

## CONTACT REPORT

CONTACT REPORT NUMBER	DATE
AG1	07 January 2000
CLIENT	LOCATION
Gallaher	M&C Saatchi
PRESENT CLIENT	PRESENT AGENCY
Phil Tritton	Sedonie Adams-Grant Gerard Donnachie Paul Bussel - Photographer Jude - Photographer's Assistant Ian - Model Maker Alison Gunston

CONTACT NOTES	ACTION
<p><b>Client and Agency met for pre-production meeting on Drum and for a reproduction review on Amber Leaf.</b></p> <p><b>Model Making</b></p> <ul style="list-style-type: none"> <li>• Paper. Agency/Client agreed to use giant green Rizla papers.</li> <li>• Tobacco. Client/Agency agreed to:               <ul style="list-style-type: none"> <li>- Use long/large tobacco strands ensuring the product is in proportion to the model.</li> <li>- Use tobacco which is fairly light in colour i.e. Amber Leaf rather than Old Holborn</li> <li>- Eliminate any 'stem/stalk' from the tobacco used.</li> </ul> </li> <li>• Shape. Client/Agency agreed to:               <ul style="list-style-type: none"> <li>- Make the models in the shape of the three layouts provided                   <ul style="list-style-type: none"> <li>- 'Broken', 'Bulbous' and 'Trumpeted Ends'</li> </ul> </li> <li>- Ensure that the roll-ups are realistic in their appearance</li> </ul> </li> </ul>	<p style="text-align: center;">-</p> <p>Agency</p> <p>Agency</p> <p>Agency</p>

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<p>i.e. they are badly rolled cigarettes as opposed to an illegal joint.</p> <ul style="list-style-type: none"> <li>- Try different shapes if one or more of the three approved shapes, proved difficult or inappropriate given the previous point.</li> </ul>	
<p><b>Photography</b></p>	
<ul style="list-style-type: none"> <li>• Agency advised Client that the product would be shot from above resulting in a strong, 3-dimensional image.</li> </ul>	<p>Agency</p>
<ul style="list-style-type: none"> <li>• Agency advised that the image would be gritty/strong and dramatic with a grey, possibly steel background.</li> </ul>	<p>Agency</p>
<ul style="list-style-type: none"> <li>• Agency requested that the product/ad be shot in such a way that imbues the high quality of the product – especially as the medium is national press.</li> </ul>	<p>Agency</p>
<ul style="list-style-type: none"> <li>• Client requested that the Agency shoot 2 different packs – one with price flash of £1.79 and one without. Client to provide artwork for 12.5g pack without price flash.</li> </ul>	<p>Client w/c 28.9.98</p>
<ul style="list-style-type: none"> <li>• Client advised that the Agency should leave the pack design exactly as it is.</li> </ul>	
<p><b>Miscellaneous</b></p>	
<ul style="list-style-type: none"> <li>• Agency/Client agreed that pack would be in the bottom, right hand corner of the layout with the copy to its left.</li> </ul>	
<ul style="list-style-type: none"> <li>• Agency advised Client that the shoot is scheduled for the 14<sup>th</sup>/15<sup>th</sup>/16<sup>th</sup> and 17<sup>th</sup> October.</li> </ul>	
<ul style="list-style-type: none"> <li>• Client requested that the Agency ensure the layouts work with both black and white health warnings.</li> </ul>	

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CONTACT NOTES	ACTION
<ul style="list-style-type: none"><li>Client/Agency agreed that type size and format would be decided post-shoot.</li></ul>	
<b>Amber Leaf Reproduction Review</b>	
<ul style="list-style-type: none"><li>Client requested that the Agency speak to the following publications and investigate reasons for poor reproduction quality: Daily Star (6<sup>th</sup> June), Daily Star (20<sup>th</sup> June), Esquire (July issue), Streetmachine (July), Maxpower (July), Melody Maker (20<sup>th</sup> June), Angling Times (3<sup>rd</sup> June), Angling Times (10<sup>th</sup> June).</li></ul>	Agency 29.9.98  Agency 29.9.98
<ul style="list-style-type: none"><li>Client also asked Agency to investigate possibility of securing right hand side positions in national press for next burst.</li></ul>	

Alison Gunston

## CONTACT REPORT

CONTACT REPORT NUMBER	DATE
	07 January 2000
CLIENT	LOCATION
GALLAHER	GALLAHER - WEYBRIDGE
PRESENT CLIENT	PRESENT AGENCY
BARRY JENNER	DAVIDE DE MAESTRI
PHIL TRITTON	RHONA CAIRNS
	PAUL GRAHAM

