

M & C SAATCHI

CONTACT REPORT

CONTACT REPORT NUMBER	DATE
MP 4.6.96	07 January 2000
CLIENT	LOCATION
Gallaher	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Davide De Maestri Carrrie Hindmarsh Phil Edmonds Josh Fuller Matt Perry

CONTACT NOTES	ACTION
<p>Client and agency met for sovereign status meeting.</p> <p>Research</p> <p>Client and agency pleased with trends shown in current awareness research data. Client and agency agreed that research identified fact that price recognition was good without the price on pack. Although it was agreed that price should remain on pack for next execution to make the most of Sovereign's price advantage over Lambert & Butler.</p> <p>Existing trade executions</p> <p>Where possible client will notify agency of further trade ad insertions in order that agency can plan the supply of films and billing.</p> <p>Creative Development</p> <p>Agency presented transparency of the tent photography and iris of the layout which client approved. Agency to present full transparency and</p>	

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CONTACT NOTES	ACTION
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layout of tent press and poster w/c 3.6.96.

Agency presented layout of '5 p Off'. Client approved layout and asked for headline to be amended to £2.57 and price flash on pack to be made clearer.

Agency to present 5p Off press execution in situ in page and ½ DPS sizes.

Agency presented layouts for 'Fan' and 'Big Hand' which client approved in principle.

Media

Client requested that where possible insertions scheduled in News Of The World and Sky Magazine for August are taken out because the price of a pack will change in August to £2.57 RRP.

Agency to explore options available for DPS, Fireplace and Half Page Spread sizes.

Future Direction

Agency presented thoughts on 'Extending the Brand' with the future launch of the Sovereign Lights 'variant'. Whilst agency presentation pointed towards launching a 'lights' variant on the back of a well established Sovereign brand, it was recognised that the possibility of an impending advertising ban and the desire to launch within the momentum of the current campaign, pointed towards an early introduction of the 'light' variant.

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Agency to present suggestions on how the campaign can move forward in the next year including advertising and non-advertising options.

Agency to diarise status meetings for once every three weeks. Next status 19.6.96 tbc.

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CONTACT REPORT NUMBER	DATE
MP16	07 January 2000
CLIENT	LOCATION
Gallaher	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh Matt Perry

CONTACT NOTES	ACTION
<p>Agency met client.</p> <p>Agency presented the transparency and layout for the poster execution and presented transparency and layout for the first of two press executions .</p> <p>Client approved the transparency and layout for both executions but asked agency to present three alternative typefaces because of a feeling within sales force that the copy on the poster was difficult to read.</p> <p>Agency presented illustrations depicting how 'Blown Away' would look as a page and as a ½ DPS in situ. Client approved both executions as possible options to run.</p> <p>Agency to present alternative typefaces on layouts ASAP.</p> <p>Agency to present transparency and layout for second press execution for client approval.</p>	

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CONTACT REPORT NUMBER	DATE
MP14	29 April 1996
CLIENT	LOCATION
Gallaher Tobacco	Marylebone Lane
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh Josh Fuller Matt Perry

CONTACT NOTES	ACTION
Agency and client assessed the reproduction quality and positioning of 'Joker' and 'Lute'. It was agreed that the overall quality of positioning was good. Client raised some concerns with the colour reproduction particularly in certain editions of the Daily Record, Sunday Express, the Daily Star and Eva. Agency to fix up presentation date to present concepts for '5p off' and '£2.57'.	Agency to investigate. Agency to arrange a presentation meeting for two weeks time
<u>Matt Perry</u>	

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CONTACT REPORT

CONTACT REPORT NUMBER	DATE
MP 13	07 January 2000
CLIENT	LOCATION
Gallaher Tobacco Ltd	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh
Barry Jenner	Matt Perry

CONTACT NOTES	ACTION
Client presented revised layouts and trannies of Impressed page and DPS	
Client happy to proceed to Cromalin. Client requested and extra set of cromalins.	
Client agreed to use intense as next execution running in July.	
Client asked agency to look at options for a fourth execution running in Aug which will include a 5 pence off offer. Client would like to use Blown Away for this execution.	
Client asked agency to think about ideas for a fifth execution Sept./Oct. Which will be price marked £2.57.	
Client to proceed with OCP designs for pack utilising jester. Would like agency to Liase with designer to tighten message and creative.	
Agency to send reference copy of wavy floor to client.	

