

WINSTON KJK

1954-1961

R. J. Reynolds in March, 1954 made their move into the exploding filter market with Winston, an unusually flavorful cigarette for a filter with no real attempt at effective filtration. They copied the cigarette (VICEROY) that was in demand, and unable to supply that demand, in style (king-size cork-tip), packing (conventional soft pack) and price. All other filters were at that time selling at a premium of 4 to 5 cents a package more than VICEROY, and were 70mm with a white tip.

Winston opened market by market, not expanding until the demand in each new market was filled. Advertising in the markets opened was heavy, heavier than VICEROY or Kent though not as heavy as L&M. Ignoring filter claims, the introductory campaign headlined, "The makers of Camels present America's richest, best-tasting filter cigarette." Success was immediate.

In 1955, with VICEROY still in short supply for the first nine months, Winston moved into first place in the filter market with a sales of 22.2 billion, slightly ahead of VICEROY and double L&M.

1955 also saw the introduction of the Winston copy claim, "Winston tastes good-- like a cigarette should", which has been the keystone of their advertising ever since. Media expenditures in 1955 were over \$12,000,000, the heaviest by far of any filter.

With adequate advertising pressure, though exceeded periodically (by VICEROY in 1957, by Kent in 1959 and 1960, and by L&M in 1959), Winston sales have progressed steadily. Sales increases faltered after the READER'S DIGEST article in 1957 and share of market dropped slightly (.2%) in the following year, but the brand came back strong in 1959 moving into third place in the industry with a sales of 46.0 billion.

The addition of the flip-top box style in June, 1957, coming as it did coincident with the DIGEST article, cannot be credited or blamed for any change in sales trend. It has never been featured in Winston advertising and accounts for a smaller percentage of sales than in the case of the other filter brands (with the possible exception of VICEROY).

The addition of "It's what's up front that counts" supported by "filter blend" in 1959 had little penetration with the consumer and no apparent effect on the sales trend. Neither did the cut-back in pressure (\$13,500,000 in 1959 versus \$17,500,000 in 1958 and 1960) during the big push on Salem seem to affect the upward trend.

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At the end of 1961 Winston was forging ahead with the same campaign and was credited with sales that year of 58.8 billion, over 20 billion ahead of Kent and well over double the sales of VICEROY or L&M, its original competition.

1962-1963

Winston has had the wisdom to continue a successful campaign and no changes have been made in their basic copy claim. Sales have continued to improve each year with 64.0 billion in 1962 and 69.4 billion in 1963. Advertising expenditure has also increased in the same period to \$20,506,900 and \$23,553,900 but with corresponding improvement in sales the advertising CPM has been fairly constant. Share of market at the end of 1963 was 13.6%.

1964

Like most brands, Winston was affected adversely by the Surgeon General's report and sales volume declined by 1 billion. Because of the total industry decline, however, their share rose slightly from 13.6% to 13.7%. Winston stayed with its successful copy platform and kept it fresh with new formats in TV and new situations in print. The advertising expenditure was decreased from \$23,553,900 to \$21,970,600 but still remained the largest in the regular filter category.

1965

"Winston tastes good like a cigarette should" copy continued. Total advertising expenditures rose 1.8 million over 1964, but CPM remained constant at .32. Total sales were up to 72.0 billion, the highest yet for this brand, and represented an increase of 4.4 billion over previous year, as sales follow their upward trend.

1966

First part of '66 "Sign Painter" theme employed changing the phrase "... like a cigarette should" to "... like your cigarette should." The latter part of 1966 featured a gradual reverting to former phrase yet following up with "... like your cigarette should."

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WINSTON

1967 - 71

Winston's sales rose to 81.8 billion in 1967, an increase of 9 billion units over 1966, bringing its total share up to 15.6.

Advertising expenditures jumped by over \$8 million to \$33.2 million with the introduction of Winston Super Kings (99mm) and Winston Menthol. The CPM for 1967 climbed to \$.41.

The "Sign Painter" theme, which featured billboard painters changing Winston's copy from "Like a cigarette should" to "like your cigarette should" was dropped in 1967 although most ads continued to use the revised slogan. Most Winston King Size advertising adopted a "Flavor your fun with Winston" theme, involving people in recreational settings (dances, camp outs, on horseback, etc.) smoking Winstons.