CONTACT NOTES	ACTION
<p><b>CREATIVE</b></p> <p>Agency presented "perfect tobacco" route.</p> <p>Agency presented 2 executions on this route;</p> <p>"Twist"</p> <p>"Lump"</p> <p>Client approved route.</p> <p><b>LAYOUT</b></p> <p>Client requested that Agency revisit the layout (Agency explained that the layout was very rough, and was in no way finalised.)</p> <p>Agency to:</p> <p>Look at background colouring</p> <p>Look at point size and font of body copy</p> <p><b>PHOTOGRAPHY</b></p> <p>Agency explained that they would shoot the executions and model-make the rolled cigarettes to give them depth etc.</p> <p><b>MEDIA</b></p> <p>Agency presented revised plans with increased coverage.</p>	

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## CONTACT REPORT - CONTINUED

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CONTACT NOTES	ACTION
<p>Client approved amends but explained that they could not give go ahead to book until later on, in September.</p> <p><b>PRODUCTION &amp; TIMING</b></p> <p>Agency presented productions costs.</p> <p>Client gave Agency go ahead to shoot pack, 2 executions and 2 models for £25k and go to cromalin stage.</p> <p><b>NEXT STEPS</b></p> <p>Client to update Agency on legal situation.</p> <p>Agency to recommend photographer.</p> <p>Agency to revisit current layout.</p>	<p>ASAP</p> <p>W/c 24<sup>th</sup> August</p> <p>W/c 24<sup>th</sup> August</p>

# M&C SAATCHI

## CONTACT

<b>CLIENT</b>	<b>LOCATION</b>	<b>DATE</b>	<b>PAGE</b>	<b>CONTACT NUMBER</b>
Gallaher – Silk Cut	M&C Saatchi	11.8.99	2	'20

### **PRESENT - CLIENT**

Patrick Billson, Fiona Grant

### **PRESENT - AGENCY**

Davide De Maestri, Jackie Best, Jo Austin-Olsen, Gareth Kay, Julia MacKay.

### **NOTES**

### **ACTION**

#### **1. PRICE TRADE-OFF**

Client to supply debrief document.

P.Roozeman ASAP

#### **2. POST-BAN**

Agency presented 'Silk Cut, Our Approach Post-Ban' document.  
All agreed that it was imperative to establish the on-line opportunities for Silk Cut and progress review of other areas.

All ASAP

#### **3. SPONSORSHIP**

Client explained that Silk Cut Windsurfing would not be allowed post-ban due to the contract being signed after July 1998.

M&C Saatchi sponsorship evaluating 1999 sponsorship activity for Silk Cut.

M&C Saatchi Sponsorship ASAP

#### **4. SWANSONG ACTIVITY**

Agency presented media laydown, rotation and budget laydown for producing three new Cut Silk executions.

Media phasing required.

J H-F ASAP

#### **5. CREATIVE**

##### **i) ICE**

Agency presented estimate and timing plan for 'Ice'.

Agency progressing

**ii) CHOICE**

Agency informed client that costs were being prepared for 'Choice' with a view to running in October covers.

Agency to present

**iii) STAPLE**

Agency to progress with costing with a view to running as part of the November schedule.

Agency to cost

**iv) FAT LADY PR**

Agency to present plans and costs for a maximum and a minimum spend for Fat Lady PR involving M&C Saatchi Sponsorship.

Agency ASAP

**6. BRITS ABROAD**

Agency progressing. Meeting to be arranged.

JM to arrange

**7. PRODUCTION**

Client expressed concern about dark reproduction of 'Annoying'. Agency to contact all titles and advise client of outcome.

JM ASAP

**8. MISCELLANEOUS**

Agency to supply 'M&C Saatchi Village' list of companies. Client reported Imperial's launch of 'Richmond' on the 1<sup>st</sup> of September and that Mayfair may require additional money to fund a price-drop.

GK ASAP

Client explained that the Mayfair price drop might require funds from the Silk Cut budget.

Client to advise ASAP

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<b>CLIENT</b>	<b>LOCATION</b>	<b>DATE</b>	<b>PAGE</b>	<b>CONTACT NUMBER</b>
Gallaher	M&C Saatchi	4.12.98		AG4.12.98

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## **PRESENT - CLIENT**

Phil Tritton

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## **PRESENT - AGENCY**

Davide De Maestri, Rhona Cairns, Alison Gunston, Josh Howdle-Fuller  
Ove Gley - Jung v. Matt

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## **NOTES**

## **ACTION**

Agency, Jung v. Matt and Client met to discuss production of RAW advertising.

