

M&C SAATCHI

CREATIVE BRIEF

CLIENT Gallaher	BRAND Silk Cut Ultra	JOB TITLE Only One
PRODUCTION BUDGET	DATE 30.1.97	REQUIREMENT Full colour national press (page and dps).48 sheet posters

DRIVING THOUGHT

Silk Cut Ultra is the only cigarette with a 1mg tar level

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

CLIENT Gallaher	BRAND Silk Cut Ultra	JOB TITLE Lowest
PRODUCTION BUDGET	DATE 30.1.97	REQUIREMENT Full colour national press (page and dps).48 sheet posters

DRIVING THOUGHT

Silk Cut Ultra is the only cigarette with a 1mg tar level

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
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Appendix

WHY ARE WE ADVERTISING?

To boost Silk Cut Ultra's market share by creating a new and distinctive identity for the brand.
Specifically to own the territory of 1mg.

WHO ARE WE TALKING TO?

- All health-conscious smokers who are interested in a very low tar cigarette. They may smoke full-flavour brands or competitive low tar brands.

PRIMARY AUDIENCE :

- They are discerning young adult smokers, 25-34, who have moved through the 'indestructible', 'I don't care' phase of early adulthood to taking more deliberate decisions about their brand choices. Both male and female smokers.
- These smokers are not concerned solely with the rational benefit. They want to feel comfortable that their brand choice expresses their intelligent and sophisticated tastes. They are seeking reassurance from their brand that they are choosing a cigarette that other smokers acknowledge to be modern, clever and a perfectly acceptable choice.

SECONDARY AUDIENCE :

- 18-24 image conscious smokers. Increasingly they smoke Marlboro Lights as it is the 'in' brand. For many, Silk Cut has become the mainstream. SCU represents an opportunity to represent Silk Cut as the intelligent way to smoke.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

After a relatively quiet 'launch', most smokers do not have a distinct impression of what the Ultra identity is. There has not been enough cut through to make Ultra stand out on its own from Silk Cut King Size, so there is likely quite a lot of confusion among smokers of other brands. If smokers think anything, it's that Ultra (specifically as part of Silk Cut) is the definitively low tar cigarette. But very few smokers realise exactly how low Ultra is in comparison to other 'low tar' cigarettes.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That Ultra, with only 1mg of tar, is extraordinarily low. Ideally we will cause smokers of other brands to re-evaluate their definition of low tar, and hence be persuaded to try the only real and established brand that can boast such extremes of low tar.

PROPOSITION

Nothing is lower in tar than Ultra

SUBSTANTIATION

- Silk Cut has only 1mg of tar
- There are only two other brands that have 1mg or less - Dunhill Ultra Low and Silk Cut Super Low

TONE OF VOICE

- 'Large'
- Brash/In-your-face/Butch

MANDATORY INCLUSIONS

The usual cigarette restrictions - Health Warning etc. Branding (perhaps the pack?)

CREATIVE STARTER

Get huge on minimalism.
How low dare you go?

CREATIVE BRIEF

CLIENT GALLAHER	BRAND SILK CUT	JOB TITLE LIGHTER PROMO
PRODUCTION BUDGET TBC	DATE 19.2.97	REQUIREMENT STYLE PRESS AD

DRIVING THOUGHT

Buy Silk Cut Ultra and get a free Petrol lighter

GROUP DIRECTOR 	PLANNER 	CREATIVE GROUP HEAD 	INTERIM REVIEW 	FINAL REVIEW
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Appendix

WHY ARE WE ADVERTISING?

To tell smokers that Silk Cut are offering (for a limited period) a free Silver-plated petrol lighter with proof of purchase of Silk Cut

WHO ARE WE TALKING TO?

1. Young and trendy types. Anyone who smokes, and thinks that all things American/Retro/Masculine are cool. In short, we are talking to young male posers that smoke.
2. And their girlfriends/boyfriends/mothers, who might see the promotion and think about giving the petrol lighter as a gift.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

1. They think Silk Cut is a bit too female and feminine for someone as macho as them to smoke.
2. Silk Cut is the brand that they already smoke, and they think that their boyfriend/girlfriend/son/daughter might quite fancy a 'Zippo-style' lighter, so they're going to get it as a gift.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That they can get a free petrol lighter if they smoke a few Silk Cut.