Winston Super Kings and Winston Menthol were two of eleven extra-length brand extensions introduced nationally in 1967. (Note: Winston Menthol is handled in the Menthol Section.) Selling 10 billion units in 1967, Winston Super Kings immediately led all extra-length cigarettes in sales, although its advertising budget at \$9.6 million was considerably less than its chief extra length competitors Benson & Hedges (\$12.9 million) and Pall Mall (\$13.6 million).

The basic introductory theme for the Super Kings included, "It's not how long you make it ... it's how you make it long!" Broadcast advertising used a quartet singing the theme and added, "Taste good, it should, it's Winston."

1968 was marked by a steady increase in total sales, now 84 billion. Although Winston King Size dropped slightly to 68.8, Winston Super Kings with 12.5 billion and Winston Menthol with 2.7 billion easily made up the difference. Market share rose slightly to 15.9.

Winston's advertising budget was cut back to \$29.7 million and the CPM dropped to \$.35.

Winston King Size continued to follow the "Fun" theme both in broadcast and in print, while Winston Super King stayed with "how you make it long."

In 1969 total Winston sales (all styles) dropped to 81.3 billion units and market share slipped to 15.6.

Advertising expenditures were again cut although the CPM was up slightly to \$.36.

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A dual campaign was begun in 1969 for King Size and Super King Winston. The central theme, used in broadcast and print, featured variations of "Me and my Winstons, we got a real good thing."

A "Space Pen" offer was made by all styles of Winston in 1969. The pen was made available to consumers for \$1.00 and 10 Winston bottom flaps. It appears, however, that the offer was given very little emphasis.

Sales recovered slightly in 1970, closing at 82.1 billion units, as King Size Winston gained for the first time since 1966. Winston Super King was also up as total share rose to 15.7. Segment share, however, dropped to 30.2.

Advertising expenditures and CPM remained unchanged through 1970.

In the spring of 1970, a variation of the "Winston tastes good like a cigarette should" slogan was used in a campaign re-emphasizing Winston's flavor. Generally, the campaign (which keyed on the grammatical correctness of "like" as opposed to "as" in the jingle) used still photographs with dialogue ballooned in, always stating, "Winston may not say it right but they sure know how to make it right." The idea was shared by King Size and Super King in print and broadcast although only one style was featured per advertisement.

Also in 1970, Winston featured a "Win with Winston" sweepstakes offering a "Winston Red Cadillac" which seemed to indicate at least one direction Winston advertising would take in 1971.

Winston continued to gain in total sales in 1971, amassing 83.95 billion units, although total market share remained at 15.7. This was due, in part, to slight gains by Winston King Size and Super King while Winston Menthol dropped. Segment share of the plain filter market continued to decline at 29.2.

Traceable advertising expenditures were \$11.8 million for 1971. The CPM was \$14.

Following the government's ruling banning cigarette advertising in broadcast media, Winston, like Salem, redirected some of its advertising toward offers, sweepstakes, and sponsorships. In 1971 these included a rodeo, a bowling bonanza (co-sponsored with Salem), a camera offer, a Negro-oriented sweepstakes, and a baseball sweepstakes. Support was run for Winston's 1971 campaign of "Down Home Taste" in two other contests ("Down Home Birthday Stakes" and "Down Home American Stakes"). The campaign featured Winston smokers in small town settings.

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1972

Winston plain filter sales climbed to 83.77 billion units in 1972. Although all of Winston's non-menthol styles gained in number of sales for the year, the brand's share of both the total market and the plain filter segment dropped to 15.5% and 28.2% respectively.

Expenditures for king size Winston were nearly \$0.36 million in 1972. Magazines accounted for 45% of the style's expenditures with newspapers making up another 37%. Outdoor ads and national supplements also received significant allocations. CPM for the 85mm style was \$.12.

The Super King style received \$5.64 million for advertising in 1972 with over 41% allocated to magazines. Newspapers accounted for another 25% with outdoor ads and national supplements splitting the remaining 34%. The extra-length style's CPM was \$.36 in 1972.

Winston's "Down Home Flavor" campaign continued into May of 1972 illustrated with domestic, usually rural, scenes of smokers.

