

CREATIVE BRIEFS

Creative Brief/Job Start

IMPERIAL TOBACCO

Mustoe
Merriman
Herring
Levy

133 Long Acre
 Covent Garden
 London WC2E 9AG
 Telephone 0171 379 9999
 Facsimile 0171 379 8487

CLIENT:

PRODUCT: **LAMBERT AND BUTLER**

JOB NO:

JOB DESCRIPTION: **POSTER CAMPAIGN DEVELOPMENT**

DATE: **10.2.97**

Requirement

About 12 further L&B 48 sheet campaign executions including treatments for L&B Lights and L&B Menthol.

We need to look at developing our new campaign now so that we have a good number of executions cleared for production by CAP and Client before/if we run into complaints.

Overall Creative Considerations

1. The humour
Shouldn't be too clever. To put it in context, the "King Size" joke was missed by virtually everyone in research.
2. Content
For the later executions, it will be more important that the dialogue is witty and engaging than it will be to force a specific point about the cigarette.
3. Character's Personality
The long term success of the campaign will rely on the smoker truly liking the characters. They mustn't become too odd.
4. Price
This is a campaign all about a proper fag at an affordable price. Price must therefore regularly appear.

Considerations for variants ("Lights" and "Menthol")

Although we should have some treatments with our usual characters, both "Menthol" and to a large extent "Lights" have a very strong female bias. Could we look at extending the characters with this in mind? e.g. Lambert's sister etc.....

Discrete women's press campaign

ORIGINATED BY: *ML* CREATIVE DIRECTOR: *CHRIS HERRING*

ACCOUNT MANAGER	TRAFFIC	<i>ML HERRING</i>	DATE ISSUED	<i>10.2.97</i>
COPYWRITER	PRODUCTION BUDGET	<i>ROSIE</i>	INTERNAL REVIEW	<i>TOK</i>
ART DIRECTOR	MEDIA CHOICE	<i>ROSIE</i>	CLIENT PRES	<i>TOK</i>

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
LEVY	<i>[Signature]</i>

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CLIENT:
 PRODUCT:
 JOB NO: Imp 01 000975.
 JOB DESCRIPTION: **LAMBERT AND BUTLER POSTER CAMPAIGN**
 DATE: **13.2.97**

Requirement

A fifth 48 sheet poster concept to run in July.

It is likely that there will be a Government Budget before July and equally probable that the price of cigarettes will yet again be increased.

If this happens, Imperial want to promote L&B in July at the pre-Budget price of £2.75.

Proposition

You can still buy Lambert & Butler at the pre-Budget price of £2.75.

Considerations

Imperial are keen to make the flagged £2.75 pack prominent.
 Wit and humour all in keeping with our characters.

Revised 10/3.

ORIGINATED BY: *[Signature]* CREATIVE DIRECTOR: *[Signature]*

ACCOUNT MANAGER	TRAFFIC	DATE ISSUED	13/2/97
COPYWRITER	PRODUCTION BUDGET	INTERNAL REVIEW	15/2/97
ART DIRECTOR	MEDIA CHOICE	CLIENT PRES	21/2/97

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
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Creative Brief/Job Start

Mustoe **Merriman** **Herring** **Levy**
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IMPERIAL TOBACCO

CLIENT:
 PRODUCT: SALES AID
 JOB NO: Imp/01/A2009
 JOB DESCRIPTION:
 DATE: 24 February 1997

Requirement

Headline and art direction for front cover of Lambert and Butler sales aid.

Imperial's sales force need a talking point/reference when they go out and talk to the trade about new campaigns - hence the sales aid (rough layout attached). We need a headline to sum up the new L&B campaign, ideally put into the dialogue of our characters.

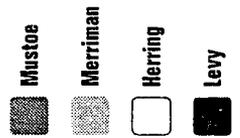
Message

Introducing Lambert and Butler's first ever brand campaign.