### **Working Together**

M&C Saatchi outlined their role as follows:

- (1) Negotiation with the UK Advertising Standards Authority on creative work produced by Jung v. Matt. Agencies agreed to procure approval on executions before they are presented to Client.
- (2) Management/advice on creative development – ensuring work is appropriate for the UK creatively as well as legally.
- (3) Adaptation of creative work for the UK market e.g. health warnings, translations
- (4) Production of creative work in terms of reproduction and supply. (Agency suggested that Jungv.Matt send a representative over to supervise repro).
- (5) Development of media strategy
- (6) Generation of launch strategy/ideas events

### **Creative Update**

Agency advised Jon v. Matt/Client of ASA reaction to current RAW Campaign.

- (1) Campaign idea with the strap line 'Only believe what you see'

is acceptable.

(2) **Women**

This execution is unacceptable as it has a reference to romance. Any allusion to a means of finding a partner in cigarette advertising is unacceptable.

(3) **Poodle**

This execution is unacceptable as it has a degrading cultural reference that is likely to generate complaints both from the Chinese restaurant trade and ethnic minorities.

(4) **Car**

This execution is acceptable.

(5) **Flat**

This execution is acceptable.

Walker Media informed Client that three executions, in total, would be needed to complete the campaign.

Jung v. Matt

**Miscellaneous.**

Agency informed Jung v. Matt that using the same typography as the health warning was contrary to the spirit of the Code.

Agency agreed to supply Jung v. Matt with magazines and newspapers that feature personal/classified ads, for reference.

Client informed Jung v. Matt that they would like the 12.5g pack to appear in the UK advertising.

Client advised Agencies that photograph of the pack must show that it is transparent. Jung v. Matt agreed to handle all pack shots as well as main shoot.

Agency advised Jung v. Matt that ads should be in single page format..

**Guidelines for Advertising Tobacco in the UK**

Agency presented Jon v. Matt with copies of the following:

- (1) Voluntary Agreement
- (2) Health warning specifications and rotation
- (3) Copy of the British codes of advertising and sales promotion

**Timing**

Client informed Agencies that RAW launch is set for Monday 5<sup>th</sup> April 1999.

Media – June monthlies with a supply date of mid-March.

Jon v. Matt agreed to supply revised executions early January 1999.

Agency advised Client and Jung v. Matt that they would need a week to discuss ads with/gain approval from the ASA.

Client advised Agencies that actual packs would be available mid-February 1999.

Agency to forward timing plan once agreed with Client.

Alison Gunston

## CONTACT REPORT

CONTACT REPORT NUMBER	DATE
042	07 January 2000
CLIENT	LOCATION
Gallaher	M&C Saatchi
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh Davide De Maestri Justin Clouder Matt Perry Alison Gunston
CONTACT NOTES	ACTION
Client & Agency met for pre research debrief discussion	

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CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER	PAGE NUMBER
CONTACT NOTES	ACTION
<p><b>General Discussion</b></p> <p>Agency informed the client that important insights from the research included the following:</p> <ul style="list-style-type: none"><li>• Consumers consciously choose to be in the market for cheaper cigarettes. Consequently within this sector the consumer is not as price conscious between brands as has been previously presumed i.e. once in this sector consumer's cigarette choice is based on quality.</li><li>• The consumer did not want a constant reminder that they are buying cheap cigarettes.</li></ul> <p>Client informed the agency that once the consumer had discovered Sovereign they were universally impressed – a call to action would therefore seem appropriate.</p> <p>Agency/Client discussed the use of coupons, loyalty schemes.</p>	Agency to investigate.
<p><b>B&amp;H Branding</b></p> <p>Client/Agency discussed level of use of B&amp;H branding on Sovereign advertising as consumers thought it an important indication of quality.</p> <p>Agency to look at relationship between price (value) and B&amp;H (quality) in advertising.</p>	Agency to investigate different executions.
<p><b>Sovereign Advertising</b></p> <p>Agency informed Client that the Sovereign executions were not researched in an acceptable forum.</p> <p>Agency also advised that there was spontaneous recall of the Jester. He also represents a property for Sovereign and give the ads both focus and resonance. Agency therefore recommended that we should keep him in the advertising perhaps readjusting his position.</p>	Agency to investigate.

