

CLIENT Gallaher	BRAND Amber Leaf	JOB TITLE The 'no brainer'
PRODUCTION BUDGET	DATE 22 February 1999	REQUIREMENT 3 x colour page (style press)

THE THINKING

- The roll your own market is growing fast and losing its downmarket old man image as younger smokers swap from cigarettes to roll your own because you get better value for money
- Amber Leaf's piece pack is perfectly poised to exploit the new market, but no-one has heard of it
- We need to make people realise that smoking Amber Leaf makes perfect sense

GROUP DIRECTOR Davide de Maestri	PLANNER Gareth Kay	CREATIVE GROUP HEAD Simon Dicketts	INTERIM REVIEW	FINAL REVIEW
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THE BRIEF

WHY ARE WE ADVERTISING?

To *explicitly* own the reason why cigarette smokers move to Hand Rolling Tobacco – good quality tobacco at a price lower than any brand of cigarette. This is more relevant to Amber Leaf than any other brand of HRT as:

1. It comes in a piece pack with a set of papers - -it's the closest you get in HRT to a pack of cigarettes
2. Amber Leaf is holding its price at £1.89 after the budget

WHO ARE WE TALKING TO?

1. 18-34 year old cigarette smokers (B&H/Marlboro to L&B/Mayfair). They are finding the constant and ever bigger price hikes a bitter pill to swallow. They're thinking of either trading down in price within cigarettes or moving to smoke hand rolling tobacco (at least some of the time)
2. Existing hand rolling tobacco smokers. To them, Golden Virginia is the de facto HRT brand. They know very little about Amber Leaf (it's a relatively new brand) and even if they do they don't really feel they have a reason why they should smoke it.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

Very little – it's a new brand on the market. Golden Virginia is the generic brand – it's been around the longest and has the widest distribution and so it is seen around the most

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

“Choosing Amber Leaf's a no brainer...it's a good quality tobacco at a low price and in the piece pack it comes with everything you need to roll your own”

PROPOSITION

IT MAKES SENSE TO SMOKE AMBER LEAF

SUBSTANTIATION

1. The Amber Leaf piece pack costs £1.89 for the equivalent of 23 cigarettes compared to £3.79 for 20 Marlboro or £2.99 for 20 L&B
2. That works out at 8p per cigarette compared to 19p for a cigarette like Marlboro or 15p for a cigarette like L&B
3. (Amber Leaf uses only top grade tobacco (better quality than low price cigarettes), and is the only HRT to come in a piece pack – one pack containing tobacco and papers and costs)

TONE OF VOICE

Straightforward, smoker's champion, no nonsense

MANDATORY INCLUSIONS

Price focus

Piecepack must be featured

Clear Amber Leaf branding

CAMPAIGN REQUIREMENTS

3 executions for style press

CREATIVE STARTER

1. Is your saliva really worth between 7p and 11p per cigarette
2. You've already decided to spend 80p less per packet (4p less per cigarette) when you switched from a premium to economy cigarette brand. Doesn't it make more sense to pay even less for Amber Leaf's better quality

BRIEF 1

CLIENT	TITLE	PRODUCT	JOB NUMBER
GALLAHER	AMBER LEAF PIECE PACK	PIECE PACK	

PRODUCTION BUDGET	REQUIREMENT	DATE	VERSION
£100K	3 x COLOUR NATIONAL AND MAGAZINE PRESS	3RD DECEMBER	1ST

THINKING

ONE

Although it is cost-effective, many adult smokers find using hand rolling tobacco awkward & embarrassing.

TWO

Amber Leaf hand rolling tobacco comes in a unique, cigarette shaped pack with all the ingredients you need for a smoke.

THREE

Amber Leaf piece packs provide the smoker with an innovative alternative to cigarettes.

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD
DDM	GK	SD

FIRST REVIEW	INTERIM REVIEW	FINAL REVIEW
8.1.99		22.1.99

THE BRIEF

WHY ARE WE ADVERTISING?

To make roll your own smokers demand Amber Leaf. To position Amber Leaf as the definitive rolling tobacco for the new type of consumer entering the market.

The roll your own market has traditionally been characterised by an old, poor, grumpy, northern bloke in a pub reading the Sporting Life over a pint of warm ale. But not any longer. Bootlegging (illegal sale of cheap imported duty free from the continent) has reduced the price of tobacco hugely, attracting a more upmarket, slightly younger smoker to the market.

Bootleggers (who account for over 70% of the market in most areas) only bother with big brands- Old Holborn and Golden Virginia. We need to create a demand for Amber Leaf among the newer, younger consumers to encourage both shop purchase and a willingness among bootleggers to sell Amber Leaf.

WHO ARE WE TALKING TO?