ORIGINATED BY: <i>Mustoe</i>	CREATIVE DIRECTOR: <i>Cris Herring</i>		
ACCOUNT MANAGER	TRAFFIC <i>M. HADDON</i>	DATE ISSUED	<i>25/2/97</i>
COPYWRITER <i>Rose E</i>	PRODUCTION BUDGET	INTERNAL REVIEW	<i>28/2/97</i>
ART DIRECTOR <i>Marty Sue</i>	MEDIA CHOICE <i>Print</i>	CLIENT PRES	<i>28/3/97</i>


 MUSTOE
 MERRIMAN
 HERRING
 LEVY

Creative Brief/Job Start



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CLIENT: Imperial Tobacco
 PRODUCT: L&B
 JOB NO: Imp/01/A01103
 JOB DESCRIPTION: Lambert and Butler Mailing.
 DATE: 4/4/97

OPPORTUNITY

Very confidentially, we've been asked to look at creative work for a L&B mail piece (LHS Interfocus also have the brief!).

This is a real opportunity for us to demonstrate our below the line credentials to a Client that spends much of its budget below the line.

BACKGROUND

Labour are likely to be elected and, if they are, a mini-budget is equally likely. Cigarettes will almost certainly suffer a price increase. Irrespective of this increase, L&B will hold their price.

We want to communicate this using our characters along with an offer to the recipient of 5 x 20p vouchers for money off next purchase.

REQUIREMENT

Concepts for a post Budget Lambert and Butler direct mail piece.

Two routes required:

PROPOSITION FOR ROUTE 1

Despite the budget increase, Lambert and Butler haven't gone up. What's more, you'll save £1.00 on your next 5 packs of L&B.

PROPOSITION FOR ROUTE 2 (in the event of cigarettes not going up in price).

Lambert and Butler, a decent smoke at an even more attractive price. Save £1.00 on your next five packs of L&B.

CREATIVE CONSIDERATIONS

- make full use of our advertising characters.
- size and format to be recommended.
- The £1.00 money off vouchers must be made up of 5 x 20p individual vouchers (ie. you can only redeem 20p against each packet).
- Envelope must have " Only for Adult smokers " on it.

PRINT RUN - 1 1/2 m.
TIMING - JUNE.

ORIGINATED BY:

Thurley

CREATIVE DIRECTOR:

CHRIS HERRING

ACCOUNT MANAGER	TRAFFIC	DATE ISSUED
COPYWRITER	PRODUCTION BUDGET	INTERNAL REVIEW
ART DIRECTOR	MEDIA CHOICE	CLIENT PRES

MUSTOE
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CLIENT: **Imperial Tobacco**
 PRODUCT: **Lambert & Butler**
 JOB NO: **Imp/OI/AO 1132**
 JOB DESCRIPTION:
 DATE: **21 May 1997**

Opportunity

The competition is really 'hotting up' between the lower priced brands - particularly between Lambert & Butler and Sovereign.

Sovereign are really making the most of their Jester Campaign with a heavy presence at the point of sale. They've even got their Jester on pack.

We want to look at introducing our characters to both our single pack and our 100 pack.

Requirement

Art directors visuals/mock ups using our characters on:

- a) Single pack (rayofane)
- b) 100 pack (paper)

Concepts for both a general and a specific proposition are required.

Objective

- 1. Remind people of the advertising characters at the point of sale.
- 2. Communicate the good value of Lambert & Butler cigarettes.

Proposition

General

- a) Lambert & Butler is exceptionally good value.

Specific

- b) Lambert & Butler - great value at just £2.72.

Considerations

- 1. We cannot change the position of any of the current packaging elements.
- 2. The design must work when the packs are on-shelf side by side.
- 3. The packs must be highly visible from counter to shelf.
- 4. Rayofane print can have up to six different designs on the run.

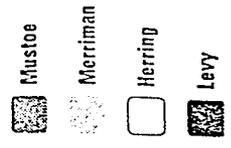
ORIGINATED BY: *Mustoe*

CREATIVE DIRECTOR: *Chris Herring*

ACCOUNT MANAGER	TRAFFIC	DATE ISSUED
COPYWRITER <i>ROSIE</i>	PRODUCTION BUDGET	INTERNAL REVIEW <i>30.5.97</i>
ART DIRECTOR <i>Mustoe</i>	MEDIA CHOICE	CLIENT PRES <i>21.5.97</i>

MUSTOE	<i>[Signature]</i>
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Creative Brief/Job Start



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CLIENT: **Imperial Tobacco**

PRODUCT: **L&B advertising**

JOB NO: Job Number **Imp 01/A01162**

JOB DESCRIPTION: Job Description

DATE: **27 June 1997**

Background

We're extending the awareness of our characters by advertising in pubs and clubs around the country. We've got mini poster sites in student bars, public bars and toilets and we want creative work that relates to their placement eg. "King size Butler?..." in the gents.