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<p>Client/Agency agreed that changing the flat chequered floor into a wavy version would not improve the advert.</p> <p>Client/Agency agreed that the campaign needed reinvigorating.</p> <p>Suggestions included: changing the position of the pack, increasing the prominence of the Jester (being careful of ASA considerations).</p> <p><b>Implications for Blown Away Execution</b></p> <p>Agency to revisit this execution considering putting B&amp;H back in the headline.</p> <p>Execution on-hold until conclusions discussed and finalised from the research.</p> <p>Alison Gunston</p>	

# M & C SAATCHI

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CONTACT REPORT NUMBER	DATE
7	07 January 2000
CLIENT	LOCATION
Gallaher	M&C Saatchi
PRESENT CLIENT	PRESENT AGENCY
P Billson	C Hindmarsh, M Peffers, J Clouder

CONTACT NOTES	ACTION
Agency and Client met for status meeting. The following action points were agreed:	
1. Agency to liaise with Karen Rickards to fix a date for qualitative research debrief.	Carrie Hindmarsh Karen Rickards
2. Client requested that Salamander media plan be presented at the beginning of November. Date TBC.	Andrew Sherman Justin Clouder
3. Mayfair and Berkeley King Size 'Budget' ads should both reference 'specially marked packs' in the copy.	Carrie Hindmarsh Marcus Peffers
4. Agency requested packs of Mayfair and Berkeley Kingsize for 'Budget' ads.	Patrick Billson
5. Agency to supply final Mayfair and Berkeley Kingsize 'Budget' media plans ASAP.	Justin Clouder
6. Client confirmed that the extra money from the production of Berkeley 'Burn a hole' ad should be re-invested in media for that execution. Agency to supply final media plan.	Justin Clouder
7. Agency presented work-in-progress signature print for Berkeley Superkings Ultralights. Agency to supply final signature print ASAP.	Carrie Hindmarsh Marcus Peffers
8. Agency to prepare Mayfair and Berkeley guard books, and slides of all work to date.	Agency to progress
<i>Marcus Peffers</i>	

M & C SAATCHI AGENCY

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*Qualitative Research*

Agency to liaise with Karen Rickards to set up 8-10 qualitative research groups.

It was agreed that the objectives for the research were to a) enable the Agency to view the groups and find out more about the attitudes, aspirations and motivations of the target group and b) to discover how they respond to the proposed advertising routes.

It was also agreed that any useful findings relating to the routes could be implemented prior to launch.

K Rickards/  
C Hindmarsh

**BERKELEY ULTRALIGHTS**

Agency presented work in progress on 'Ant' ad for Berkeley Ultralights.

It was agreed that the barcode should be removed from the pack.

Agency to present final mech and tranny on Wednesday 6th.

Agency to supply final media schedule for sales force on Monday 4th.

C Hindmarsh  
J Clouder

**BERKELEY KING SIZE - BUDGET**

Agency presented '20 tips for avoiding tax' ad for budget burst.

Client approved.

It was agreed that a line of copy should be included to make it clear that it is Berkeley King Size not Berkeley Superkings that is being advertised. Copy should also include a 'specially marked packs' disclaimer. Agency to supply costs and timing plan.

J Bogie

Agency presented media recommendation for Berkeley King Size budget burst.

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<p>This was approved pending inclusion of Ulster area.</p> <p>It was agreed that the campaign should not start before Tuesday 28th November.</p> <p>Agency to supply final media plan.</p>	<p>J Clouder</p>
<p><b><i>BERKELEY KING SIZE - NEW BRIEF</i></b></p> <p>Client briefed Agency on a new press ad for Berkeley King Size to continue the 'Deeper Pockets' look and tone and to focus on price. This to be in press from September 11th.</p>	
<p>Agency to present creative idea and media plan on September 4th.</p>	<p>C Hindmarsh</p>
<p><b><i>MAYFAIR - BUDGET</i></b></p> <p>Agency presented recommendation for Mayfair Budget burst ad. Client approved but requested that the subheading be made more legible and that a half page layout should be drawn up</p>	
<p>Agency to re-present with costs and timings.</p>	<p>C Hindmarsh</p>
<p>Agency presented media plan which was approved pending inclusion of Daily Record.</p>	
<p>It was agreed that the Mayfair ad should run at the same time as the Berkeley King Size '20 Tips' ad but the ads should not appear in the same title at the same time.</p>	
<p>Agency to supply final media plan</p>	<p>J Clouder</p>
<p><i>Carrie Hindmarsh</i></p>	

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CONTACT REPORT NUMBER	DATE
MP 39	07 January 2000
CLIENT	LOCATION
Gallaher	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Davide De Maestri Carrie Hindmarsh Justin Clouder Josh Fuller Matt Perry

CONTACT NOTES	ACTION
<p><b>Client &amp; Agency met for Status Meeting.</b></p> <p><i>Holdings Price</i></p> <p>Agency informed Client that posters were to be supplied to PC&amp;DS for posting on 1.12.97.</p> <p>Client &amp; Agency agreed that the disclaimer line was at an appropriate size.</p> <p>Client &amp; Agency agreed that the B&amp;H logo on the packs was clearly more prominent without becoming overbearing.</p> <p>Agency to supply ASA certificates at next status.</p> <p><i>Canny</i></p> <p>Agency informed Client that shoot will commence on 17.11.97.</p> <p>Client &amp; Agency agreed that first presentation of work will be in the form of a Cromalin using a new production technique.</p> <p>New technique has the advantage of saving time without incurring</p>	<p>Agency</p>

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additional costs.

