

CLIENT Gallaher	BRAND Raw	JOB TITLE Launch
PRODUCTION BUDGET	DATE	REQUIREMENT Press

## **THE THINKING**

- Many smokers dislike the mass-manufactured, chemical nature of cigarettes
- Raw ryo tobacco is unadulterated in both product, packaging and appearance
- Raw is the tobacco for smokers who want a tobacco product which hasn't been buggered about with

GROUP DIRECTOR  Davide	PLANNER  Justin	CREATIVE GROUP HEAD James	INTERIM REVIEW	FINAL REVIEW
------------------------------	-----------------------	---------------------------------	----------------	--------------

# THE BRIEF

## WHY ARE WE ADVERTISING?

To launch Raw, a new RYO tobacco brand for the new wave of young adult smokers entering the RYO market.

## WHO ARE WE TALKING TO?

Young adult smokers of both cigarettes and RYO. As cigarette prices rise inexorably to levels some smokers find increasingly difficult to justify, RYO has started to appeal to a wider audience than its traditional “flat cap and pint of mild” working class image. A new, younger, group of smokers are moving to RYO, drawn by the price but staying because they like it. There is no brand explicitly for these people – they are forced by default to Golden Virginia or other large brands but have nothing of their own to smoke.

## WHAT DO THEY THINK ABOUT THE BRAND NOW?

About Raw: nothing – it’s never been seen.

About RYO: people largely switch to RYO for economic reasons – it’s so much cheaper than cigarettes – but once in the market there are good reasons for staying, among them the ritual, the individuality and (crucially) the perceived untampered-with nature of RYO when compared to cigarettes. Raw takes this idea further than any other RYO brand – it is raw by name, product, packaging and appearance.

## WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

Raw is a new, modern RYO brand for smokers just like me (and no-one else). It offers an unadulterated smoke.

## PROPOSITION

**Unadulterated**

## SUBSTANTIATION

Raw is as unadulterated as tobacco can get – only mould inhibitors are added.

Raw comes in an unadulterated transparent pack with a simple label on it

## tone of voice

Raw. Edgy. Transparent. No nonsense.

## MANDATORY INCLUSIONS

The pack in some form – show its unique nature.

Raw branding

Communicate that it is a RYO product

Usual cigarette health warnings and restrictions

## CAMPAIGN REQUIREMENTS

Press campaign (posters can be considered but the campaign must not depend on their use). The budget is small – just £0.5m for production AND media, so the campaign cannot take time to evolve.

## CREATIVE STARTER

No bullshit

What you see is what you get

Communicate the fact that this is a RYO brand.

Health warning

**CAMPAIGN REQUIREMENTS**

X1 press campaign (x1 poster campaign)

**CREATIVE STARTER**

CLIENT GALLAHER	BRAND RAW	JOB TITLE RAW LAUNCH
PRODUCTION BUDGET TBC	DATE 12 <sup>TH</sup> MAY	REQUIREMENT X1 PRESS CAMPAIGN (X1 POSTER CAMPAIGN)

## **THE THINKING**

- Due to increased taxation on cigarettes, more and more smokers will turn to RYO tobacco.
- However, smoking RYO has a very outdated, male image.
- *Raw* aims to open up the RYO market to a younger, trendier audience.

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
----------------	---------	------------------------	----------------	--------------

# THE BRIEF

## WHY ARE WE ADVERTISING?

To announce the launch of Gallaher's new, trendy RYO tobacco called *Raw*.

## WHO ARE WE TALKING TO?

Current smokers, who smoke with conviction (i.e. for the genuine 'hit' rather than to enhance their image)

## WHAT DO THEY THINK ABOUT THE BRAND NOW?

*Raw* is a new and challenging brand in an otherwise rather dull market.

## WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

*"That stuff looks really groovy, I love the packaging. Now I can smoke RYO tobacco without feeling like my granddad"*

## PROPOSITION

*Raw* - for cutting edge smokers

## SUBSTANTIATION

*Raw* has the most incredible packaging, it comes in a transparent pack with minimalist copy on the front (a la Muji).

It looks so punchy that many people fear that it contains something illegal!

The product itself is a revelation, it is the closest to natural tobacco you can get (i.e. no additives)

## tone of voice

Youth

Attitude

Daring/Risqué

Modern

## MANDATORY INCLUSIONS

Feature *Raw* pack prominently

Govt health warning

## CAMPAIGN REQUIREMENTS

X1 press campaign

(X1 poster campaign)

CLIENT GALLAHER	BRAND RAW	JOB TITLE RAW LAUNCH
PRODUCTION BUDGET TBC	DATE 13 <sup>TH</sup> MAY	REQUIREMENT X1 PRESS/POSTER CAMPAIGN

## THE THINKING

- Due to increased taxation on cigarettes, more and more smokers will turn to RYO tobacco.
- However, smoking RYO has a very outdated, grubby image.
- *Raw* aims to open up the RYO market to a younger, more 'with it' audience.

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
----------------	---------	------------------------	----------------	--------------

# THE BRIEF

## WHY ARE WE ADVERTISING?

To announce the launch of Gallaher's new, unusual RYO tobacco called *Raw*.