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CONTACT REPORT

CONTACT REPORT NUMBER	DATE
Sov 09 04 96	07 January 2000

CLIENT	LOCATION
Gallaher Tabacco LTD	Weybridge

PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh Phil Edmonds Matt Perry

CONTACT NOTES	ACTION
Agency presented press and poster layouts of 'Impressed'.	
Client happy with the trannie but felt that, whilst larger, the typeface was a little too 'spindly'.	
Agency agreed to look at possibility of thickening typeface whilst keeping it's distinctive character.	
Agency to re-present 'Impressed' press and poster with two overlays. One of which will have existing typeface the second with 'thickened' typeface for direct comparison.	Agency
Client requested agency to provide visual reference of alternative floor for her reference.	Agency

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Matt Perry

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MP11	07 January 2000
CLIENT	LOCATION
Gallaher	ASA
PRESENT CLIENT	PRESENT AGENCY
David Poley	Marcus Peffers
Guy Parker	Matt Perry
	cc. Moray MacLennan

CONTACT NOTES	ACTION
<p>Presentation of Salamander executions</p> <p>Seal - Press and Poster</p> <p>Will need to be circulated around ASA directors. Initial inclination is that it will be given the go ahead, provided the seal is not to the foreground and it's facial expression is kept realistic. Should have an answer in two days. Agency would like to address any potential issues as soon as possible.</p> <p>Lion - Press and Poster</p> <p>The lion will be a real lion as opposed to a statue or cartoon image, which might be seen as appealing to children. Will also need to be circulated around the ASA board.</p> <p>Vice - Press and Poster</p> <p>The image is not grotesque or cartoonish and is therefore cleared.</p>	

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041	07 January 2000
CLIENT	LOCATION
Gallaher	Weybridge
PRESENT CLIENT	PRESENT AGENCY
Lesley Stears	Carrie Hindmarsh Justin Clouder Josh fuller Matt Perry

CONTACT NOTES	ACTION
<p>Client & Agency met for Status Meeting</p> <p><i>Canny</i></p> <p>Client & Agency agreed that the market had become more price aggressive through prominence of OPF on competitive advertising. Client & Agency agreed that packs should be made more prominent for future executions.</p> <p>Agency to review reproduction and positioning for all regional titles at earliest possible date.</p> <p>Client & Agency to discuss by w/c 16.2.98.</p> <p>Agency to supply slides.</p> <p><i>Outstanding</i></p> <p>Agency presented transparency & layout for press and poster versions. Client approved the page version.</p> <p>Agency to amend the poster in order that 'Out's shoes' are on a white not black square.</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Matt</p> <p>Client/Agency</p> <p></p> <p></p> <p></p> <p>Matt</p>

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Client to present revised layouts and transparencies internally.

Lesley

Client to give finalised copy for OPF disclaimer by 10.2.98.

Lesley

Client & Agency to review regional quality in last burst before committing.

Client/Agency

Client to give approval on running *Outstanding* regionally by 23.2.98.

Lesley

Agency to identify whether Imperial are conducting a regional campaign.

Josh

April Fool

Agency presented *April Fool* execution for April 1st initiative.

Client liked execution and suggested we may run it for the August burst with a revised headline.

Client to identify what price will be in April.

Lesley

Agency to supply a revised scamp.

Matt

Agency to supply timing and estimates for April 1st and August burst options.

Matt

Agency to present media recommendation.

Josh

Media

Agency presented booked media plan to year end.

Agency informed Client that regionality of outdoor has been agreed.

Agency informed Client that *Sporting Life* has been held back from schedule until it has been re-launched.

Agency informed Client that *OK* magazine had been swapped with *That's life*.

Planning

Agency presented thoughts on Royals research.

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Agency presented Sovereign Qualitative Research proposal.

Client to give feedback.

Lesley

Miscellaneous

Client & Agency to review *Canny* reproduction and positioning at next status.

Client & Agency

12.3.98

Agency to fix up Status Meetings for rest of year.

Matt Perry

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CONTACT REPORT NUMBER	DATE	
MP 06 10 96	07 January 2000	
CLIENT	LOCATION	
Gallaher	Weybridge	
PRESENT CLIENT	PRESENT AGENCY	Present Research Co.
Lesley Stears	Davide De Maestri	
	Phil Edmonds	
	Matt Perry	

CONTACT NOTES	ACTION
<p>Client and Agency met for Sovereign Research de-brief.</p> <p>Sovereign's current equity is it's a cheaper B&H. This means it is perceived as a good smoke, having consistent quality and it is reputable because of its advertising.</p> <p>A cheaper B&H means seizing the brand values of B&H and muting them a little. Conversely, because Special Filter is perceived as being a harsher smoke and Sovereign is cheaper than Special Filter, Sovereign is therefore perceived as being rougher.</p> <p>Price</p> <p>£3.00 is a big issue for this group of smokers. The 50 pence price differential is a major pull especially because Sovereign is from B&H.</p> <p>Trial</p> <p>Prompted to try because:</p> <p>When buying the price stands out.</p>	

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Friends have pointed out that there is a cheaper B&H available.

The advertising highlights the fact that it is from B&H and it is good value.