Client approved concept of shiny silver tin which has been opened with an 'old fashioned' tin opener.

Client agreed that *Canny* should run regionally in colour.

Agency to amend proposed Media schedule with recommended regional titles.

1998

Agency presented recommendation for running order for 1998.

Client & Agency agreed that the executions for 1998 should be *Canny*, *Blown Away*, *Outstanding* and *Well*.

Agency proposed running *Outstanding* as the next execution after *Canny*.

Running order to be confirmed by Barry Jenner

Agency to present production costs for half page versus full page and for regional press supply.

Agency

*Outstanding Vox Pop*

Agency presented video in light of concerns over the comprehension of execution. The video highlighted argument that *Outstanding* is easily understood and reminds consumers of the TV programme 'Catch phrase' which has a similar audience profile to Sovereign.

*Well*

Client concerned that execution may be a little busy.

Agency to re-present *Well* as a more highly finished illustration in order to highlight how the execution will work.

Agency

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*Music*

Client concerned that execution is as easily recognisable as previous work and therefore recommended that it does not run.

*Regional Small Space*

Agency presented *Wild , Low Side, Well & Great.*

Client expressed a preference for *Great.*

Client & Agency agreed to put regional small space B&W on hold until reproductive quality of regional *Canny* has been assessed.

*Media*

Agency to amend Media schedule to reflect inclusion of regional titles.

Budget to be made available by reducing breadth of national campaign, specifically in women's magazines.

Client expressed concern that the current half page schedule may suffer from poor positioning in National Press.

Agency to investigate guaranteeing best positioning and respond to Client.

Agency

*Planning*

Agency presented Brand Switching data further to recent queries regarding the prominence of the B&H brand.

Agency

It was agreed that communication of B&H heritage within the advertising is sufficient.

*Competitive Review*

Agency presented new advertising by L&B Menthol and Embassy No.1.

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Agency to inform Client how much media money is behind each campaign.

Agency

*Miscellaneous*

Client informed Agency that market share for House is 2.4% with 2.0% for Sovereign and 04% for Lights.

Matt Perry

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CONTACT REPORT NUMBER	DATE
2	06 January 2000
CLIENT	LOCATION
Gallaher	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Elaine O'Connell	Davide De Maestri
Mike Hall-Taylor	Phil Edmonds
S.E. Sales Rep	Anna Watkins
	Paul Graham
Andy Knowles	Justin Clouder
Promotions Team	Josh Fuller
	Chris Groom
	Matt Follows

CONTACT NOTES	ACTION
<u>General</u>	
<ul style="list-style-type: none"> <li>• Launch date set for June 1st. Benefits:               <ul style="list-style-type: none"> <li>Realistic timing</li> <li>Before Silverstone GP</li> <li>Sales Force in place</li> </ul> </li> </ul>	
<u>Pack</u>	
<ul style="list-style-type: none"> <li>• All artwork needed for Jan 23rd</li> <li>• Stated that there would be no <u>overt</u> association with F1</li> <li>• A. Knowles presented some pack designs. Opinion was split as to amount of yellow needed and complexity of design.</li> <li>• Agency preferred simple, uncluttered block of yellow with icons from proposed advertising on OPF. E. O'Connell concerned about cheapening the brand → Q.) Did clear blocks of colour appeal to</li> </ul>	<p>A. Knowles to return with designs</p>

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18-24s, the target market? Creatives answered 'Yes': from rave culture to teletubbies, flat colours were viewed as appealing by this generation.

- Tone of yellow all important.
- It was necessary to ensure that it did not appear to be a re-launch of Special Filter.

**The Brand**

- Elaine presented 'Brand Values' sheet outlining brand details.
- All present agreed with majority of points, although positioning of 198 as a 'bloke's cigarette' was questioned: it was preferred simply as an indication of brand's personality, rather than target audience - it was the 'Jarvis Cocker' of cigarettes.
- Core values: rather than 'Lives life to the full', 'Effortlessly Superior' was felt to be closer by all present.
- Heritage of 'Benson & Hedges' was discussed: it was necessary to find balance between positive and negative aspects of the association, hence embossing (not printing) outline of B&H barrel was liked.

