

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO	JOB NO	17/16/090201
PRODUCT	JOHN PLAYER SPECIAL		
DESCRIPTION	FREE LIGHTER PROMOTION		17/16/090202
REQUIREMENT	1x 48s 1x FP COL PRESS INSERT (14)	AIRDATE / INSERTION DATE	1.4.96

Background

JPS was a vivid icon of the 70's. Its black pack, gold monogram and Formula 1 sponsorship exuded both sex and machismo, whilst it was priced well below the premium sector. It's since been seen as rather 'dated', its price has increased, and it has lacked advertising support - the last successful campaign was the 'Black' campaign featuring the pack as hero and puns on 'black'.

Now B&H has launched 'Sovereign' - a black and gold pack which costs less than JPS. So, we are offering a free lighter which encourages loyalty/trial; reasserts the brand's sexy, black design and gets JPS seen. We have only limited advertising exposure, and need to gain attention and involvement fast. We therefore want to harness the strong advertising heritage of the 'Black' campaign, which is capable of extending through the line.

Advertising Objective

To tell consumers it's OK to smoke JPS again

Proposition

Get a free lighter back from JPS

Support

- Promotional inserts appear in all JPS Black and Lights packs from April.
- Collect 25 and get a refillable petrol lighter (see attached)

Target Audience

This will be in London and SE only. i) Existing JPS smokers who'll appreciate public support for their brand, as well as a free lighter. (ii) Lapsed JPS smokers for whom the brand's been 'out of sight', but who'd still find the JPS pack attractive (iii) smokers who may know JPS as a 70's, 'medallion man' brand, or haven't thought about it and what it offers - good looking pack, premium quality cigarette at an affordable price.

Requirement

- Single A4 FP colour insert for regional/national press to be printed on glossy stock so brand values communicated, & production values retained.
- One 48s

Guidelines

- Use 'Black' pun idea and feature lighter
- Disclaimer: 'Collect 25 tokens in JPS Black & JPS Lights marked packs. Offer open only to UK resident smokers aged 18 or over. Closes on 30.9.96'.
- CAP rules apply ie no encouragement to smoke/smoke more.

CREATIVE TIME ALLOWED

2 WEEKSAPPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

8.2.96.

FINAL REVIEW DATE

15.2.96

DAY ORIGINATED	1.2.96	TRAFFIC EXECUTIVE	N Hawkins	COPYWRITER	LM
DATE ISSUED	5.2.96	PLANNING	J Hockenzie	ART DIRECTOR	CURTIS
ORIGINATED BY	B Savory	ACCOUNT MANAGER	B Savory	CREATIVE BUDGET	TBA

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	Imperial	ITT	JOB NO
PRODUCT	Embassy Lights		ITT/32/P90711
DESCRIPTION	Launch Campaign		ITT/32/090712
REQUIREMENT	3 x single page colour press and 48s (3x)	AIRDATE / INSERTION DATE	July 96

Background

~~Background~~

In July ITL are launching Embassy Lights as their player in the growing low tar sector, which can compete against the premium priced Marlboro Lights & Silk Cut. Embassy brand personality is 'rough': masculine, no-nonsense, and pretension-hating. The competition (Lights) are all poseurs: Marlboro/Camel via 'cool' American values; B&H Lights rebellious 'yoof' whilst Silk Cut takes the sophisticated, intellectual high ground

Target Audience

Men primarily 18-24: i) Current Lights smokers who don't feel affinity with existing light brands either because their image isn't 'right' or because they're in low tar reluctantly and dislike the image of both the sector and the brands. ii) Current full strength smokers who know they have to move to low tar, but want it camouflaged - to avoid being teased as a "wimp" or "poof" by their mates. They'd welcome a cigarette that takes a different stance, gives them an excuse for moving. Both groups are looking for something which doesn't currently exist - a mainstream alternative which has more to offer than just lightness.