PROPOSITION

Smoke Silk Cut and get a silver-plated petrol lighter free

SUBSTANTIATION

Silk Cut are giving away a silver-plated, embossed 'Zippo-style' petrol lighter with 25 inserts from special Ultra packs (50 inserts from packs of 10).

TONE OF VOICE

Young

Fashionable

Aesthetic

Androgynous - not overtly female

MANDATORY INCLUSIONS

Remain within the 'Only One campaign'

Silk Cut branding, The petrol lighter.

The usual legal restrictions and health warning

CAMPAIGN REQUIREMENTS

Press

CREATIVE STARTER

- The Only Lighter

CLIENT Gallaher	BRAND Silk Cut	JOB TITLE Whitbread
PRODUCTION BUDGET Limited	DATE 5.8.97	REQUIREMENT Press

THE THINKING

- Cheer on the Silk Cut boat for success.

GROUP DIRECTOR DDM	PLANNER P. Edmonds	CREATIVE GROUP HEAD J. Lowther	INTERIM REVIEW	FINAL REVIEW
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THE BRIEF

WHY ARE WE ADVERTISING?

To celebrate the progress of the Silk Cut yacht as the British entry in the Round The World Race, and cheer it on for future success.

WHO ARE WE TALKING TO?

To all supporters of the Round The World Race. Real outdoor sporty types - male bias.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

Silk Cut is somewhat bland and effeminate, although consumers are probably aware that it is a British cigarette.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

By whipping up some interest in Silk Cut's involvement in the race, consumers should think that Silk Cut is a bold and exciting British brand.

PROPOSITION

Silk Cut sails to success.

December Issue (20 Oct. copy date):

- Happy Christmas to the Silk Cut crew.
- Cheer on the Silk Cut boat for success in the Fremantle - Sydney leg.
- Cheer on the Silk Cut boat for success in the third leg of the race.

February Issue (20 Dec. copy date):

- Happy Valentine's Day to the Silk Cut crew.
- Cheer on their success in the Auckland to Sao Sebastiao leg.
- The fifth leg, only four more to go.

May Issue (10 March copy date):

- Nearly there - two more legs (Baltimore - La Rochelle and La Rochelle to Southampton).
- Cheer the team on for a flying finish.

SUBSTANTIATION

Hopefully the crew won't have drowned by now.

TONE OF VOICE

Fun, exciting and challenging.

MANDATORY INCLUSIONS

Mention of Silk Cut.

CAMPAIGN REQUIREMENTS

Three A4 press executions.

Cigarette sport sponsorship restrictions: No images associated with the sport or the brand can be shown (although brand colours can be used).

Usual healthwarnings.

Very limited production budget.

CREATIVE STARTER

On your last legs.

Sea legs.

Valentine's Day will have to wait till your return.

'Sharking' - incorporating shark design which appears on the boat.

CLIENT	BRAND	JOB TITLE
PRODUCTION BUDGET	DATE	REQUIREMENT

THE THINKING

- Silk Cut is out of date and in decline
- We don't have long to change things
- We need to shake the brand up

GROUP DIRECTOR De Maestri	PLANNER Edmonds	CREATIVE GROUP HEAD Lowther	INTERIM REVIEW	FINAL REVIEW
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THE BRIEF

WHY ARE WE ADVERTISING?

Silk Cut, especially King Size, is a brand in decline. From a peak in 1991, King Size has steadily lost market share, especially among younger smokers. For a while Ultra sales compensated for the KS loss, but increases in Ultra sales have tailed off, leading to an overall fall for the brand.

During the 1980s Silk Cut doubled its market share, largely driven by the Cut Silk advertising campaign. This was talked about advertising, viewed as intelligent, stylish and thought provoking. However, despite the continued creative strength of the campaign, it has not proved sufficient to sustain the brand through price rises, recession, changes in social values, increased competition in the Low Tar sector and the rise of cheaper brands.

Against this background, we are facing the loss of all cigarette advertising, and probably other form of promotion too, from (probably) 1999 onwards. The full extent of the legislation promised by the Government is not yet known, however the most likely scenario is another year to 18 months of advertising. In a sense this is a let-off - a ban from 1998 onwards had been anticipated.

1998 is therefore our last chance to (1) leave a lasting legacy to sustain the brand when advertising support is ended and (2) alter the image of the brand and so reverse the current decline.

WHO ARE WE TALKING TO?