## WHO ARE WE TALKING TO?

Specifically, the genuine smokers of this world, who go for the big 'hit' that smoking gives you, rather than the image that it lends you. These people smoke with conviction.

Secondarily, all those smokers who worry about that rubbish that is put into cigarettes these days. There is a modern phenomenon that people want to do all of the things that they know are bad for them but not have to pay the consequences. Hence anything natural is deemed to be good.

## WHAT DO THEY THINK ABOUT THE BRAND NOW?

They will not have encountered anything like this before. *Raw* breaks all of the rules of the RYO category.

## WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

*Raw is the only brand that offers me a pure, unadulterated smoke. (It is also a cool thing to be seen with.)*

## PROPOSITION

No nonsense tobacco

## SUBSTANTIATION

*Raw* is the purest tobacco you can buy, it has no additives apart from something to stop it going mouldy in the pouch.

The *Raw* pack is see-through, enhancing the feel of transparency and natural-ness.

## TONE OF VOICE

What you see is what you get

Natural

Fresh

Youthful

## MANDATORY INCLUSIONS

Feature *Raw* pack

Govt health warning

## CAMPAIGN REQUIREMENTS

X1 press campaign (x1 poster campaign)

CLIENT Gallaher	BRAND Drum	JOB TITLE Raw - Natural
PRODUCTION BUDGET	DATE 14.05.98	REQUIREMENT

## **THE THINKING**

- Many RYO smokers reject glossy cigarettes brands in favour of more down to earth, no frills RYO brands.
- **Raw** has stripped away all of the extra frippery to bring you only pure tobacco (almost)
- Therefore Raw is the RYO brand these no-nonsense smokers would choose

GROUP DIRECTOR	PLANNER	CREATIVE GROUP	INTERIM REVIEW	FINAL REVIEW
----------------	---------	----------------	----------------	--------------

# THE BRIEF

## WHY ARE WE ADVERTISING?

To launch Raw – a true innovation in the RYO market

As cigarette prices increase dramatically, there is a new market in RYO amongst young adult smokers.

However, the brands in this market place are very traditional.

Raw is the first clearly modern brand for this emerging RYO audience.

## WHO ARE WE TALKING TO?

Young adult smokers who are increasingly switching away from cigarettes to RYO for economic reasons.

They are the most marketing and advertising literate audience ever and are continually exposed to new, sophisticated, modern brands and messages.

However, the RYO market feels to them like stepping back through time to the world of Hovis, Lancastrian cotton mills and working men's clubs.

## WHAT DO THEY THINK ABOUT THE BRAND NOW?

Nothing as it does not yet exist.

Existing RYO brands are like dinosaurs and not especially for today's young adult smoker.

Research suggests that RAW will be seen as modern, bold, minimalist and funky.

These RYO smokers are actively rejecting more expensive cigarette brands.

Emotionally, they're dispensing with all the baggage of glossy premade cigarette brands and are going back to basics. They enjoy the more honest, straightforward image RYO smoking offers.

## WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

Raw is a new, modern RYO brand.

Raw is a no frills, back to basics RYO brand.

## PROPOSITION

Raw – No –nonsense tobacco.

Or

Raw – Tobacco and nothing else

## SUBSTANTIATION

Raw is a RYO brand stripped down to the basics:-

1. Product – Raw tobacco has nothing added apart from a mould inhibitor, making it the purest RYO tobacco on the market
2. Packaging – Raw has the first transparent packaging in the RYO market. It is minimal and completely unfussy.

## TONE OF VOICE

Transparent, take it or leave it, edgy

## MANDATORY INCLUSIONS

Demonstrate truly innovative nature of the *transparent* packaging.

Raw branding

CLIENT Gallaher	BRAND Drum	JOB TITLE Raw – Natural
PRODUCTION BUDGET	DATE 14.05.98	REQUIREMENT

## **THE THINKING**

- Many RYO smokers are looking for a more natural, additive free smoke
- **Raw** tobacco is the purest form of RYO tobacco on the market (the only additive is a mould inhibitor).
- Therefore Raw is the natural choice for these smokers

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
----------------	---------	------------------------	----------------	--------------

# THE BRIEF

## WHY ARE WE ADVERTISING?

To launch Raw – a true innovation in the RYO market

As cigarette prices increase dramatically, there is a new market in RYO amongst young adult smokers.

However, the brands in this market place are very traditional.

Raw is the first clearly modern brand for this emerging RYO audience.

## WHO ARE WE TALKING TO?

Young adult smokers who are increasingly switching away from cigarettes to RYO for economic reasons.

They are the most marketing and advertising literate audience ever and are continually exposed to new, sophisticated, modern brands and messages.

However, the RYO market feels to them like stepping back through time to the world of Hovis, Lancastrian cotton mills and working men's clubs.

## WHAT DO THEY THINK ABOUT THE BRAND NOW?

Nothing as it does not yet exist.

Existing RYO brands are like dinosaurs and not especially for today's young adult smoker.