Advertising objective

Announce the arrival of Embassy Lights as a genuine alternative

Proposition

Embassy Lights - Now there are Lights with a rough edge

Support

- Embassy Lights are 5mg tar 0.5 mg - the equivalent of Silk Cut original and lower than Marlboro/Camel Lights (6/0.5). So we're just as light and smooth.
- E.Lights come in a distinctively plain, unfussy pack with a copper and gold stripe
- The Embassy brand personality

Tone of Voice

Plain speaking, no nonsense

Requirement

- The pack design must be integral and central to these ads - we must know it's a new Light Embassy.
- This is an announcement ad so we need a plain simple idea that can be properly executed for both Press (portrait) and 48s (ie we don't have the luxury of building a campaign over time)
- Needs to be as different as possible from current campaign for Embassy Focus scheme.
- CAP rules apply

CREATIVE TIME ALLOWED

crvte time 4 wks

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

18th MARCH

FINAL REVIEW DATE

1st APRIL

DAY ORIGINATED	27/2/96	TRAFFIC EXECUTIVE	KAWK	COPYWRITER	Jez
DATE ISSUED		PLANNING	Rchewzie	ART DIRECTOR	Alan.
ORIGINATED BY	BRETT	ACCOUNT MANAGER	ALEX	CREATIVE BUDGET	110K

CREATIVE BRIEF

CLIENT	Imperial	JOB NO	111/50/
PRODUCT	Lambert & Butler		090710
DESCRIPTION			
REQUIREMENT	1 x 48s	AIRDATE / INSERTION DATE	July 96

Background

L&B is now ITL's biggest brand. The reasons for its success are not clear - it's done far better than its 'economy' peers. L&B is seen as superior to them, but below premium brands, and the only advertising support has been P.O.S-style executions re price after a Budget. As L&B grows it gains critical mass - the more visible, the more socially acceptable. We want to build on this momentum - or trigger it in upcoming areas - by reassuring smokers of L&B's acceptability.

The role for advertising

To reassure that L&B is the quality value brand

Target Audience

Smokers in their late 20's/early 30's who are with L&B or need to move to a cheaper fag but don't want to feel judged. L&B is perfect because it's difficult to categorise, so doesn't carry the stigma of other economy aka 'cheapo' brands. These people don't want the cigarette they smoke to make a statement about them.

Proposition

L&B ~~an economy~~ brand you can respect

high quality value brand
which is exactly what they need

Brand Personality/tone of voice

Conservative (with a small 'c') but with an unexpected streak of flamboyance.

Support

i) L&B comes in a good-looking pin-striped silver pack that never looks out of place; it's a good quality smoke and has heritage in its name (ii) However, there's always a vivid price flash on the pack. Whilst this may seem rather surprising given the brand's inherent respectability, flashes are actually the representation of a positive modern virtue - value. (This contrast between pack and flash could become a distinctive characteristic in its own right.) iii) L&B is £2.54 (same as Caven 'A', Bentley KS) - premium brands eg B&H are £2.89

Requirement

1 x 48s. Idea must be capable of carrying a clear price message when required and, extending beyond one execution.

CREATIVE TIME ALLOWED

crtrve time 4 wks

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

DAY
ORIGINATED

27/2/96

TRAFFIC
EXECUTIVE

KATOK

COPYWRITER

Paul Copeland

DATE
ISSUED

29.2.96

PLANNING

REVIEW

ART
DIRECTOR

Steve McCabe

INTERIM REVIEW DATE

18th MARCH

FINAL REVIEW DATE

1st APRIL

ORIGINATED
BY

BRETT

ACCOUNT
MANAGER

ALEX

CREATIVE
BUDGET

£ 55K

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO	111/501
PRODUCT	Lambert & Butler		090722
DESCRIPTION	Brand Advertising		
REQUIREMENT	1 x 48s	AIRDATE / INSERTION DATE	Aug '96

Background

L&B is now ITL's biggest brand. It's done far better than its 'economy' peers ie cheaper cigarettes, although the only advertising support has been P.O.S-style executions re price after a Budget. As L&B grows it gains critical mass - the more visible, the more socially acceptable. We want to build on this momentum, or trigger it in upcoming areas by making L&B and what it offers visible.