**Name**

- B&H Yellow was disliked by some: B&H Yellow is essentially still B&H.
- All agreed there was a need to establish a separate identity for 198.
- Two schools of thought developed: those who felt a name was needed for a strong brand and to distinguish from Benson & Hedges -- a pack embossed with B&H and nothing else would inevitably be seen as a re-launch, and those who felt no name

Possible research issue

Further discussion needed

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would be preferable -- simplicity → stand-out and appealing point of difference.

Product

- Final product/blend decision needed by end of Jan.
- OPE, frameband, and all packaging to be decided. This would possibly be influenced by final pack design.

Sales

- Sales distribution strategy would depend on timescale laid down.
- Stock management would be a possible problem: retailers would be reluctant to take on too much stock if they would be left holding on to it.
- In-bar sales: back bar preferred to vending machines.
- Sales rep had 500 key retailers in Central London for targeting, followed by roll-out to other urban centres.
- The media 'slow leakage' idea was approved in principle, but timing would be crucial, and distribution would be difficult.

Media to squeeze each phase.

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CONTACT REPORT NUMBER	DATE
1	06 January 2000
CLIENT	LOCATION
ASA	ASA
PRESENT CLIENT	PRESENT AGENCY
Guy Parker Jenny	Anna Watkins
CONTACT NOTES	ACTION

### **B&H Yellow**

#### *Regulations Campaign*

The ASA expressed reservations about the overall tone of the campaign for fear that it undermined the nature of the ASA regulations. Agency pointed out that this campaign would only be targeted in style press, therefore the humorous style of the campaign would appeal to this niche audience. Agency also stated that this audience would be unaware of the ASA body and regulations, and therefore would not associate the 'regulations' with the ASA, rather assuming that this campaign was a tongue-in-cheek dig at anti-smokers. The ASA stated that it had already passed a similar cigarette campaign within the last year, but would like to reserve judgement on this campaign until further discussion.

#### *Yellow Outline Campaign*

ASA approved the overall style of the campaign - black outline drawings against a plain yellow background. ASA asked Agency to

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ensure that no overall message could be communicated by the campaign e.g. by having a macho / natural theme running through all individual executions. With reference to the individual executions, the ASA comments were as follows:

1. *Taxi*: ASA approved execution, providing the words 'New York' are removed.
2. *Submarine*: ASA rejected it on grounds of cultural reference (Yellow Submarine).
3. *Fork Lift Truck*: ASA approved execution providing that the final image does not appear like a children's toy.
4. *Pacman*: ASA rejected it due to reference to children's arcade game.
5. *Smiley Face*: ASA rejected it due to reference to youth culture.
6. *Lemons*: ASA approved execution, although postponed the decision on the 'heart' symbol due to reference to sexual/romantic success.
7. *Football Shirt*: Rejected due to reference to sport.
8. *Bee*: Approved, providing final representation is not cartoonish.
9. *Duck*: Rejected due to reference to childhood toy.
10. *Woodstock*: Rejected due to cartoon reference.
11. *Big Bird*: Rejected due to television character.
12. *Lifesaver Ring*: Approved, providing branding is removed.
13. *Workman's Helmet*: Approved.
14. *Banana skin*: Approved, on the proviso that it does not appear overtly cartoon-like.
15. *Flower*: Approved, so long as campaign as a whole is not predominated by natural objects.
16. *Chicken*: Approved, providing it is obviously a chicken rather

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than a chick.

17. Danger Sign: ASA asked Agency to check the legality of replicating a government road sign.

18. Dummy: Rejected on the grounds of reference to children.

19. Batman: Rejected due to reference to cartoon figure.

20. Kangaroo Sign: Approved. providing Agency check legality of replicating Australian road sign.

21. Japanese: Rejected due to racist connotations.

22. Mr. Happy: Rejected due to reference to cartoon figure.

23. Sun: Approved.

24. Whaam: Rejected due to reference to comic cartoons.

## CONTACT REPORT

CONTACT REPORT NUMBER	DATE
	06 January 2000
CLIENT	LOCATION
Gallaher	Agency
PRESENT CLIENT	PRESENT AGENCY
Mike Hall-Taylor	Account Team
Elaine O'Connell	Creatives
	Andy Knowles & Associates