Requirement

Headlines and layouts for bars/toilets
 sizes for Bar area - A1 and 4 sheet (portrait)
 size for toilet area - Approx. A3

Target

Smokers, male and female predominantly 20-30 years.

Proposition

Lambert & Butler - a decent cigarette at an affordable price.

Creative guidelines

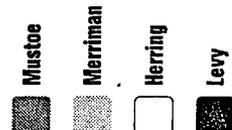
- Although this does not have to go through CAP, we must follow CAP guidelines.
- We must use existing photography.

ORIGINATED BY: *[Signature]* CREATIVE DIRECTOR: *Chris Herring*

ACCOUNT MANAGER	TRAFFIC <i>[Signature]</i>	DATE ISSUED 30.6.97
COPYWRITER <i>[Signature]</i>	PRODUCTION BUDGET	INTERNAL REVIEW 9.7.97
ART DIRECTOR <i>[Signature]</i>	MEDIA CHOICE POSTERS	CLIENT PRES 11.7.97

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
LEVY	<i>[Signature]</i>

Creative Brief/Job Start



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CLIENT:
Imperial Tobacco
 PRODUCT:
Lambert & Butler trade campaign
 JOB NO:
 JOB DESCRIPTION: Imp or 21 / 201156.
 DATE:
30 June 1997

Background

The battle between the low price cigarette brands is fierce and Imperial have taken the decision to cut the price of L&B in July and August to fend off the competition. This is a significant step as cigarettes invariably go up after a Government Budget (2 July).

We want to tell the trade about the drop so that they are geared up for the extra demand.

Requirement

Two full page colour layouts to run in trade titles like the Grocer. (Probably adapts of existing August creative).

Target

Buyers of tobacco for multiples and CTN's.

Proposition

There'll be more call for L&B after the Budget, so stock up now.

Support

- Despite the budget, special packs of L&B will be available at the reduced price of just £2.69 in July and August.
- L&B price offer will be promoted via a heavyweight National poster Campaign throughout August.

Guidelines

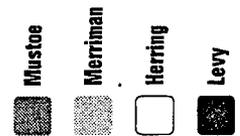
- As this is trade advertising Health warnings are not required.

ORIGINATED BY: M. THURLES CREATIVE DIRECTOR: CHRIS HERRING

ACCOUNT MANAGER	TRAFFIC	<u>W. HAROLD</u>	DATE ISSUED	<u>30.6.97</u>
COPYWRITER	PRODUCTION BUDGET		INTERNAL REVIEW	<u>3.7.97</u>
ART DIRECTOR	MEDIA CHOICE	<u>TO DEPT'S</u>	CLIENT PRES	<u>4.7.97</u>

MUSTOE	<u>[Signature]</u>
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HERRING	<u>[Signature]</u>
LEVY	<u>[Signature]</u>

Creative Brief/Job Start



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CLIENT: **Imperial Tobacco Ltd.**

PRODUCT: **Lambert & Butler**

JOB NO: *Imp/2E/PO1159*

JOB DESCRIPTION:

DATE: **7 July 1997**

Requirement

Dialogue and layout for our Lambert & Butler characters for an insertion in the Brecon Jazz Festival Programme. (Size 190mm X 128mm).

Imperial are taking a full page colour insertion in the programme and they want headline dialogue to relate to Jazz in some way.

The Brecon Jazz Festival held in August, is Britain's most popular Jazz event and is for serious Jazz lovers.

Health Warning

Smoking kills (white out of black).

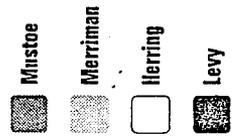
ORIGINATED BY:

CREATIVE DIRECTOR: *Chris Herring*

ACCOUNT MANAGER	TRAFFIC <i>bl...</i>	DATE ISSUED <i>27.9.97</i>
COPYWRITER <i>W. Keith</i>	PRODUCTION BUDGET	INTERNAL REVIEW <i>8.3.97</i>
ART DIRECTOR <i>Sl...</i>	MEDIA CHOICE	CLIENT PRES <i>5.6.97</i>

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
LEVY	<i>[Signature]</i>

Creative Brief/Job Start



133 Long Acre
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CLIENT: **Imperial Tobacco Ltd.**

PRODUCT: **Lambert & Butler card inserts.**

JOB NO: *Imp/01/AD1176.*

JOB DESCRIPTION:

DATE: **9 July 1997**

Background

Lambert & Butler's packaging has been updated as a result of extensive pack research. The new pack's (from Nov 1) will have a diagonal logo on the lid. We want to make sure that L&B smokers know that the cigarettes remain exactly the same.