Beginning in May, headlines were changed to "How good it is" with the tag line "with Winston's finer flavor." Ads were illustrated by framed photographs of couples including titles such as "Touching," "Keeping Warm," "Running Free," etc. The traditional "Winston tastes good like a cigarette should" slogan was included in the copy. Later in 1972, ads aimed specifically at men appeared. These ads featured photographs of a single male smoker involved in archery or skiing with titles such as "The Challenger" or "Victory."

Through 1972, Winston promotions included a Summer contest offering such prizes as Winston umbrellas, beach towels, coolers and kayaks, and a Winston-Salem Bowling Sweepstakes. Also in 1972 Winston offered such self-liquidators as a "How good it is" puzzle (a \$3.00 value for \$1.00 and two empty packs) in September, Winston Fancy Pants (\$2.95 and two end flaps) and a G. E. Sound-Scene Radio (a \$12.95 value for \$8.50 and five Winston end flaps) in October and a free (\$.25 postage and handling) poster of Winston's Christmas illustration, a snow-covered village, entitled "Peace".

The brand also continued local newspaper promotions of its rodeo and NASCAR sponsorships.

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WINSTON PARENT

1973

In 1973 Winston Kingsize with sales of 69.6 billion units was the top ranked nonmenthol full taste cigarette on the market. Marlboro Kingsize was close behind with sales of 63.18 billion units. Winston soft pack sales increased 1.7% totaling 66.8 billion units, hard box sales grew 9.8% to 2.8 billion units. Super Kings grew 5.7% to 16.4 billion units. Winston sales totaled 86 billion units in 1973, SOM was 14.9%.

Advertising expenditures rose 32% to \$23.2 million including; \$8.5 million to newspapers, \$6.4 million to magazines, \$5.9 million to OOH and \$2.5 million to supplements. Winston CPM was \$.27.

In 1973 Winston's advertising campaign remained the same as that developed in 1972.

In August, 1973 a self liquidator offer featured "Fancy Pants," hip huggers in material designed like the Winston pack. The pants sold for \$2.99 and a matching "Happy Hat" cost \$1.95.

1974

In 1974 Winston soft pack sales declined 1% to 66 billion units, hard box sales increased 18% to 3.3 billion units and Super Kings grew 5% to 17.23 billion units. Total Winston Parent sales rose .6% to 86.53 billion units. SOM dropped 2% to 14.6%.

Advertising expenditures rose 34% to \$31.1 million. \$11.7 million were allocated to ROP, \$7.5 million to COH, \$7.4 million to magazines and \$4.4 million to supplements. CPM rose to \$.36.

Winston advertising employed a variety of campaigns in 1974. One execution involved the Winston pack superimposed over a couple on the beach. In another execution developed for Black publications the pack provided a backdrop for stylishly dressed Blacks. Copy in both executions continued the theme of Winston tastes good. The Winston box was also featured in a pack as hero execution. Upon realization that Marlboro was gaining share among young smokers Winston developed a campaign aimed specifically at them. The narrative of a young man named Red who'd traveled America, completed college and worked with Navajo Indians was placed beside a Winston pack.

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The execution had a symbolic relation between the name Red, the red pack and red - the communicator of taste. In a different campaign executions were developed with scenic shots of America and included a model alone. Copy said, "All over America, Winston tastes good". A variation of that campaign featured a single model in an outdoor environment. Copy advised, "When your taste grows up. Come to Winston for good." as an appeal to the younger market. The final campaign in 1974 took the form of testimonials. Close-up shots of models were accompanied by explanations of why they smoked and why they smoked Winston - taste.

A poster of a couple running on the beach was featured in 1974. Copy said, "Not a bad poster offer for Winston without a commercial message". Cost was \$1.00 and two empty packs of Winston. In a self-liquidator offer a jigsaw puzzle of people canoeing with the message, "How good it is" was offered for \$1.00. In a "Golden Opportunity" offer, four DuBarry 5th Avenue chains were priced at \$4.99. The ad included a pack of Winston Super Kings. Neither retail value or metal quality was mentioned.

1975

Winston maintained the testimonial campaign in 1975. Advertising expenditures dropped 25% to \$23.3 million including; \$8.6 million to magazines, \$7.6 million to supplements. CPM was \$.27.

Total Parent sales declined 1.2% to \$85.52 in 1975. Soft pack sales fell 2.7% to 64.18 billion units. And although hard box sales rose 4.2% and Super Kings rose 3.9% to 3.44 billion units and 17.9 billion units respectively, they did not arrest the decline. SOM dropped to 14.3%.