Primarily, existing Silk Cut smokers (first task is to stop them leaving). Secondly, but almost as important, other premium smokers (they are coming to Silk Cut in fewer numbers). These are people who are (or have been) prepared to pay up to 40p more for a pack of 20 to adopt the associated badge values from their chosen brand. However, this value equation is increasingly difficult to justify and cheaper brands seem ever more appealing.

They tend, not surprisingly, to be better off and Southern biased. Aged 20-40, they are the core audience for large amounts of advertising. Hence, they are very marketing literate and dismissive of anything wide of the mark, but are also avid advertising consumers and appreciative of good ads.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

It's a safe choice. Unlikely to provoke much response, positive or negative, when brought out in the pub. It's a big brand, an established brand, most people have smoked it at some point.

If pushed for a view, it's probably quite sophisticated, upmarket, a bit smart and slightly distant. People smoked it in the 1980s, or their mum smoked it. If personified it is a late twenties female corporate executive - smartly dressed, goes to the gym, clean cut, hard to criticise but ultimately dull, lacking soul and individual personality.

At an extreme, some (especially lads) would say that Silk Cut is a girl's smoke - weak, effeminate, antiseptic and extremely boring. It's the bland leader - middle aged, middle class and suburban.

Even at best there is little about Silk Cut to persuade most smokers that it is worth paying 40p extra for.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

They should think that smoking Silk Cut is not just acceptable but essential

They should be more than happy to pay the extra cost

They should think it is the cigarette of the moment

PROPOSITION

It's a cigarette, not a lifestyle

SUBSTANTIATION

Premium cigarette advertising, including Silk Cut's, has tended to focus on image, image, image, displaying aspirational or worthy images designed to place the brand on a pedestal.

Ultimately, however, it's a cigarette. A campaign denying the relevance of this-is-what-to-do-if-you-want-to-look-cool messages goes completely against the grain.

Of course, an ironic denial of the relevance of image creates a powerful perception in itself (witness Sprite).

TONE OF VOICE

Confident (even aggressive), ironic, dismissive of the false images of the opposition.

MANDATORY INCLUSIONS

CAMPAIGN REQUIREMENTS

Poster and Press

There is scope for Press executions varying in potency – harder hitting versions for style magazines than would appear in newspapers.

CREATIVE STARTER

Smoke these, they won't make you look cool

It's a cigarette, stupid

Buy these. They're cigarettes.

M&C SAATCHI

CLIENT Gallaher	BRAND Silk Cut	JOB TITLE Image relaunch
PRODUCTION BUDGET	DATE 15 th August 1997	REQUIREMENT Posters and Press

THE THINKING

- Silk Cut used to be considered a fashionable brand to smoke
- In a dynamic market it has suffered from a static brand image
- We need to shake the brand up and make it right for the times

GROUP DIRECTOR DDM	PLANNER PHIL EDMONDS	CREATIVE GROUP HEAD JAMES LOWTHER	INTERIM REVIEW Friday 26 th September	FINAL REVIEW Monday 6 th October
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CLIENT GALLAHER	BRAND SILK CUT	JOB TITLE 1998 Brief - PE
PRODUCTION BUDGET	DATE 20.8.97	REQUIREMENT

THE THINKING

- Low tar cigarettes are the only sensible cigarettes to smoke
- Silk Cut is the low tar expert
- It's crazy to smoke any other type of cigarette

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
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THE BRIEF

WHY ARE WE ADVERTISING?

Because Silk Cut is in danger of becoming a 'has-been' cigarette. We want to liven up its image quite significantly and make people feel good about smoking it again.

WHO ARE WE TALKING TO?

Young(ish) fashion-conscious smokers who are currently looking around for (and often finding) cigarette brands which say a little more about them than Silk Cut currently does. Often they will turn to Marlboro Lights, or even Camel Lights.

Also, we need to make smokers feel good about paying a premium for Silk Cut.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

They think that Silk Cut was a brand for the 80s, but is a bit old and tired now.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That they would rather be smoking (and be seen smoking) Silk Cut in preference to any other cigarette.

PROPOSITION

Silk Cut are the low tar experts

SUBSTANTIATION

Silk Cut was the first cigarette to have a low tar proposition

There is a range of Silk Cut low tar versions - three to be precise

Silk Cut does not have a full-flavour parent

TONE OF VOICE

Expert yet approachable

Style-conscious but not 'trendy'

MANDATORY INCLUSIONS

Usual cigarette advertising restrictions - Health Warning etc.

CAMPAIGN REQUIREMENTS

National Press, 48 sheet Posters

CREATIVE STARTER

The Original, and still the best.