The role for advertising

To communicate that L&B is the quality value brand

Target Audience

Smokers in their late 20's/early 30's who having tightened their belt are not prepared to compromise on their cigarettes - their one remaining luxury. They want a decent smoke but don't want to pay a premium for it. A lot of current smokers have come to the brand having tried one, found it quite smooth and then looked at the price.

Proposition

A good quality cigarette for £2.54.

Support

- 1) No compromise on quality of L&B's tobacco
- 2) Perceived as a much smoother, better flavoured smoke than other lower priced fags
- 3) However, only £2.54 - 35p cheaper than the likes of B&H

Requirement

1x48s that can work as a one-off execution but could be extended in time

Tone

Down-to-earth, conservative, warm, confident - not challenging,
or trying to strike an attitude, (not for image conscious 'yoof').

Guidelines

CAP rules apply ie avoid encouraging smoking/suggestion it's relaxing
Avoid superiority claims

CREATIVE TIME ALLOWED	
8 DAYS	
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	Seen
PLANNING DIRECTOR	<i>[Signature]</i>
MANAGEMENT	<i>[Signature]</i>
CREATIVE DIRECTOR/ GROUP HEAD	<i>[Signature]</i>
INTERIM REVIEW DATE	
29th April 96	
FINAL REVIEW DATE	
3rd May 96	

DAY ORIGINATED	24.4.96	TRAFFIC EXECUTIVE	M. Hawkins	COPYWRITER	MCCABE
DATE ISSUED		PLANNING	S. Mackenzie	ART DIRECTOR	COPPELAND
ORIGINATED BY	B. Serony	ACCOUNT MANAGER	A. Pennell	CREATIVE BUDGET	£ 50K

CREATIVE BRIEF

CLIENT	Imperial Tobacco Ltd	JOB NO	ITT/03/090752
PRODUCT	REGAL		
DESCRIPTION	'Blue' Campaign		ITT/03/P90751
REQUIREMENT	7 x 48s + 2 x Press adapts	AIRDATE / INSERTION DATE	Nov 96 - AUG 97

Background

In Scotland and the North, Regal is the premium-priced brand leader and smoking it immediately identifies you as part of a big, sociable crowd, (rather than too flash or, stingy in the case of B&H or Economy brands). Two years ago we had to find a replacement for 'Reg' who was accused of becoming a youth cult and consequently faced a ban. The 'Something Old/New/Borrowed Blue' campaign was developed and as "a big well-known saying for a big well-known brand", was seen as a perfect fit.

We now need more executions in the campaign - taking into account what we've learnt about it from inception to date (see Learning/Guidelines)

Advertising Objective

To keep reminding people of Regal's popularity and everydayness

Target Audience

Lads/lasses of Northern/Scottish Drinking Classes - broke, buggered about and proud can still have a drink and a laugh - which Regal goes hand in hand with.

Proposition

You've always got your Regal (the smoker's mate)

Tone of Voice

Friendly, humourous, knowing. Sparky pub humour which, without being too cruel or yobbish, enjoys good-natured pratfall gags or teasing interesting characters. Hence the popularity of 'Perm' 'Hanky' 'Teeth' 'Razor' and 'Shoe' (seen as a 'character').

Learning/Guidelines

- Keep people reading acrosss (or they only see a bunch of unrelated words & pictures)
- Need to keep story simple and relatively easy to decode (fewer sites plus, they resent being teased by smartasses)
- Strong first visual - person or quirky/characterful object eg shoe, works best to capture attention and get them into the sequence
- Avoid visuals becoming too dark/cluttered and maximise contrast between frames
- Blue may only be used in relation to the pack (ie the last frame)

CREATIVE TIME ALLOWED	
3 WCC	
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	
PLANNING DIRECTOR	
MANAGEMENT	
CREATIVE DIRECTOR/ GROUP HEAD	

