

CLIENT TMA	BRAND Communications Ban	JOB TITLE Counter Argument
PRODUCTION BUDGET TBC	DATE 5.8.97	REQUIREMENT Press & cinema campaign

THE THINKING

- The new labour government are committed to reducing tobacco consumption by legislating every form of tobacco promotion
- To date all news coverage has been biased in favour of the government's view
- The public have a democratic right to know the counter argument (implications of a ban) before legislation is passed

GROUP DIRECTOR DDM	PLANNER Phil Edmonds	CREATIVE GROUP HEAD Simon Dicketts	INTERIM REVIEW 20th August	FINAL REVIEW 25 th August (Client presentation 29 th August)
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THE BRIEF

WHY ARE WE ADVERTISING?

To heighten awareness of the implications of a Tobacco communications ban in an effort to motivate people to question a blanket ban, thereby enforcing public pressure on the Government to reduce the severity of the ban (ie. maintain the use of direct marketing, package design, point of sale & promotions).

WHO ARE WE TALKING TO?

Opinion formers and the smoking population who are currently being presented a one sided argument pro a tobacco communications ban and are ignorant about what a ban actually involves and how it could affect their freedom of choice. The smoking population are likely to be feeling as if they are being publicly persecuted for being associated with a legal product and will therefore respond favourably to anyone presenting the other side of the story.

WHAT DO THEY THINK ABOUT THE ISSUE NOW?

The government PR machine has manipulated the media to persuade the public that a total communications ban will aid the fight to reduce national tobacco consumption without any adverse effects.

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

That there is another side to the argument and a total communications ban is not the answer as it will not work and may have serious implications on freedom of choice. They have the right to question and influence the nature of the ban.

PROPOSITION

You have a democratic right to know the arguments against a draconian ban

SUBSTANTIATION

Arguments as to why the ban is draconian.
See sheet attached (to be confirmed in research)

TONE OF VOICE

Informative, responsible, honest, democratic.

MANDATORY INCLUSIONS

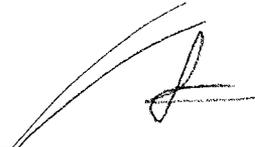
TMA logo
Campaign line
Contact number and address for more information or to make your views known

CAMPAIGN REQUIREMENTS

Black and white press ads
Cinema (minimum budget)

CREATIVE STARTER

If we give up marketing will you give up smoking
Tessa Jowell's vision of the millenium cigarette



Copy Brief
27.8.97

Client: Gallaher/Tobacco Manufacturer's Association

Product: Tobacco Communications Ban

Key Copy Points:

1. A communications ban will not work.
 - Communications do not encourage children to smoke. This is more likely to be attributed to peer group pressure and family, friends and hero's that smoke.
 - A ban on communications will not result in a decrease in consumption. Statistics from other countries prove this.
2. The communications ban is a restriction of our freedom of choice.
 - The ban restricts our democratic right to freedom of choice. Consumers will no longer be given as much opportunity to hear information about different brands, including new and innovative products. Research shows that communications only succeed in influencing brand choice (brand switching).
3. Logo
[see attached]
4. Call to action
[eg. Act now/For more information call the Tobacco Manufacturer's Association on]

M&CSAATCHI

CLIENT Gallaher	BRAND All	JOB TITLE Big Bang
PRODUCTION BUDGET Tbc	DATE 7 January 1999	REQUIREMENT National promotion

0171
543
4651

THE THINKING

- Smokers largely make and are reassured about their brand choice through advertising and promotions
- There is an impending ban on all forms of tobacco advertising and promotion
- Gallaher will say goodbye with a big bang so that their brands are remembered by their smokers long after the ban

GROUP DIRECTOR Davide	PLANNER Gareth	CREATIVE GROUP HEAD James Lowther	INTERIM REVIEW	FINAL REVIEW
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THE BRIEF

WHY ARE WE ADVERTISING?

To go out with a bang so big that it will be remembered by smokers of Gallaher brands long after the ban on tobacco promotion and so help maintain brand loyalty after the ban

WHO ARE WE TALKING TO?

Any adult who smokes a Gallaher brand (from B&H to Mayfair, Mellow Blend to Silk Cut).
Although these smokers will differ widely in terms of age, income and even sex they all chose to smoke a Gallaher brand because they saw it as the best choice for them. They have been reassured about their choice over time by advertising and promotions.

WHAT DO THEY THINK ABOUT THE BRAND NOW?

They don't think (or probably know) much about Gallaher.
All, however have made the choice to smoke a brand (rather than smoking own label) so that they feel comfortable pulling a packet out/leaving it on a table amongst friends. Advertising and promotions has played a key part in developing and maintaining this 'peer acceptability'

WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?

They've gone out with a big bang - I really enjoyed it and I'll remember it for a long time

PROPOSITION

A spectacular farewell

SUBSTANTIATION

- This will be the last promotion by Gallaher before the ban
- It will be the biggest promotion ever undertaken by a tobacco company

TONE OF VOICE

Momentous, celebratory, a talking point

MANDATORY INCLUSIONS

Normal ASA restrictions

CAMPAIGN REQUIREMENTS

A big idea that will work across different brands above, below and beyond the line
The bigger and more unusual the idea the better

CREATIVE STARTER

Press ads on New Year's eve to announce the introduction of National Smokers' Day
Massive parties in key towns for smokers
Paint the major attraction in key cities gold, purple or yellow
Collector packs

Gallaher/TMA Awareness of Communications Ban Campaign

Objective: To heighten awareness of the implications of a communications ban amongst opinion formers and smokers in order to put pressure on the Government to reduce the severity of the ban ie. save direct marketing, point of sale & promotions

We need a rallying cry in order to mobilise opinion formers and smokers into action

Possible Routes

1. Undermine Jowell, position her as the Minister of Bans, undemocratic and rash/ hasty decisions. Undermine other supporters eg. Branson (cite connections with Rizla/Virgin)
2. Claim the right to a voice: berate the Government for not allowing Tobacco companies a say.
3. Arm smokers and opinion formers with the facts eg. £9bn pa in cig tax vs £625M pa spent on Health, evidence proving that ad bans do not reduce consumption, smokers have to sign a document saying they are 18 before they receive anything from their brand.
4. Fly the flag for freedom of speech. Put forward a campaign against censorship and pro freedom of speech. Domino theory - who's next?
5. Inform smokers of what the ban will mean in real terms to them. Eg. No free gift promotions, white 'own label' packaging, no coupon collection schemes, no brand relationship whatsoever.
6. Underground campaign to present the other side of the argument to journalists and influential contacts

Targeting

Ads for Opinion formers, PR for smokers/consumers

Timing

Research concepts first

Pre or post White paper?