M&C SAATCHI

CLIENT Gallaher	BRAND Silk Cut	JOB TITLE Rugby League
PRODUCTION BUDGET	DATE 26.8.97	REQUIREMENT Ticket Programme Covers for Early Rounds, Semi-final & Final

THE THINKING

- Silk Cut sponsors the Rugby League Challenge Cup
- The Rugby League Challenge Cup is a major showcase event
- Celebrate the Rugby League Challenge Cup with Silk Cut

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
DDM			w/c 8 th September	15 th September

THE BRIEF

WHY ARE WE ADVERTISING?

To celebrate the Rugby League Challenge Cup and Silk Cut's sponsorship of it.

WHO ARE WE TALKING TO?

All supporters of the Rugby League and particularly those who are smokers of premium brand cigarettes.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

They may know that Silk Cut is associated with the Rugby League, however, they still think that Silk Cut is a rather effeminate and bland brand.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

By celebrating Silk Cut's involvement in the Rugby League, people should think that Silk Cut is an exciting dynamic and less pretentious brand.

PROPOSITION

Celebrate the excitement of the Challenge Cup with Silk Cut.

SUBSTANTIATION

Rugby League is a courageous and exciting game.

The Challenge Cup is one of the major showcase events for the sport.

Silk Cut sponsor the Challenge Cup.

TONE OF VOICE

Celebratory, sporty and action-packed.

MANDATORY INCLUSIONS

Silk Cut Challenge Cup Early Rounds / Semi-final / Final 1998.

Depiction of sport.

Wembley Logo

Name of teams competing

CAMPAIGN REQUIREMENTS

Early rounds - mechanicals only. Purple and white.

Plate competition programme cover.

Semi-final / final programme covers - photography.

Final ticket. (linking in with final cover)

CREATIVE STARTER

Old programmes

CREATIVE BRIEF

CLIENT Gallaher	BRAND Silk Cut Ultra	JOB TITLE Only One
PRODUCTION BUDGET	DATE 2.10.97	REQUIREMENT Full colour national press (page and dps).48 sheet posters

DRIVING THOUGHT

Silk Cut Ultra is the only cigarette with a 1mg tar level

GROUP DIRECTOR 	PLANNER 	CREATIVE GROUP HEAD 	INTERIM REVIEW 	FINAL REVIEW
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Appendix

WHY ARE WE ADVERTISING?

The 'Only One' campaign has succeeded in raising awareness of Ultra. However, research has shown that consumers are failing to take out the 1mg message. Added to that a significant number of consumers still believe the advertising to be for Silk Cut and not specifically for Ultra.

We need to develop a campaign that is more strongly branded and not only communicates the rational benefits i.e. 1mg, but also imbues Ultra with emotional values so that consumers feel comfortable to be seen smoking the brand.

WHO ARE WE TALKING TO?

- All health-conscious smokers who are interested in a very low tar cigarette. They may smoke full-flavour brands or competitive low tar brands.

PRIMARY AUDIENCE :

- They are discerning young adult smokers, 25-34, who have moved through the 'indestructible', 'I don't care' phase of early adulthood to taking more deliberate decisions about their brand choices. Both male and female smokers.
- These smokers are not concerned solely with the rational benefit. They want to feel comfortable that their brand choice expresses their intelligent and sophisticated tastes. They are seeking reassurance from their brand that they are choosing a cigarette that other smokers acknowledge to be modern, clever and a perfectly acceptable choice.

SECONDARY AUDIENCE :

- 18-24 image conscious smokers. Increasingly they smoke Marlboro Lights as it is the 'in' brand. For many, Silk Cut has become the mainstream. SCU represents an opportunity to represent Silk Cut as the intelligent way to smoke.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

After the 'Only One' campaign, most smokers still do not have a distinct impression of what the Ultra identity is. There has not been enough cut through to make Ultra stand out on its own from Silk Cut King Size, so there is likely quite a lot of confusion among smokers of other brands. If smokers think anything, it's that Ultra (specifically as part of Silk Cut) is the definitively low tar cigarette. But very few smokers realise exactly how low Ultra is in comparison to other 'low tar' cigarettes.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That Ultra, with only 1mg of tar, is extraordinarily low. Ideally we will cause smokers of other brands to re-evaluate their definition of low tar, and hence be persuaded to try the only real and established brand that can boast such extremes of low tar.