DAY ORIGINATED	19.7.96	TRAFFIC EXECUTIVE	M Hawkins	COPYWRITER		INTERIM REVIEW DATE	31st July 96
DATE ISSUED		PLANNING	J Mackenzie	ART DIRECTOR		FINAL REVIEW DATE	12th Aug 96
ORIGINATED BY	J Mackenzie B Savory	ACCOUNT MANAGER	K Davidson	CREATIVE BUDGET	£ 372K TOTAL		

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	Imperial Tobacco Ltd	JOB NO	111/01/090153
PRODUCT	EMBASSY No.1		
DESCRIPTION	'Focus' campaign		111/01/P90754
REQUIREMENT	5 x 48s (+2 x Nat.press adapt), 1 x mag DPS (TBC)	AIRDATE / INSERTION DATE	Nov/Dec 96 - AUG 97

Background

Embassy's dilemma has always been that while its smokers love the brand for its blunt, plain style, they still want its advertising to show it's got the colour, class and popularity of the top-drawer booze and fag brands, (which it is eg in Midlands). Hence the use of the gifts you get from the 'Focus' points in every pack (ie as some positive, tangible things that the brand can talk about, without becoming too abstract/poncey).

Advertising Objective

Make Focus gifts part of what people like about the brand - to reinforce collectors' saving habit and attract non-collectors.

Target Audience

All Embassy smokers, C2DE (esp 18-30 Midlands men and women). Like good-looking ads but not they're not the intelligentsia. Around 2/3 of them already use the Focus scheme; as they see it, collecting is no different to not throwing your small change away. It only becomes abit naff and embarrassing when it tries to hard to look 'aspirational' & self-important.

Proposition

Embassy Focus Points are too valuable to waste

Support

- If you're buying the fags anyway, the Focus points are thrown in for free (so you might as well... "and why not?").
- A huge range of gifts.

Tone of Voice

Funny, up-beat, straightforward (ie not pretentious or trying to be too clever or sophisticated)

Guidelines

- usual CAP + no children's gifts/things with 'particular appeal' to young eg CDs; no sports gifts or, anything over 312 points
- executional balance of very clear central gag + vivid/colourful production (esp 48s)
- gifts should appear to be in laughably impractical situations; so they're 'unuseable', rather than just plain 'useless' of inherently naff/irrelevant (esp to younger smokers)

CREATIVE TIME ALLOWED	3 WEEKS
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	
PLANNING DIRECTOR	
MANAGEMENT	
CREATIVE DIRECTOR/ GROUP HEAD	
INTERIM REVIEW DATE	31st July 96
FINAL REVIEW DATE	1st AUG 96

DAY ORIGINATED	11.7.96	TRAFFIC EXECUTIVE	H. Hawkins	COPYWRITER	
DATE ISSUED	1	PLANNING	J Mackenzie	ART DIRECTOR	
ORIGINATED BY	J Mackenzie	ACCOUNT MANAGER	K Davidson	CREATIVE BUDGET	£ 371K TOTAL

CREATIVE BRIEF

CLIENT	Imperial Tobacco Ltd	JOB NO	ITL/501
PRODUCT	Lambert & Butler		090759
DESCRIPTION	Post Budget Price Ad		
REQUIREMENT	48 sheets	AIRDATE / INSERTION DATE	January 96

Why are we advertising?

L&B is ITL's biggest brand, and is one of the few brands in the cigarette market that continues to grow. It is seen as superior to its other 'economy' peers, despite the fact that advertising support to date has only been of the 'post Budget price' variety.

The advertising currently planned for December is designed to build L&B's credibility and flag it as the quality value brand; consumers must therefore be reassured that it still falls squarely into the 'economy' camp as well. For this reason, we need to tell them that the price per pack has not changed after the Budget in November.

Who are we talking to?

Smokers in their late 20's/early 30's who currently smoke cheaper fags or are considering it and want to avoid any social stigma associated with 'economy' brands. Because L&B is difficult to categorise, it refrains from making a statement about the smoker, which is ideal for these people. The growth in credibility of the brand, however, must be supported by the occasional tactical reminder that this is essentially a cheap fag, as well as a good one.

What do we want the advertising to say?