Mid market (BC1C2) roll your own smokers aged around 25-40. They are likely to be relatively new converts to self-rolling and probably started smoking roll-ups on cost grounds. They still smoke regular cigarettes in certain occasions- Friday night in the pub for example. They need re-assurance that they have done the right thing, and will also be pleased to have a brand of their own - at the moment they will probably be defaulting to Golden Virginia, the biggest brand, through apparent lack of choice.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

Among its (few) users, Amber Leaf is seen as quite a discerning choice. But most roll up smokers will know nothing about it, having been exposed only to Old Holborn and Golden Virginia. In addition, they will not have seen the new packaging, so as far as the brand is concerned we are effectively starting with a blank piece of paper.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

They should be pleased to find a brand making the effort to talk to them, reassuring them about their decision to smoke ryo. They should think "I must ask my supplier (shop or bootlegger) for some, this seems like the discerning, high quality choice, the one for me and for people who want the best quality tobacco on the market".

When going to buy Amber Leaf, they should also be pleasantly surprised at its good value.

PROPOSITION

The Natural Choice

SUBSTANTIATION

There is a perception of "naturalness" about ryo tobacco, which leads to a fuller, richer taste and contrasts with the mass-produced, processed feel of cigarettes. While the reality is not quite so stark, Amber Leaf tobacco is of a very high quality. Particularly interesting product stories include:

- 17 varieties of tobacco from 7 countries (Brazil, Zimbabwe, Greece, Spain, Indonesia, Thailand, Argentina) blended
- Only top grade leaf, all hand harvested and 80-85% hand stripped
- Matured for several years
- In taste tests Amber Leaf does very well, particular strengths being freshness, lack of aftertaste and "liveliness".

TONE OF VOICE

Fresh, contemporary and modern.

Confident and striking (but down to earth as well - these are not Soho bohemian types we are after)

MANDATORY INCLUSIONS

New packaging. Usual cigarette advertising restrictions.

CAMPAIGN REQUIREMENTS

Press campaign, multiple executions

CREATIVE STARTER

M&C SAATCHI

BRIEF 1

CLIENT	TITLE	PRODUCT	JOB NUMBER
Gallaher	'No Brainer'	Amber Leaf Piece Pack	

PRODUCTION BUDGET	REQUIREMENT	DATE	VERSION
	3 x style / national press	23 February 1999	1

THINKING

ONE

Cigarettes are too expensive

TWO

The Amber Leaf Piece Pack staggeringly offers 23 cigarettes for £1.89

THREE

Amber Leaf Piece Pack is the obvious choice for value conscious smokers

GROUP DIRECTOR

Davide de Maestri

PLANNER

Gareth Kay

CREATIVE GROUP HEAD

Simon Dicketts

FIRST REVIEW

INTERIM REVIEW

FINAL REVIEW

M&C SAATCHI

BRIEF 2

CLIENT	TITLE	PRODUCT	JOB NUMBER
Gallaher	No Brainer	Amber Leaf Piece Pack	

WHY ARE WE ADVERTISING?

Quite simply, in order to sell more Amber Leaf Piecepacks:

1. More and more cigarette smokers are moving to rolling tobacco as constant price rises become too bitter to stomach.
2. The piecepack is ideally positioned to gain from this trend as it is a cigarette style pack containing a pack of Amber Leaf and a set of papers.

WHO ARE WE TALKING TO?

1. Price conscious packeted cigarette smokers aged 18-34 – around half already smoke economy brands (L&B, Sovereign, Mayfair), the other half smoke premium brands (Marlboro, B&H) but are on the cusp of trading down in price as they find the constant and ever bigger price hikes a bitter pill to swallow.
2. Existing HRT smokers. To them, Golden Virginia is the de facto HRT brand.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

Very little as it's a relatively new brand on the market. Golden Virginia (and to a lesser extent Old Holborn) are the brands defining the market. Even if they do know Amber Leaf they don't really feel they have a reason why they should smoke it

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

"Choosing Amber Leaf's a no brainer – it's amazingly good value and comes in a piece pack with everything you need to roll your own"

PROPOSITION

A SURPRISINGLY CHEAP ALTERNATIVE TO A PACK OF CIGARETTES

SUBSTANTIATION

1. The Amber Leaf Piece Pack costs £1.89 for the 23 cigarettes compared to £3.79 for 20 Marlboro / B&H or £2.99 for 20 L&B
2. That works out at 8p per cigarette compared to 19p for a cigarette like Marlboro or 15p for a cigarette like L&B

tone of voice

Smoker's champion, straightforward, no nonsense

MANDATORY INCLUSIONS

Price (£1.89)

Piecepack (clearly showing box, tobacco and papers)

Clear Amber Leaf branding

CAMPAIGN REQUIREMENTS

3 executions for national / style press

CREATIVE STARTER

Think what you could buy with the money you saved from buying an Amber Leaf Piecepack compared to your normal pack of cigarettes