PROPOSITION

Only One (mg of tar)

SUBSTANTIATION

- Silk Cut has only 1mg of tar
- There are only two other brands that have 1mg or less - Dunhill Ultra Low and Silk Cut Super Low

STONE OF VOICE

- 'Large'
- Loud, bold and lighthearted.

MANDATORY INCLUSIONS

The usual cigarette restrictions - Health Warning etc. Branding (perhaps the pack?)

Extension of previous Ultra Only One campaign with strengthened communication of 1mg message and more involving, emotional execution.

CREATIVE STARTER The only one to smoke / Ultra is the number 1 cigarette

The only 1 to smoke

Ultra is The Number 1 cigarette

CREATIVE BRIEF

CLIENT Gallaher	BRAND Silk Cut Ultra	JOB TITLE Only One
PRODUCTION BUDGET	DATE 2.10.97	REQUIREMENT Full colour national press (page and dps).48 sheet posters

DRIVING THOUGHT

Silk Cut Ultra is the only cigarette with a 1mg tar level

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
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WHY ARE WE ADVERTISING?

To boost Silk Cut Ultra's market share by creating a new and distinctive identity for the brand.
Specifically to own the territory of 1mg.

WHO ARE WE TALKING TO?

- All health-conscious smokers who are interested in a very low tar cigarette. They may smoke full-flavour brands or competitive low tar brands.

PRIMARY AUDIENCE :

- They are discerning young adult smokers, 25-34, who have moved through the 'indestructible', 'I don't care' phase of early adulthood to taking more deliberate decisions about their brand choices. Both male and female smokers.
- These smokers are not concerned solely with the rational benefit. They want to feel comfortable that their brand choice expresses their intelligent and sophisticated tastes. They are seeking reassurance from their brand that they are choosing a cigarette that other smokers acknowledge to be modern, clever and a perfectly acceptable choice.

SECONDARY AUDIENCE :

- 18-24 image conscious smokers. Increasingly they smoke Marlboro Lights as it is the 'in' brand. For many, Silk Cut has become the mainstream. SCU represents an opportunity to represent Silk Cut as the intelligent way to smoke.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

After a relatively quiet 'launch', most smokers do not have a distinct impression of what the Ultra identity is. There has not been enough cut through to make Ultra stand out on its own from Silk Cut King Size, so there is likely quite a lot of confusion among smokers of other brands. If smokers think anything, it's that Ultra (specifically as part of Silk Cut) is the definitively low tar cigarette. But very few smokers realise exactly how low Ultra is in comparison to other 'low tar' cigarettes.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That Ultra, with only 1mg of tar, is extraordinarily low. Ideally we will cause smokers of other brands to re-evaluate their definition of low tar, and hence be persuaded to try the only real and established brand that can boast such extremes of low tar.

PROPOSITION

Only One (mg of tar)

SUBSTANTIATION

- Silk Cut has only 1mg of tar
- There are only two other brands that have 1mg or less - Dunhill Ultra Low and Silk Cut Super Low

STONE OF VOICE

- 'Large'
- Brash/In-your-face/Butch

MANDATORY INCLUSIONS

The usual cigarette restrictions - Health Warning etc. Branding (perhaps the pack?)
Extension of previous Ultra Only One campaign with strengthened communication of 1mg message.
Need for one specific execution in January which plays on people's urge to cut down, give up or at least down trade to low tar.

CREATIVE STARTER

The only 1 to smoke

Ultra is The Number 1 cigarette

CLIENT Gallaher	BRAND Silk Cut	JOB TITLE Low Tar
PRODUCTION BUDGET	DATE 2.10.97	REQUIREMENT

THE THINKING

- It is time to reclaim the low tar high ground for Silk Cut Ultra
- The above-the-line campaign will place Ultra at front of mind
- We need to follow up this work *in-store* and *in-pack*

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
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THE BRIEF

WHY ARE WE ADVERTISING?

To push home Silk Cut Ultra's low tar pre-eminence.

Silk Cut used to be the only choice, emotionally and in practice, for smokers who wanted to smoke a low tar cigarette. Over the last few years most brands have launched low tar variants, enabling smokers to trade down to low tar without having to leave their brand. Silk Cut has retaliated with a new press and poster campaign for the Ultra variant, addressing previous difficulties with the Silk Cut image and its modern relevance, especially to young adult smokers.

A range of Point-of-Sale ideas are needed to complement the new image work by providing an in-store reason to smoke low tar and by reminding low tar smokers why Silk Cut Ultra is the definitive low tar cigarette.

