

M & C SAATCHI
CREATIVE BRIEF

CLIENT	BRAND	JOB TITLE
PRODUCTION BUDGET	DATE	

WHY ARE WE ADVERTISING?

Launched in 1992 with the strapline "A good smoke at a fair price", Mayfair is clearly positioned at the lower end of the cigarette market, has grown consistently over the last 3 years, so that it now enjoys a 1.4% share of the total cigarette market. It is clearly positioned at the lower end. However the brand has enjoyed little advertising or promotional support, and its continued growth reflects a degree of goodwill towards the product, and the brand values it represents. Gallaher are consequently keen to build on this support, extracting any more possible growth, and thus establishing a significant presence at the lower price end of the market.

WHO ARE WE TALKING TO?

Predominantly C2,D,E smokers, who probably have many aspirational values, but due to their social status are acutely price conscious. Image is important, but

WHAT DO THEY THINK ABOUT THE BRAND NOW?

For the target group Mayfair represents an aspirational brand. Both its name and the style of the pack have clear 'up market' values, but its price positions it at the lower end of the market, competing with brands such as Lambert and Butler. has

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That their perception of Mayfair as a quality smoke is enhanced, through further association with Benson and Hedges, and that the low price is at forefront of mind.

That even more Mayfair is a quality smoke, that is affordably priced.

That the traditional conceptual trade of between price and quality need not necessarily exist. Low price and quality need not be mutually exclusive. Simply because this cigarette is priced to compete with Lambert and Butler, that it will not have the quality of smoke traditionally associated with Benson & Hedges brands.

PROPOSITION

Quality doesn't have to be expensive.

SUBSTANTIATION

While Mayfair is positioned at the lower end of the market, it is still imbued with many of the traditional

TONE OF VOICE

MANDATORY INCLUSIONS

CAMPAIGN REQUIREMENTS

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
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M & C SAATCHI AGENCY

CREATIVE BRIEF

CLIENT GALLAHER	BRAND MAYFAIR	JOB NUMBER	DATE 31 JULY
ACCOUNT GROUP DE MAESTRI	CREATIVE GROUP TIM AND ALEX	PLANNER	MEDIA PLANNER JUSTIN
JOB TITLE MAYFAIR BUDGET AD	DEVELOPMENT BUDGET	PRODUCTION BUDGET £30K	

BACKGROUND REQUIREMENT

Mayfair is well entrenched in the cheap end of the market, where smokers are particularly susceptible to the outcome of the budget (Nov 28th).

The budget offers an opportunity for a topical execution, which should be focused on price and let people know that Mayfair will be holding its price through marked stock.

Furthermore given that the period surrounding the budget traditionally witnesses high levels of competitive activity (promoting predominantly similar messages), it is important that this ad establishes a degree of personality for the brand, thus differentiating it from competitors, and also providing a platform for subsequent brand building advertising.

CAMPAIGN REQUIREMENT

48 sheet colour poster.

TARGET AUDIENCE

Mayfair smokers who are buying into the brand primarily on price.

Smokers who, as a result of the budget, may down grade because they can no longer afford to smoke their normal top of the cheap range brand,

WHAT IS THE ADVERTISING INTENDED TO ACHIEVE?

Remind people that Mayfair are only £2.25p

Let people know that Mayfair will be holding its price for as long as possible through the budgetary period.

Differentiate from all other cigarette 'budget' ads.

THE SINGLE MINDED PROPOSITION

Mayfair still only cost £2.25

SUBSTANTIATION FOR THE PROPOSITION

£2.25 is the RRP for Mayfair.

This price will be held after the budget increase announcements until price marked stock runs out.

MANDATORY INCLUSIONS

Both packs (*i.e.* premium and light variants)

Price

Usual health warnings, tar content etc.

DESIRED BRAND IMAGE

M & C SAATCHI AGENCY

Up front. No Nonsense.VFM.z

PROGRESS CONTROLLER	BRIEFING DATE 1st August	INTERIM REVIEW DATE 14th August	FINAL REVIEW DATE 21st August
GROUP DIRECTOR	PLANNER	HEAD OF PROGRESS	CREATIVE GROUP HEAD

M & C S A A T C H I
CREATIVE BRIEF

CLIENT GALLAHER	BRAND MAYFAIR	JOB TITLE £2.39 AD
PRODUCTION BUDGET TBC	DATE 20.12.95	

WHY ARE WE ADVERTISING?

To increase brand share, by reminding smokers how cheap Mayfair is.

WHO ARE WE TALKING TO?

Our target falls broadly into two groups, smokers of cheap branded cigarettes (e.g. Dorchester, Craven A and Dickens & Grant) and smokers of L&B, all of whom are heavy smokers (about 20 per day). Both groups are in the lower socio-economic classes and live their lives accordingly.

Mayfair smokers are likely to be the more downmarket of the two groups and know that they are smoking a cheap cigarette - that's what they want; the cheaper the better. L&B smokers, on the other hand, are likely to think that they are smoking a quality cigarette and therefore look down on Mayfair to a large extent.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

Both groups think that Mayfair is one of the cheapest brands available. Mayfair smokers find that an advantage, because they don't have much cash, but L&B smokers think Mayfair is cheap and nasty.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That Mayfair, which is not a bad smoke, costs £2.39 and comes in a nice-looking packet (it's important to them!).

PROPOSITION

You don't have to spend more than £2.39 for a good smoke.

SUBSTANTIATION

Mayfair only cost £2.39

It is not a bad cigarette (and comes in a nice red pack)

It costs what L&B did before the budget

TONE OF VOICE

- Honest John.
- Not clever, but not condescending.

MANDATORY INCLUSIONS

Government Health Warning

Pack

Price

CAMPAIGN REQUIREMENTS

Press and 48 sheet posters

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
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