L&B's are still only £2.57

Why should the consumer believe this?

A pack of 20 L&B will remain at £2.57 after the budget.

Brand Personality/Tone of Voice

Decent and fair - ie. a decent smoke at a fair price.

Requirement

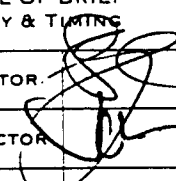
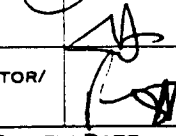
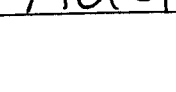
48 sheet execution.

Guidelines

Consider execution within the approved 'A Thoroughly Decent Smoke' campaign.

If setting up 'indecent' for above campaign, avoid purile and overtly smutty humour.

All CAP rules apply.

CREATIVE TIME ALLOWED	
4 WEEKS.	
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	
PLANNING DIRECTOR	
MANAGEMENT	
CREATIVE DIRECTOR/ GROUP HEAD	
INTERIM REVIEW DATE	
15th Aug	
FINAL REVIEW DATE	
29th Aug.	

DAY ORIGINATED	30/7	TRAFFIC EXECUTIVE	HAWKINS	COPYWRITER	Mcabe
DATE ISSUED	30/7	PLANNING	MACKENZIE	ART DIRECTOR	Copeland
ORIGINATED BY	DAVIDSON	ACCOUNT MANAGER	DAVIDSON	CREATIVE BUDGET	£30k.

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	ITL	JOB NO	111/60/090745
PRODUCT	GOLDEN VIRGINIA DARK		
DESCRIPTION	LAUNCH ADVERTISING		111/60/090741
REQUIREMENT	48S + PRESS(PORTRAIT) for Virginian magazine	AIR DATE / INSERTION DATE	OCT '96

Why are we advertising

The Hand Rolling Tobacco Market is split between 'light', (ITL's Golden Virginia) and 'dark' (Gallagher's Old Holborn). Whilst GV has been winning and OH losing, we now need to go after the hard-core of dark tobacco devotees. So, GV is launching Golden Virginia Dark, a dark tobacco which comes - like OH - in a dark blue pack.

What do we want to do?

- i) Attract the attention of OH smokers
- ii) Make them want to try a new dark tobacco called GV Dark
- iii) Ensure that current GV smokers know the original hasn't changed - this is an addition, rather than a replacement.

NEW PRODUCT.

Who are we advertising to?

Old Holborn smokers. They are committed to its stronger/more pungent flavour. Consequently, it's been very difficult to switch them into GV - a lighter tobacco and sweeter, smoother smoke. They are downmarket men, usually unemployed or in low-paid jobs who roll their own because it's cheaper. They feel marginalised by society and are deeply suspicious of 'glossy' advertising.

What must the advertising say?

If you like dark tobacco, there's now new Golden Virginia Dark.

Tone of voice

Utterly straightforward 'announcement'

Requirements

- i) One-off execution for 48s (N.B Not a 'role model' ad).
- ii) Portrait press adapt to run as OBC in Virginian (magazine mailed to OH & GV smokers).
- iii) Show the two packs are different.
- ii) CAP rules apply ie can't encourage people to start smoking/smoke more etc. (N.B Not part of the role model campaign).

CREATIVE TIME ALLOWED	2 WEEKS
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	<i>[Signature]</i>
PLANNING DIRECTOR	<i>[Signature]</i>
MANAGEMENT	<i>[Signature]</i>
CREATIVE DIRECTOR/ GROUP HEAD	<i>[Signature]</i>

DAY ORIGINATED	TRAFFIC EXECUTIVE	M Hawkins	COPYWRITER	BUTLER.	INTERIM REVIEW DATE	3rd July 96
DATE ISSUED	PLANNING	J Mackenzie	ART DIRECTOR	STOUT	FINAL REVIEW DATE	18th July 96
ORIGINATED BY	ACCOUNT MANAGER	K Danderson	CREATIVE BUDGET	£ 50K		

CREATIVE BRIEF

CLIENT	Imperial Tobacco Ltd	JOB NO	ITL (10/190)69
PRODUCT	Superkings Black		
DESCRIPTION	'Length' Campaign		14/10/090770
REQUIREMENT	Posters and Press	AIRDATE / INSERTION DATE	January 97

Why are we advertising?