WHO ARE WE TALKING TO?

The core low tar (and Silk Cut) smoker is female (though males are by no means to be ignored), upmarket, aged 25 plus, a smart health conscious professional who feels guilty about smoking but either doesn't want to give up or can't. Although racked with guilt they feel reassured that in smoking low tar they are making a smart choice and will jump at any chance to make themselves feel better about their habit.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

Silk Cut is known to be low tar, and known to be the original low tar cigarette. People are often unaware that Silk Cut **Ultra** is a separate variant, but its low tar credentials remain strong and are acknowledged as a positive reason to choose it.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

Silk Cut Ultra is the obvious choice for low tar smokers.

PROPOSITION

Nothing is lower than Silk Cut Ultra

SUBSTANTIATION

Silk Cut was the first cigarette to have a low tar proposition.

Silk Cut remains the only brand which is exclusively low tar, ie does not have a full strength parent.

Silk Cut Ultra has only 1mg of tar (the lowest which can be claimed).

TONE OF VOICE

Authoritative, confident, expert, matter of fact

MANDATORY INCLUSIONS

Usual restrictions.

Mention of 1mg.

CAMPAIGN REQUIREMENTS

Clever ideas for Point of Sale, and Pack inserts.

CREATIVE STARTER

Small Space work currently in Press

The Sunday Times *is* the Sunday papers

The low tar experts

CREATIVE BRIEF

CLIENT Gallaher	BRAND Silk Cut Ultra	JOB TITLE New Ultra
PRODUCTION BUDGET	DATE 2.12.97	REQUIREMENT Full colour national press (page and dps).48 sheet posters

DRIVING THOUGHT

Silk Cut Ultra has only 1mg of tar

GROUP DIRECTOR DDM	PLANNER J. Clouder	CREATIVE GROUP HEAD Carlos	INTERIM REVIEW w/c 8.12.97	FINAL REVIEW w/c 15.12.97
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WHY ARE WE ADVERTISING?

The 'Only One' campaign has succeeded in raising awareness of Ultra. However, research has shown that consumers are failing to take out the 1mg message. Added to that a significant number of consumers still believe the advertising to be for Silk Cut and not specifically for Ultra.

We need to develop a campaign that is more strongly branded and not only communicates the rational benefits i.e. 1mg, but also imbues Ultra with emotional values so that consumers feel comfortable to be seen smoking the brand.

WHO ARE WE TALKING TO?

- All health-conscious smokers who are interested in a very low tar cigarette. They may smoke full-flavour brands or competitive low tar brands.

PRIMARY AUDIENCE :

- They are discerning young adult smokers, 25-34, who have moved through the 'indestructible', 'I don't care' phase of early adulthood to taking more deliberate decisions about their brand choices. Both male and female smokers.
- These smokers are not concerned solely with the rational benefit. They want to feel comfortable that their brand choice expresses their intelligent and sophisticated tastes. They are seeking reassurance from their brand that they are choosing a cigarette that other smokers acknowledge to be modern, clever and a perfectly acceptable choice.

SECONDARY AUDIENCE :

- 18-24 image conscious smokers. Increasingly they smoke Marlboro Lights as it is the 'in' brand. For many, Silk Cut has become the mainstream. SCU represents an opportunity to represent Silk Cut as the intelligent way to smoke.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

After the 'Only One' campaign, most smokers still do not have a distinct impression of what the Ultra identity is. There has not been enough cut through to make Ultra stand out on its own from Silk Cut King Size, so there is likely quite a lot of confusion among smokers of other brands. If smokers think anything, it's that Ultra (specifically as part of Silk Cut) is a very low cigarette, a weaker version of Silk Cut King Size.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

Ultra has only 1mg of tar and is therefore an extraordinarily low tar cigarette.

Ultra is an intelligent choice of cigarette.

PROPOSITION

Only One (mg of tar)

SUBSTANTIATION

- Silk Cut Ultra has only 1mg of tar
- There are only two other brands that have 1mg or less - Dunhill Ultra Low and Silk Cut Super Low (with very limited distribution).

TONE OF VOICE

Intelligent, sophisticated, witty

MANDATORY INCLUSIONS

The usual cigarette restrictions - Health Warning etc.

Silk Cut **Ultra** branding and 1mg message.

Ideally, it would feel like a development of previous Ultra Only One campaign with strengthened communication of 1mg message and more involving, emotional execution.