Mapping

When asked to group Sovereign amongst its competitor brands the results showed that it was consistently grouped with L&B and Royals. It was never positioned with the best (i.e. Dunhill) or Worst (i.e. Own Brand).

Sovereign is seen as fundamentally good but not ubiquitously available and not universally advertised.

Pack

Sovereign is not well packaged. Audience feel that one of the reasons they are cheaper is because money has been saved on packaging.

Tar and nicotine levels act as ingredients and identify Sovereign as the same as B&H.

Packs are not regarded particularly as a status symbol, the glamour has gone out of smoking, but they are aware that packs for cheaper or own brand cigarettes lack any status value at all.

They are positive about Sovereigns pack.

Older people who remember the original Sovereign feel the black pack gives Sovereign its own personality.

Younger people don't understand why the Sovereign is silver and see the pack as old fashioned.

They want to see more gold on the pack therefore giving it greater association with B&H.

L&B smokers perceive black packs as cheap.

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The price on the cellophane is positive.

The Advertising

Most recognised that it was recently launched.

Advertising was well recognised.

Key elements in the advertising are the Black and White tiles and the pack.

They remembered that the lines were funny in tone.

Don't remember jester character just someone who is funny.

The jester should not be pushed too hard because of the negative class connotations. He should be a happy funny character.

B&H and price dominated.

They don't recognise the symbolism of the court.

They don't understand that the executions are puns.

Any pain is seen as part of a government campaign to make people give up smoking.

They like to see happy looking jester who is not embarrassed about smoking.

They do get idea that the floor and pack give Sovereign value and quality feel.

They preferred the floor to angle into the pack.

They don't like seeing the price on the pack. Possibly would prefer it highlighted in the headline.

Future Routes

If intention is to increase the B&Hness of the product then architecture of the pack will need to change.

The name Sovereign should be smaller and the coin should be gold

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and bigger.

This closer connection with B&H will mean Sovereign will pick up a lot of Special Filter Down traders but would be less successful converting L&B smokers.

L&B has been around for a long time and it is respected because of its no nonsense low key promotion and consistent good quality.

L&B smokers will not smoke B&H. The only motivating factor for them is the price.

Sovereign could be like the Carling Black label brand of the cigarette market.

The problem with the close association with B&H is that, despite high trial levels, if you don't like B&H you won't adopt Sovereign as your regular smoke.

The advertising should be simple and superficial. The message should be an uplifting one about the good value and about Sovereigns close heritage with B&H.

Lights

They much preferred the silver pack because it was more reminiscent of the Special Filter pack.

Silver is perceived as being cheaper than gold therefore better value.

L&B smokers liked it very much.

Matt Perry

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<p>Agency to supply two illustrations of how the hand will look when photographed, including a black pack and House version.</p> <p>Agency to supply production timing plan taking note of L.S. holiday plans.</p>	<p>Agency</p>
<p>Packs</p> <p>Agency to ensure that where both packs appear in an execution their size and presence should be maintained in proportion to the size of Jester.</p>	<p>Agency</p>
<p>Price</p> <p>Agency to ensure that future advertising has the revised £2.65 price flash.</p>	<p>Agency to liase with JKR</p>
<p>Planning</p> <p>Agency to investigate further small space advertising in correlation to spend.</p> <p>Agency to investigate the possibility of repeating <i>Stretch</i> and <i>Concertina</i> in July.</p>	
<p>Media</p> <p>Client and Agency concerned that due to the delay in finalising deal with MGN the current campaign was weakened.</p> <p>Client and Agency to encourage finalising deal with MGN.</p> <p>Agency presented Regionality Study.</p> <p>Client to supply data on which regions are Gallaher heartland.</p> <p>Agency to represent results following the inclusion of this information.</p> <p>Agency to attempt to identify when L&B will launch their brand</p>	

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campaign

Competitive Review

Agency presented competitive review of L&B and Royals.

Matt Perry

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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>Client & Agency met for Status Meeting.</p> <p><i> Holding Price</i></p> <p>Agency informed Client that posters were to be supplied to PC&DS for posting on 1.12.97.</p> <p>Client & Agency agreed that the disclaimer line was at an appropriate size.</p> <p>Client & Agency agreed that the B&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 & 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>	

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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 in principle that next execution should be *Blown Away*.

Running order to be confirmed by Barry Jenner

Agency to present production costs for half page versus full page.

Outstanding Vox Pop

Agency presented video in light of Gallaher boards 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. Agency recommended that *Outstanding* should run as third execution. Barry Jenner to confirm.

Well

Client concerned that execution may be a little busy.

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

Agency pointed out that the model from *Well* can be utilised for the regional execution.

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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.

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.

Planning

Agency presented Brand Switching data.

Research highlighted the fact that communication of B&H heritage 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.

Miscellaneous

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

Matt Perry