Requirement

Card insert incorporating our characters, size approx. 7cm X 5cm. Full colour one side, black only on reverse.

Proposition

Our packs have had a face lift but our cigarettes are exactly the same.

Support

- Research amongst L&B smokers showed that the changes make the packaging more interesting - hence the face lift.
- Cigarettes are still the same and continue to be produced to the highest standards of quality.

Mandatory

"Health tips" - copy and size allocation as per sample attached.

ORIGINATED BY: *[Signature]*

CREATIVE DIRECTOR: *Chris Heming*

ACCOUNT MANAGER	TRAFFIC <i>[Signature]</i>	DATE ISSUED <i>9.7.97</i>
COPYWRITER <i>[Signature]</i>	PRODUCTION BUDGET	INTERNAL REVIEW
ART DIRECTOR <i>[Signature]</i>	MEDIA CHOICE	CLIENT PRES <i>9.2.1997</i>

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
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Imperial Tobacco

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 Facsimile 0171 379 8487

CLIENT: Castella | *Castella*

PRODUCT:

JOB NO: *Imp/02/P01275*

JOB DESCRIPTION: 15 July 1997

Imp/02/A01276

PRESS

INSERT

DATE:

Background

Castella is Imperial's most popular cigar brand. They're no.2 to Gallaher's Hamlet. Imperial want to build their database of Hamlet smokers so that they can convert them to Castella.

They've been highly successful at this already, and have the structure and contents of a name recruitment ad in place already.

Requirement

Wick ~~Mustoe~~ to revise layout and art direction of existing 1/2 page colour ad.
Size 25x4 colour.

2 versions

a) Exactly as is

b) Alternative headline:

Happiness is a FREE pack of Hamlet Cigars - An offer to all Hamlet Smokers.

ORIGINATED BY:

Wick

CREATIVE DIRECTOR:

Chris Herring

ACCOUNT MANAGER	TRAFFIC <i>W. J. Taylor</i>	DATE ISSUED <i>17/7/97</i>
COPYWRITER <i>Kevin</i>	PRODUCTION BUDGET	INTERNAL REVIEW <i>28/7/97</i>
ART DIRECTOR <i>Wick</i>	MEDIA CHOICE <i>Press</i>	CLIENT PRES <i>24/8/97</i>

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
LEVY	<i>[Signature]</i>

Creative Brief/Job Start

Lambert & Butler

Mustoe
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 Levy

133 Long Acre
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 London WC2E 9AG
 Telephone 0171 379 9999
 Facsimile 0171 379 8487

CLIENT:

PRODUCT:

JOB NO:

Imp 101/PO1159.

JOB DESCRIPTION:

15 July 1997

DATE:

Requirement

Full page colour trade ad to appear in the National Federation of Retail Newsagents Year Book.

We need a trade ad that will be relevant for most of '98 and therefore non price specific.

Proposition

As Lambert and Butler become more popular, more of your customers will be asking for them - make sure to stock up.

Support

L&B is continuously gaining market share. Imperial are confident enough to make this statement throughout '98.

Consideration

Can we adapt the previously approved trade ad - "Better tell them to stock up..." (attached)?

CD 25/7

ORIGINATED BY:

Martin

CREATIVE DIRECTOR:

Chris Herring

ACCOUNT MANAGER	TRAFFIC <i>M. HERRING</i>	DATE ISSUED <i>15/7/97</i>
COPYWRITER <i>Chris</i>	PRODUCTION BUDGET	INTERNAL REVIEW
ART DIRECTOR <i>John</i>	MEDIA CHOICE <i>FREE</i>	CLIENT PRES

SILVER

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
LEVY	<i>[Signature]</i>

Creative Brief/Job Start

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CLIENT: **Imperial Tobacco Ltd.**
 PRODUCT: **Lambert & Butler card inserts.**
 JOB NO: *Imp 01/101176*
 JOB DESCRIPTION:
 DATE: **25 July 1997**

REVISED BRIEF

Background

Lambert & Butler's packaging has been updated as a result of extensive pack research. The new packs (from Nov 1) will have a diagonal logo on the lid. We want to make sure that L&B smokers know that the cigarettes remain exactly the same.