ITL Superkings is the original full length cigarette and the current brand leader. Since its launch, SK Black has built up a large customer base of both men and women, something which is unusual for a sector which tends to have a heavy female bias. Consistent brand advertising, a luxury which competitors lack, has attracted people who are essentially looking for a value for money smoke but want to be associated with premium brand cigarettes.

The 'Length' advertising has succeeded in achieving this by consistently dramatising length through (in the most successful cases) involving/rewarding visuals and witty/clever headlines. Also, by using high production values, it has allowed the consumer to think of Superkings as a relatively premium and classy brand - which means it has attracted the more brand conscious smoker who would have otherwise moved to an economy fag in their search for better value.

Who are we talking to?

35-54 year old men and women (this is a unisex brand), DE. These are smokers who want the sort of kudos you'd associate with a premium brand, as well as value for money. With money being tight for everyone in more recent years, Superkings' positioning at the premium end of 'a good value fag' has meant that it has become increasingly attractive to C1 C2 smokers aswell.

What do we want the advertising to say?

Superkings - an incredibly long cigarette.

Why should the consumer believe this?

Fags used to be filter (short and stubby). They grew to kingsize, and then ITL introduced 'Superking' size. Kingsize cigarettes are in themselves fairly long, narrow objects, but at 100ml Superkings really made a noticeable difference. We want to focus on, hyperbolise and thereby 'own' this length.

Brand Personality/Tone of Voice

Humorous and friendly

Requirement

4x48sheet (for January, March, May and Sept) - all should adapt to half pages in national press (other sizes currently being investigated).

Guidelines

Concepts within the 'Length' campaign.
Please consider long objects or puns on length as oppose to round/fat/tall/large object and puns.
Pack must feature.
CAP rules apply.

CREATIVE TIME ALLOWED 4 WEEKS	
APPROVAL OF BRIEF STRATEGY & TIMING	
ACCOUNT DIRECTOR	<i>BS</i>
PLANNING DIRECTOR	<i>[Signature]</i>
MANAGEMENT	<i>[Signature]</i>
CREATIVE DIRECTOR/ GROUP HEAD	<i>[Signature]</i>

DAY ORIGINATED	2/9	TRAFFIC EXECUTIVE	HAWKINS	COPYWRITER	
DATE ISSUED	2/9	PLANNING	MACKENZIE	ART DIRECTOR	GLOFF WRT'S
ORIGINATED BY	DAVIDSON	ACCOUNT MANAGER		CREATIVE BUDGET	£ 37k per 48\$ inc. printing

INTERIM REVIEW DATE	20th OCT 96
FINAL REVIEW DATE	4th OCT 96

CREATIVE BRIEF

CLIENT	IMPERIAL TOBACCO	JOB NO	177/10/
PRODUCT	SUPERKINGS LIGHTS		P90800
DESCRIPTION	WOMEN'S PRESS		
REQUIREMENT	COLOUR DPS's	AIRDATE / INSERTION DATE	MARCH/APRIL EDITION

Why are we advertising?

Superkings Lights and are driving the growth of Superkings (which is one of Imperial's strongest brands) but have hardly been advertised.

Most SKL smokers are women and we want to run a campaign in women's press to target women who are the main smokers of light cigarettes, and are also more likely to smoke a longer length cigarette.

Who are we advertising to?

25-54 C2DE women smokers. They like long cigarettes because they give a smoother smoke and look sophisticated, and they are also good value. They like lights as they see them as a way of cutting down on smoking.

What should the advertising say?

SKL are very long, light cigarettes.

Why should the consumer believe this?

Because they are very long and low in tar.

Tone of Voice

Humorous and friendly

Guidelines

Executions must be derived from SK 'Longer than Campaign'.

CAP rules apply.