Research suggests that RAW will be seen as modern, bold, minimalist and funky.

These RYO smokers, having made the choice to move for monetary reasons, believe, and now enjoy, that RYO is a more natural way to smoke versus allegedly more additive filled cigarettes.

## WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

Raw is a new, modern RYO brand.

Raw offers a purer, more unadulterated smoke.

## PROPOSITION

Raw – The purest RYO tobacco you can buy.

## SUBSTANTIATION

**Raw** is the purest tobacco you can buy, it has no additives apart from something to stop it going mouldy in the pouch.

The **Raw** pack is see-through, enhancing the feel of transparency and naturalness

## TONE OF VOICE

Transparent, No-nonsense, Edgy

## MANDATORY INCLUSIONS

Demonstrate truly innovative nature of the *transparent* packaging.

Raw branding

Communicate the fact that this is a RYO brand.

Health warning etc

## CAMPAIGN REQUIREMENTS

1 press campaign (1 poster campaign)

## CREATIVE STARTER

<b>CLIENT</b> Gallaher	<b>BRAND</b> Drum	<b>JOB TITLE</b> Trade launch
<b>PRODUCTION BUDGET</b> Small	<b>DATE</b> 10 <sup>th</sup> August 1998	<b>REQUIREMENT</b> Colour page

# CREATIVE BRIEF

<b>GROUP DIRECTOR</b> Davide	<b>PLANNER</b> Justin	<b>CREATIVE GROUP HEAD</b>	<b>INTERIM REVIEW</b>	<b>FINAL REVIEW</b> 11 <sup>th</sup> August 98
---------------------------------	--------------------------	--------------------------------	-----------------------	---

# THE BRIEF

## WHY ARE WE ADVERTISING?

To launch Drum to the trade and to excite them about the opportunities this gives them.

## WHO ARE WE TALKING TO?

Retailers, large and small. From major multiples (Sainsbury's etc) to individual corner store owners, garage owners and off licenses. Very down to earth, no-nonsense people who want to know the business case for stocking a brand, ie what's in it for them.

## WHAT DO THEY THINK ABOUT THE BRAND NOW?

They might know of the name Drum from a continental product of the same name which is not connected to this product and which is available only illegally through bootleg or from duty free.

However, about this brand they know nothing – it's new to them.

## WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

I must stock Drum.

## PROPOSITION

New from Gallaher

## SUBSTANTIATION (ALL MANDATORY COPY POINTS)

- New from Gallaher, the makers of Old Holborn and Amber Leaf
- Made in the UK
- Continental flavour – UK quality
- No bird's eye stem
- Mouth-sealed for freshness
- Launching into the growing value sector of the hand rolling tobacco market
- Trade margins per pack exceed the cheaper cigarettes

## TONE OF VOICE

Straight, informative.

## MANDATORY INCLUSIONS

As above.

Pack shots (3 packs, including two price marked)

## CAMPAIGN REQUIREMENTS

Colour page.

## CREATIVE STARTER

Roll up.

Drum roll

CLIENT Gallaher	BRAND Drum	JOB TITLE Re-launch
PRODUCTION BUDGET Modest	DATE 12 <sup>th</sup> August 1998	REQUIREMENT Press campaign

## **THE THINKING**

- Continental and UK RYO smokers require very different things from their tobacco brands
- Gallaher's Drum tobacco delivers continental flavour but at UK quality standards
- Drum is quality controlled for the UK market

GROUP DIRECTOR Davide	PLANNER Justin	CREATIVE GROUP HEAD James	INTERIM REVIEW 17 <sup>th</sup> Aug	FINAL REVIEW 18 <sup>th</sup> Aug
--------------------------	-------------------	---------------------------------	--	--------------------------------------

# THE BRIEF

## WHY ARE WE ADVERTISING?

To re-launch Drum, until now a minor part of Gallaher's HRT portfolio, and to emphasise it's UK quality and heritage, it's continental flavour and its good value.

## WHO ARE WE TALKING TO?

RYO smokers looking for a good quality cheaper brand of hand rolling tobacco.

## WHAT DO THEY THINK ABOUT THE BRAND NOW?

They may be aware of a different brand by the same name which exists on the continent and is available in the UK through illegal bootlegging. However, Richard Lloyd's Drum is a different product tailored to the needs of the UK market and as such we are starting with a near-blank piece of paper.

## WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

- Drum is a very good value choice
- Drum is a continental flavoured rolling tobacco
- Drum is quality controlled for the UK market
- Drum is made in the UK by the makers of Old Holborn and Amber Leaf.

## PROPOSITION

Quality controlled

## SUBSTANTIATION

Drum is quality controlled for the UK market – it's mouth sealed for freshness and has no bird's eye stem, while its introductory price offers exceptional value.

## TONE OF VOICE

Straightforward. Honest. New and exciting.

## MANDATORY INCLUSIONS

12.5gm price-marked pack.

Copy points:

- continental style dark rolling tobacco
- made in the UK
- from Richard Lloyd, makers of Old Holborn and Amber Leaf

## CAMPAIGN REQUIREMENTS

½ page colour.