Requirement

Art direction and copy for a mini letter forming a card insert written from the characters, size approx. 7cm X 5cm. Full colour one side, black only on reverse.

Proposition for the letter

Our packs have had a face lift but our cigarettes are exactly the same.

Copy guide

Dear Customer,

You may have noticed that we've updated our packs.

However, we'd like to assure you that our cigarettes remain exactly the same, produced to the highest standard of quality.

Yours faithfully

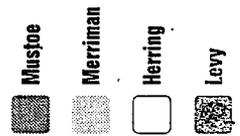
Lambert/Butler

Mandatory

"Health tips" - copy and size allocation as per sample attached.

ORIGINATED BY: <i>[Signature]</i>	CREATIVE DIRECTOR: <i>Chris Horn</i>	MUSTOE <i>[Signature]</i>
ACCOUNT MANAGER <i>[Signature]</i>	TRAFFIC <i>[Signature]</i>	MERRIMAN <i>[Signature]</i>
COPYWRITER <i>[Signature]</i>	PRODUCTION BUDGET <i>[Signature]</i>	HERRING <i>[Signature]</i>
ART DIRECTOR <i>[Signature]</i>	MEDIA CHOICE	LEVY <i>[Signature]</i>
	DATE ISSUED <i>25.7.97</i>	
	INTERNAL REVIEW <i>25/7/97</i>	
	CLIENT PRES <i>25/7/97</i>	

Creative Brief/Job Start



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CLIENT: Imperial Tobacco

PRODUCT: Lambert & Butler Menthol

JOB NO: Imp/21/701196

JOB DESCRIPTION: _____

DATE: 30 July 1997

Background

Imperial are about to launch L&B Menthol. Menthol cigarettes have a strong female bias and the launch campaign will therefore appear in discreet women's press. We want to develop advertising that uses our characters and considers extending their use with this female bias in mind.

Requirement

Page Colour concepts to launch L&B Menthol for Women's Press.

Proposition

New L&B Menthol - a decent Menthol cigarette at a decent price.

Support

Finest quality tobacco with Menthol for just £2.69 (Price TBC)

Summary of Campaign Guidelines

1. Overall art direction

Because this is a dialogue campaign, we need to make sure that each execution looks sufficiently different.

2. The Humour

Shouldn't be too clever. To put it in context, the "King Size" joke was missed by virtually everyone in research.

3. Characters' Personality

The long term success of the campaign will rely on the smoker truly liking the characters. They mustn't become too odd.

4. Price

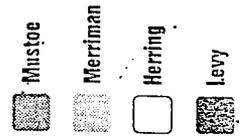
This is a campaign all about a proper fag at an affordable price. Price must therefore appear regularly.

ORIGINATED BY: Martin CREATIVE DIRECTOR: Chris Herring

ACCOUNT MANAGER	TRAFFIC	<u>M. HARDING</u>	DATE ISSUED	<u>31.7.97</u>
COPYWRITER	PRODUCTION BUDGET	<u>TBC.</u>	INTERNAL REVIEW	<u>31.7.97</u>
ART DIRECTOR	MEDIA CHOICE	<u>PRESS.</u>	CLIENT PRES	<u>31.7.97</u>

MUSTOE	<u>[Signature]</u>
MERRIMAN	<u>[Signature]</u>
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Creative Brief/Job Start



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CLIENT: Imperial Tobacco

PRODUCT: Lambert & Butler Cash Mats

JOB NO: Imp 01 A01217

JOB DESCRIPTION: _____

DATE: 26 August 1997

Requirement

Concepts using our characters to appear on cash mats in retail outlets. (size as sample).

They are predominantly placed by the till and used to put change on.

Concepts need to be witty, straight forward and ideally cigarette related.

(Health warning size as per Spotkings sample.)