CONTACT NOTES	ACTION
<p><b><u>The Campaign</u></b></p> <ul style="list-style-type: none"><li>• Agency and client agreed that although the deregulation campaign was strong and quirky, the yellow 'icon' work would translate best across all media.</li></ul> <p><b><u>The Product</u></b></p> <ul style="list-style-type: none"><li>• Client confirmed that product was to be American Blend and Low Tar (6mg). The taste was to reflect that of Marlboro Lights, but all agreed that this should not be overtly stated to avoid becoming a Marlboro 'me-too'.</li><li>• Ways of branding the sticks 'Yellow' were discussed:<ul style="list-style-type: none"><li>Yellow colouring for cigaretter/filter etc</li><li>Yellow leaves/tobacco</li></ul></li><li>• 'Yellow' was agreed to be an asset, but no conclusions were reached.</li><li>• Differentiating the cigarette out-of-pack was agreed to be desirable.</li></ul> <p><b><u>The Name</u></b></p> <ul style="list-style-type: none"><li>• Possibilities, including the number 198, or 'Yellow' were discussed. General consensus was for no name, not distracting</li></ul>	

CONTACT REPORT - CONTINUED

CONTACT REPORT NUMBER

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CONTACT NOTES

ACTION

from the central idea.

- It was felt that the public would no doubt name it 'Yellow' themselves.
- It was agreed that as the advertising owned the property of yellow, the pack should allow smokers to name it yellow.

**The Pack**

- Agreed that the pack should be kept simple, and possibly the same colour as the car (as one route).
- M. Hall-Taylor agreed that there were no mandatories governing embossing/colouring/lettering (except maybe health warning).
- To keep it simple, embossing rather than printing was discussed, including the health warning.
- M. Hall-Taylor agreed that there was no specific reason to keep the royal warrant.
- All agreed that the strong imagery of the 'icons' campaign could be a strong feature to continue on the OPF.

**Distribution**

- All agreed with targeting CTNs, and independent grocers if possible, whilst initially avoiding multiples.
- Own yellow vending machines were mooted, or boxes behind the bar.
- The need for innovative display units was discussed, e.g. Absolut

**Sampling**

- Agency and client discussed need for heavy sampling in suitable bars/clubs for target audience.
- All agreed that sampling and distribution should happen simultaneously to avoid consumer disappointment.

**Point of Sale**

# M & C SAATCHI AGENCY

## CONTACT REPORT - CONTINUED

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CONTACT NOTES

ACTION

- It was agreed that the icons could be used not only on OPF, but POS too.
- Yellow colouring agreed. with possible yellow fluorescent shelving, spotlights on pack etc.
- It was agreed that traditional POS was not necessarily the way forward. Innovation was needed to cut through the clutter.

### Sponsorship

- Agency suggested that sponsorship deals should reflect the character of the brand, e.g:
  - Snowboarding
  - Extreme Canoeing
  - Sky/Night Surfing
  - Jet ski racing

### Action

- Agency and Andy Knowles to liaise over pack & product design
- Agency to send media to client
- Agency to arrange further meeting with client w/c 27.10.97

# CONTACT

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CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
GALLAHER	GALLAHER OFFICES	19TH FEB	2	

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## PRESENT - CLIENT

PHIL TRITTON

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## PRESENT - AGENCY

RHONA CAIRNS

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## NOTES

## ACTION

### RAW BRAND

Distribution – Client advised Agency that the distribution would be targeted around student campuses but would include multiples as well.

POS – Client showed Agency transparent POS material for newsagents etc.

### RAW MERCHANDISING

Agency / Client discussed idea for Raw presence at music festivals. Agency advised Client to create see-through marquee with see-through merchandise (e.g. blow up chairs, larva lamps, & branded see through waterbottles)

Agency / Client agreed that LGM should be briefed on approaching the festival organisers and Agency should go through NME in order to try and secure a presence.

Agency to respond ASAP  
Agency to liase with Client re having a meeting with LGM

## RAW ADVERTISING

Client advised Agency that they were looking to change to DPSes for first insertions and running the *Old Bag* execution as a DPS.

Client advised WalkerMedia that media schedule should change to DPS versions for 1st insertion in colour press. WalkerMedia to revise media schedule and Agency to revise production estimates.

WalkerMedia to revise schedule ASAP  
WalkerMedia and Agency ASAP

Agency to check production logistics in light of using a DPS for *Old Bag* execution.

Agency / JVM

## AMBER LEAF

Client advised Agency that Amber Leaf share was at 6.2% in January. Client advised Agency that there would be a predicted share increase to 7% after loss of Drum.

Agency advised Client of launch of new GV poster campaign. Agency to secure copies of new campaign for Client.