Requirement

Colour DPS

CREATIVE TIME ALLOWED			
4 weeks			
APPROVAL OF BRIEF STRATEGY & TIMING			
ACCOUNT DIRECTOR		[Signature]	
PLANNING DIRECTOR		[Signature]	
MANAGEMENT		[Signature]	
CREATIVE DIRECTOR/ GROUP HEAD		[Signature]	
DAY ORIGINATED	20/4/96	TRAFFIC EXECUTIVE	M. Franklin
DATE ISSUED	22/11/96	PLANNING	J. Machenye
ORIGINATED BY	SH-A	ACCOUNT MANAGER	SH-A
COPYWRITER		M'DONALD	
ART DIRECTOR		CURTIS	
CREATIVE BUDGET		£	
INTERIM REVIEW DATE			
10th Dec 96			
FINAL REVIEW DATE			
24th Dec 96			

LOWE HOWARD-SPINK

CREATIVE BRIEF

CLIENT	ITL	JOB NO	111/10/
PRODUCT	SUPERKINGS		P40798
DESCRIPTION	Budget ad		
REQUIREMENT	Mono 12 x 8 in Broadsheets	AIRDATE / INSERTION DATE	27.11.96

Why are we Advertising?

Since ITL demerged from Hanson and floated as an independent company this October, there is a need to attract the attention of the opinion formers and City boys who could influence ITL's share price. However, these people are unlikely to be ITL smokers both because London is ITL's weakest area and because we are also massively outspent by Gallagher. We therefore need to address this audience directly if we are going to start giving ITL the presence it requires. We will do this using: ITL's longer length brand, Superkings (which has an established campaign idea and more visibility in London than other ITL brands); the tactical opportunity afforded by the Budget and, an ad placed in Budget review sections of business-related broadsheets.

Who are we talking to?

Opinion formers, City Boys, ABC1 educated. Predominately men. Will have a professional interest in the Budget; knowledgeable about its style as well as its content and be appreciative of an execution which 'talks their language' i.e. financial lingo.

Proposition

Superkings is a longer length cigarette and therefore a 'better value fag' on Budget Day.

Support

- This is appropriate given the increases imposed on cigarettes on Budget Day.
- SK's campaign proposition of longer length is better suited to tactical ads.

Tone of Voice

Witty, humorous but not too contentious.

Guidelines

- Whilst ITL want to attract attention to themselves, this is their first ad as an independent company and they should avoid appearing bitter and anti-govt.
- CAP rules apply (i.e. don't encourage smoking/refer to aspirational figures).

Requirement

1 x 12 x 8 mono ad for F.T; Times and Daily Telegraph. Want ad long (strip-like) as possible so can go to a 10 x 8 cols but no less.

CREATIVE TIME ALLOWED

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

FINAL REVIEW DATE

DAY
ORIGINATED BY *NAW 11/12* TRAFFIC
EXECUTIVE *Mark Hunkins* COPYWRITER *ASH*

DATE
ISSUED *18th Nov 96* PLANNING *B. Sarany* ART
DIRECTOR *Tom* CREATIVE
BUDGET *£ 5K*

18th Nov 96

CREATIVE BRIEF

CLIENT	Imperial Tobacco Ltd	JOB NO	111/10/
PRODUCT	Superkings		190797
DESCRIPTION	Superkings Budget Day Brief		
REQUIREMENT	Mono 10x8 in FT; Times; Tel	AIRDATE / INSERTION DATE	27-11-96

Background

Since ITL demerged from Hanson and floated as a independent company this October, there is a need to attract the attention of the opinion formers and City boys who could influence ITL's share price. However, these people are unlikely to be ITL smokers both because London is ITL's weakest area and because we are also massively outspent by Gallagher. We therefore need to address this audience directly if we are going to start giving ITL the presence it requires. We will do this using: ITL's longer length brand, Superkings (which has more visibility in London than other ITL brands); the tactical opportunity afforded by the Budget and, an ad placed in Budget review sections of business-related broadsheets.

Who are we talking to?