ORIGINATED BY:

CREATIVE DIRECTOR: *Chris*

ACCOUNT MANAGER	TRAFFIC <i>[Signature]</i>	DATE ISSUED
COPYWRITER	PRODUCTION BUDGET <i>[Signature]</i>	INTERNAL REVIEW
ART DIRECTOR CATHERINE	MEDIA CHOICE	CLIENT PRES

MUSTOE	<i>[Signature]</i>
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CLIENT: Imperial Tobacco
 PRODUCT: Lambert & Butler
 JOB NO: *IMP/01/001264*
 JOB DESCRIPTION: January Posters
 DATE: 17th September 1997

BACKGROUND

The Chancellor's 19p Budget increase on cigarettes will come into effect on 1st December.

Most brands will increase their pack price immediately. Imperial, however, will continue to sell Lambert & Butler at their pre-Budget price of £2.75 on price marked packs throughout January '98.

We need to communicate this price message as boldly as possible.

Important Creative Considerations

- In previous years, Imperial has had great success from posters simply showing price marked packs. (See attached). We have specifically been asked to make the pack/s the hero for this activity. ie, pack size is far more important than the characters on this occasion.
- Research has flagged up a real concern. Although the posters are well liked, people don't notice the different executions enough. We have been asked to look at colourways with a view to freshening up the look.

PROPOSITION

Lambert & Butler – still only £2.75 on price marked packs.

REQUIREMENT

Headlines and art director's layouts for 48 sheet posters.

INITIATED BY	CREATIVE DIRECTOR	<i>Chris Herring</i>	
ACCOUNT MANAGER	WAP	<i>M. HAZOME</i>	DATE ISSUED <i>18/9/97</i>
DESIGNER	PRODUCTION S. SHEET		INTERNAL REVIEW <i>18/29/97</i>
ART DIRECTOR	MEDIA CHOICE	<i>POSTERS</i>	CLIENT PRES <i>TBC</i>

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
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Creative Brief/Job Start

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Imperial Tobacco

CLIENT

Lambert & Butler

PRODUCT

JOB NO:

Imp/06/001264

JOB DESCRIPTION:

22.9.97

DATE:

BACKGROUND

We know that our Lambert & Butler campaign is performing better than Imperial's other campaigns but we do need to address an issue resulting from research feedback.

Although we have run over eight different executions, people are not noticing the difference between each of them, ie. they see it as one poster.

REQUIREMENT

A selection of different colourways to make the posters look different. Colours in sympathy with the pack design.

(Note – Imperial are so worried about this that they have asked a local design consultancy to look at colours as well!)

ORIGINATED BY

Martin

CREATIVE DIRECTOR

Chris

ACCOUNT MANAGER

TRAPPEL

DATE ISSUED

22.9.97

COPYWRITER

PRODUCTION BUDGET

INTERNAL REVIEW

24.9.97

ART DIRECTOR

Tim

MEDIA CHOICE

CLIENT PRES

22.9.97

MUSTOE

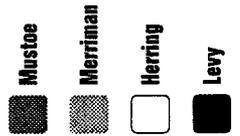
MERRIMAN

HERRING

LEVY

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Creative Brief/Job Start



133 Long Acre
 Covent Garden
 London WC2E 9AG
 Telephone 0171 379 9999
 Facsimile 0171 379 8487

CLIENT: Imperial Tobacco
 PRODUCT: Menthol Sales Aid
 JOB NO: *Imp/OI/A01265*
 JOB DESCRIPTION:
 DATE: 14.10.97

REQUIREMENT

Design and introductory headline for a one page A4 sales presenter.

(Content as per attached).

OVERALL PROPOSITION

Your customers will be asking for L&B Menthol from November.

ORIGINATED BY:

Martin

CREATIVE DIRECTOR:

John

ACCOUNT MANAGER	TRAFFIC <i>Martin</i>	DATE ISSUED	<i>14/10/97</i>
COPYWRITER	PRODUCTION BUDGET	INTERNAL REVIEW	<i>TBC</i>
ART DIRECTOR <i>John</i>	MEDIA CHOICE	CLIENT PRES	<i>TBC</i>

MUSTOE	<i>[Signature]</i>
MERRIMAN	<i>[Signature]</i>
HERRING	<i>[Signature]</i>
LEVY	<i>[Signature]</i>