an excuse for moving. Both groups are looking for a mainstream alternative which has more to offer than just lightness.

Proposition

Embassy Lights - lights with a rough edge

Support

Embassy Lights are 5mg Tar 0.5mg nicotine - the equivalent of Silk Cut original but lower than Marlboro/Camel Lights (6/0.5). So we are just as light and smooth.

Embassy Lights come in a distinctive plain, unfussy pack with a copper and gold stripe.

The Embassy brand personality.

Guidelines

1. Continuation of the 'Tar but no Tar very much campaign
2. The pack must be integral and central to these ads
3. All AP rules apply

Requirement

3 x Page colour executions

CREATIVE TIME ALLOWED

3 weeks

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

DAY

25.11.97

TRAFFIC

EXECUTIVE M. Hawkins

COPYWRITER

Willy

DATE

28.11.97

PLANNING

J. Machanzy

ART

Davies

ORIGINATED

by J. Machanzy

ACCOUNT

MANAGER J. Machanzy

CREATIVE

BUDGET 80K

INTERIM REVIEW DATE

10 DEC

FINAL REVIEW DATE

22 DEC