Opinion formers, City Boys, ABC1 educated. Predominantly men. Will have a professional interest in the Budget; knowledgeable about its style as well as its content and be appreciative of an execution which 'talks their language' i.e. financial lingo.

Proposition

Superkings is a longer length cigarette

Tone of Voice

Witty, humorous but not too contentious.

Guidelines

- Whilst ITL want to attract attention to themselves, this is their first ad as an independent company and they should avoid appearing bitter and anti-govt.
- CAP rules apply (i.e. don't encourage smoking/refer to aspirational figures).

Requirement

1 x 10 x 8 mono ad for F.T; Times and Daily Telegraph.
Want ad long (strip-like)m as possible so can go to a 10x8 cols but no less).

CREATIVE TIME ALLOWED

3 DAYS

APPROVAL OF BRIEF
STRATEGY & TIMING

ACCOUNT DIRECTOR

PLANNING DIRECTOR

MANAGEMENT

CREATIVE DIRECTOR/
GROUP HEAD

INTERIM REVIEW DATE

FINAL REVIEW DATE

19th Nov 96

DAY ORIGINATED	14-11-96	TRAFFIC EXECUTIVE	M. HAWKES	COPYWRITER
DATE ISSUED		PLANNING		ART DIRECTOR
ORIGINATED BY	B. Saroni	ACCOUNT MANAGER	Sarah Hamilton ANDREWS	CREATIVE BUDGET
				£ 5K

CREATIVE BRIEF

CLIENT	Imperial Tobacco	JOB NO	ITT/16/090810
PRODUCT	John Player Special		
DESCRIPTION	Free Watch Promotion		ITT/16/P90811
REQUIREMENT	1x48s 1xFP colour (A4)	AIRDATE / INSERTION DATE	APRIL 97

Why Are We Advertising?

JPS was a sexy brand in the 70's, especially with its Formula 1 sponsorship. Its black and gold pack is still considered sexy but without advertising support has just not ^{been} visible to many in recent years. Furthermore, B&H have launched a black and gold pack, Sovereign, which also costs less than JPS. To gain visibility for a rather forgotten brand, we ran a free lighter promotion last year. The lighter took the JPS livery and used the well-known and well-liked Black pun campaign to gain maximum impact for the brand. The promotion was a success, so we are running a similar scheme this year offering a free watch instead of a free lighter. Again we want to capitalise on the strong advertising heritage of the 'Black' campaign.

Advertising Objective

Tell consumers it's OK to smoke JPS again.

Proposition

Get a free watch with JPS

Target Audience

London and SE only. Existing JPS smokers will appreciate having their loyalty rewarded both directly and indirectly - by giving the brand some visibility again. Lapsed JPS smokers who've just lost sight of the brand but still consider it an attractive option. Smokers who haven't thought about it before but may now appreciate what JPS offers - a good looking pack, premium quality cigarette at an affordable price - with the added incentive of a free gift.

Requirement

- Single portrait page FP colour for regional/national press
- One 48s

Guidelines

- Use 'Black' pun idea and feature Watch.
- Disclaimer: 'Collect 25 tokens in JPS Black & JPS Lights marked packs. Offer open to UK resident smokers aged 18 or over. Closes on 30.9.97
- CAP rules apply ie no encouragement to smoke/smoke more.

CREATIVE TIME ALLOWED		4 WEEKS
APPROVAL OF BRIEF STRATEGY & TIMING		
ACCOUNT DIRECTOR		
PLANNING DIRECTOR		
MANAGEMENT		
CREATIVE DIRECTOR/ GROUP HEAD		
INTERIM REVIEW DATE		1st Jan.
FINAL REVIEW DATE		30th Jan.

DAY ORIGINATED	23rd Dec	TRAFFIC EXECUTIVE	Mark Hankins	COPYWRITER	UPHAMS
DATE ISSUED		PLANNING		ART DIRECTOR	M'CLINT
ORIGINATED BY	S. Hamilton - Andrews	ACCOUNT MANAGER	S. Hamilton - Andrews	CREATIVE BUDGET	£