

WINSTON LIGHTS

1974

Winston Lights Kingsize, a 14 mg. tar nonmenthol cigarette was introduced nationally in June 1974. During 1974 the nonmenthol full taste market segment increased .8% in sales to 307.15 billion units and the hi-fi (7 - 15 mg.) market segment grew 16% from 1973 to 53.84 billion units, nonmenthol hi-fi sales totaled 40.46 billion units. Full taste nonmenthol advertising expenditures rose 18% to \$134.4 million and hi-fi advertising expenditures grew 48.8% to \$63.3 million.

Winston Lights by December 1974 achieved sales of 1.55 billion units. SOM was .43% in the total market, SOM in the hi-fi market segment, 2.8%. Marlboro Lights (11/71) had sales of 4.1 billion units, its SOM in the hi-fi market segment was 7.6%.

Total Winston sales rose 2.4% to 88.08 billion units, SOM remained 14.9%. Total Marlboro SOM was 14.6%.

Winston Lights' introductory advertising expenditures totaled \$4.5 million including; \$1.1 million to magazines, \$1.4 million to supplements, \$1.8 million to newspaper and \$172,000 to OOH. Winston Lights' CPM was \$2.88. SOV in the total market was 1.5%, in the hi-fi market segment 7.1%. Marlboro Lights' SOV in the hi-fi market segment was also 7.1%. Total Winston CPM was \$.40, advertising expenditures totaled \$35.6 million, an increase of 53%.

Winston Lights' introductory formats featured a pack as hero execution and utilized a starburst effect. Headlines introduced, "New Winston Lights". A tag line added, "We put good taste in a whole new light".

Among the promotion devices offered in 1974 was a 50¢ off coupon on a carton of either Winston Lights or Winston Menthol distributed via magazines.

1975

Winston Lights' sales increased 155 % to 3.94 billion units in 1975. SOM increased 55% to .66%. Total Winston sales grew 1.6% to 89.46 billion units, total SOM was 14.94%.

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Hi-fi sales continued to grow, 12.8% in 1975 to 53.84 billion units. Winston Lights had a 7.3% SOM in the hi-fi market. However, hi-fi advertising expenditures decreased 12.8% to \$59.5 million. Winston Lights in the hi-fi market segment had a 10.7% SOV compared to Marlboro Lights' 4.9% SOV. Winston Lights' advertising expenditures increased 43% to \$6.4 million. Magazines were allocated \$1.6 million, OOH, \$2.6 million, newspapers, \$1.6 million, and supplements, \$699,000. Winston Lights' CPM dropped 43% to \$1.63. Total Winston advertising expenditures decreased 16.7% to \$29.7 million, CPM was \$.33.

Winston Lights' advertising evolved to a format consistent with Parent executions in 1975. "I demand two things from my cigarette" headlined testimonials for Winston Lights. Supportive body copy defined those things as low tar and nicotine plus taste.

1976

In 1976 the hi-fi market segment grew 42% in sales compared to 13% the previous year. Hi-fi advertising expenditures increased 163% from 1975. Hi-fi SOV was 37.7% in 1976, SOM was 14.4%.

Winston Lights' sales grew 63% to 6.44 billion units in 1976. SOM rose to 1.1%. Marlboro Lights' sales totaled 7.03 billion units, SOM was 1.2%. Winston Lights' SOM in the hi-fi market segment was 7.5% compared to Marlboro Lights' 8.1%. Total Winston sales increased 5.5% to 94.43 billion units. Marlboro sales totaled 94.21 billion units.

Winston Lights' advertising expenditures increased 33% to \$8.5 million including; \$3.1 million to magazines, \$2.5 million to OOH, \$1.6 million to newspapers and \$1.2 million to supplements. Lights' CPM decreased 19% to \$1.32. Total Winston expenditures increased 4.7% to \$31.1 million, CPM dropped 12.5% to \$.35. Winston Lights' SOV increased 8% to 2.05% while Marlboro Lights' SOV was 2.3%. In the hi-fi market segment Winston Lights' SOV was 5.3% and Marlboro Lights' SOV was 6.1%.

Winston Lights' advertising continued in the form of testimonials. For example, following the headline, "Low numbers are one thing. But not everything." body copy continued with, "Low tar and nicotine numbers are important to me. But I smoke for taste. That's why I smoke Winston Lights. I get a lighter cigarette, but I still get real taste. And real pleasure. Only one cigarette gives me all that. Winston Lights."