Agency w/c 22<sup>nd</sup> Feb

Client advised that prices would be held at the following;

Amber leaf – 1.33

Raw – 1.99

Old Holborn – 2.02

Samson – 2.02

## AMBER LEAF ADVERTISING

Agency presented creative work. Client to respond.

Agency presented media plan.

Client queried insertions in Mirror group titles.

WalkerMedia explained that these were due to CDP deal on Gallaher.

Client queried specialist press titles – Walkermedia to do a TGI run vs. young HRT smokers on these titles.

WalkerMedia ASAP

WalkerMedia explained that they would try to get similar positions in style press in order to have a continuous dialogue.

Agency to ensure that Amber Leaf and Raw insertions are bought on different days in the national press, in order to keep the two

brands separate from each other.

**AOB**

Client advised that Duma was to be de-listed

Client advised Agency that likely launch date for Imperial Drum was 1<sup>st</sup> April

# CONTACT

CLIENT	LOCATION	DATE	PAGE	CONTACT NUMBER
Gallaher	Telephone	26.3.99	2	AG26.3.99

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**PRESENT - CLIENT**

Phil Tritton

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**PRESENT - AGENCY**

Alison Gunston

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**NOTES**

**ACTION**

Client contacted Agency to advise on work in progress for RAW.

**Media**

Client advised Agency that media schedule 8 is approved for booking.

Agency-informed Client that sites in universities are classified by COMATAS as point-of-sale, with the caveat that all sites are indoors and near a retailer/bar selling tobacco. Walker Media confirmed that this is the case for the sites to be used.

Agency to book

Clients to inform Agency if university POS sites are to be booked.

**Copy Rotation**

Client informed Agency that copy rotation is to be as follows (see point 4 for Max Power):

- (1) All first insertions the Fat Lady
- (2) All DPS's to be the Fat Lady
- (3) The rotation of creative after Fat Lady will be House, Stylist and, if there is a fourth insertion, Car (the car wrecked not crushed)
- (4) In Max Power the copy rotation will be Car, House then Stylist

Agency to inform production and produce supply estimate asap

**Creative**

Client requested that the telephone numbers on Sheep, Stylist and Car be changed to regions other than London i.e. Liverpool, Birmingham and Manchester.

Agency to supply Jung V Matt with regional telephone numbers.

**Creative (cont)**

Client also requested that a pound sign is added to the amount quoted in the House execution.

Agency requested new transparencies from Jung V Matt

Client informed Agency that 'Jung V Matt' is not to be placed on the ads.

**Alison Gunston**

## CONTACT REPORT

CONTACT REPORT NUMBER	DATE
	07 January 2000
CLIENT	LOCATION
Gallaher - Sovereign	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Davide De Maestri Carrie Hindmarsh Josh Fuller Phil Edmonds

CONTACT NOTES	ACTION
<p>Client and Agency met to discuss Royals 20s launch and the Cluster Analysis.</p> <p><i>Royals</i></p> <p>Agency presented a creative brief for the launch of Rothmans Royals 20s.</p> <p>It was agreed that the three most likely approaches were:</p> <ol style="list-style-type: none"><li>1. A very direct sell - Rothmans Royals are now available in 20s for only £2.70.</li><li>2. A topical message - No need to budget - 20 Royals for £2.70.</li><li>3. A brand message - Affordable quality with Royals 20s.</li><li>4.</li></ol> <p>It was felt that each would be likely to follow the established look and tone.</p>	

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

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CONTACT NOTES

ACTION

The advantage of the Budget route was felt to be that it would provide a diversion from the reduction in number of sticks and focus on the value for money proposition.

Agency suggested that there may be an opportunity for Sovereign to catch disgruntled Royals smokers at the time when 24s get de-listed and they enter the market of 20 packs.

Client requested that Agency endeavour to find out what Royals plans are as early as possible.

*Budget Ad*

It was agreed that Sovereign should continue with the planned creative execution given its topical nature and the aggressive price message.

It was also agreed that the proposed weight of media should remain unchanged to maximise the price advantage.

Client and Agency discussed the possibility of moving the planned Poster burst from the second two weeks in July to the first two weeks in August given that Royals will be up with their price message at that time.

Client to inform Agency as to the final decision.

The possibility of an October poster burst was discussed and it was agreed to wait until later in the year before committing to an execution.

M & C SAATCHI AGENCY

CONTACT REPORT - CONTINUED

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CONTACT REPORT NUMBER

PAGE NUMBER

CONTACT NOTES	ACTION
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Agency presented the updated Cluster Analysis. Although there were some anomalies due to small sample sizes the analysis was felt to be useful.

Carrie Hindmarsh