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1977

With the introduction of Winston Light 100's (13 mg. tar) in March 1977, the tar level in Winston Lights Kingsize was reduced to 12 mg. from 14 mg. In 1977, Winston Lights' sales surpassed Marlboro Lights by 3.17 billion units. Winston Kingsize sales increased 45% to 9.35 billion units. 100's sales totaled 2.67 billion units. Total Winston Lights' sales in 1977 were 12.02 billion units, an increase of 87%.

Hi-fi sales grew 54% to 132.55 billion units in 1977 and advertising expenditures increased 65% to \$257.8 million. Hi-fi SOM was 22% and SOV, 52%. Winston Lights had a 9.07% SOM in the hi-fi market segment and a 1.8% SOM in the total market. Marlboro Lights' SOM in the hi-fi segment was 6.7%, in the total market 1.5%. Total Winston sales declined 8.2% to 86.67 billion units, SOM dropped to 14.36%.

Winston Lights' advertising expenditures rose 139% to \$20.3 million, over half of total Winston advertising expenditures in 1977. Magazines were allocated \$8 million, ROP \$4.6 million, supplements, \$4 million and OOH, \$3.6 million.

Winston Lights' SOV in the hi-fi market segment was 7.9%. Lights' CPM rose 28% to \$1.69. Total Winston expenditures increased 29% to ~~\$21.1~~ ^{\$19.1} million, CPM was 8.46.

Winston Lights' advertising continued using the previously established format emphasizing low tar and taste.

1978

Winston Lights' advertising campaign changed in 1978. New headlines invited smokers to "Taste Winston Lights". The tag line followed with "The low tar cigarette that's all Winston. All taste." The execution featured a couple dressed in white and at the bottom of the page a mortice featuring both styles of Winston Lights.

Winston Lights' advertising expenditures decreased 21% to \$16 million in 1978 including; \$7.7 million to magazines, \$3.4 million to supplements, \$2.8 million to OOH and \$2.1 million to newspapers. Winston Lights' CPM dropped to \$.95. Winston Lights' SOV in the hi-fi market segment was 4.8% in 1978 compared to Marlboro Lights' 7.1% SOV. Total Winston expenditures dropped 13% to \$34.9 million, CPM decreased to \$.41.

Winston Lights' sales continued to surpass Marlboro Lights although total Winston sales (84.6 billion units) were 16.41 billion units lower than Marlboro (101.01 billion units). Winston Lights' sales totaled 16.85 billion units in 1978,

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an increase of 40%. Kingsize sales increased 24% to 11.6 billion units and 100's sales grew 96.6% to 5.25 billion units. Winston Lights' SOM was 2.78% compared to Marlboro Lights 2.04% SOM.

1979

In 1979 Winston Lights' advertising format returned to a frontal closeup previously used in 1977. Executions for both Kings and 100's were headlined with, "Taste Winston Lights". Tag lines for Kingsize executions added, "Best taste. Low tar". Tag lines for 100's in women's magazines added, "Best taste, low tar for today's longer length". In the 4th Quarter 1979 another campaign was added to the Winston lineup. Copy above a male model leaning against a ship's railing said, "No compromise. Winston Lights didn't compromise on great taste to get low tar. Why should I?" A tag line added, "Winston Lights taste good like a light cigarette should."

Winston Lights' advertising expenditures increased 61% to 26.7 million, almost half of total Winston advertising expenditures (\$52.4 million). Winston Lights' allocations included \$13.4 million to magazines, \$5.6 million to newspapers, \$4.2 million to supplements and \$3.5 million to COH. Winston Lights' SOV was ~~5.5%~~^{3.5%}. Winston Lights' CPM was \$1.34. Total Winston spending increased 31% to \$45.6 million. CPM rose to \$.56.

Both Winston Lights Kingsize and 100's sales increased in 1979, 15% and 24% respectively. Kingsize sales were 13.34 billion units and 100's sales were 6.5 billion units, total Winston Lights' sales increased 17.7% to 19.84 billion units. SOM increased 57% to 3.2%. SOM in the hi-fi market segment was 10.4% compared to Marlboro Lights' 8.6%. Total Winston sales declined 3% to 80.82 billion units, SOM dropped to 13.2%.

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