Winston featured a Fisher quad in a self-liquidator offer, including a turntable, receiver and speakers for \$499. A Super Lounge shirt was offered from Winston Super Kings for \$10.95, retail value \$25. And finally, Winston sponsored a World Series of softball with a \$10,000 purse in 16" circuit softball.

1976

Winston Parent lost its first place position in the full taste nonmenthol market segment to Marlboro Parent by 3.5 billion units. Winston Parent sales declined 4.1% in 1976 to 81.99 billion units. Soft pack sales declined 5.9% to 60.38 billion units. Both hard box and Super King sales increased 1.7% to 3.5 and 18.11 billion units respectively. SOM decreased 4.2% to 13.7%.

Nonmenthol full taste sales declined 4.7% and advertising expenditures dropped 24% in 1976. Nonmenthol hi-fi (7 - 15 mg. tar) sales grew 34% and advertising expenditures increased 61%.

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Winston Parent advertising expenditures declined 2.9% to \$22.6 million. Magazines received \$8.1 million, OOH \$6.4 million, ROP \$5.3 million and supplements \$2.8. CPM was \$.26.

Winston's advertising campaign continued testimonial executions. In 1976 Winston sponsored different types of car racing and rodeos throughout America.

1977

In 1977 the name Winston Super Kings was changed to Winston 100's. The pack remained basically the same. Winston Longs was used in copy. Executions continued testimonials based on taste. "I won't settle for anything less than taste" and "Don't tell me taste isn't everything" are some examples. Body copy supported headlines. Winston Longs were advertised with Kings as well as separately. Executions were also developed for Black publications.

Advertising expenditures dropped 12.5% to \$19.8 million including; \$6.6 million to magazines, \$5.9 million to OOH, \$4.5 million to ROP and \$2.7 million to supplements. CPM was \$.27.

Winston's SOM fell 10.2% to 12.3% in 1977. Total Parent sales dropped 8.9% to 74.65 billion units. Hard box sales declined 11.4% to 3.10 billion units, soft pack sales declined 9.6% to 54.6 billion units and Longs dropped 6.4% to 16.95 billion units.

1978

Winston Parent sales declined 10.9% in 1978 to 66.5 billion units. Soft pack sales dropped 10.9% to 48.65 billion units, hard box sales dropped 14.8% to 2.7 billion units and Longs fell 10.6% to 15.15 billion units. SOM was 11%.

Advertising expenditures decreased 6.3% to \$18.5 million. \$7.3 million were allocated to magazines, \$5.5 million to OOH, \$3.8 million to ROP and \$1.8 million to supplements. CPM rose to \$.28.

Winston Parent's advertising campaign remained the same.

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1979

In early 1979 the format of Winston's advertising campaign continued, but a copy change occurred. Instead of people relating why they smoked and why they smoked Winston, copy changed to, "I want the best taste I can get". Later in the year male models posed as lumberjacks or outdoorsmen. In some of these executions the background was extended to include the environment and model while others featured facial close ups. "When your taste grows up, Winston out-tastes them all" was utilized as copy, as well as the previous example. This change was apparently an attempt to establish a known symbol similar to the Marlboro man rather than confusing consumers with different smoker images.

Advertising expenditures for Winston Parent increased 39% to \$25.91 million including; \$12.4 million to magazines, \$5.6 million to ROP, \$4.1 million to OOH, and \$3.7 million to supplements. CPM rose to \$.42.

Winston Parent sales declined 8.3% to 60.98 billion units in 1979. Soft pack sales declined 8.8% to 44.34 billion units, hard box sales dropped 4% to 2.59 billion units and Longs fell 7.3% to 14.05 billion units. SOM declined 9.5% to 9.96%.

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WINSTON KING SIZE

<u>Year</u>	<u>Sales</u>	<u>Market Share</u>	<u>Adv.</u>	<u>CPM</u>	<u>Segment Share</u>
1967	69.3	13.2	18.3	.26	28.6
1968	68.8	13.0	17.6	.26	26.4
1969	66.8	12.9	23.2	.35	26.5
1970	67.0	12.8	22.7	.34	25.2
1971	67.5	12.6	9.7*	.14	24.0
1972	68.3	12.4	8.4	.12	23.0

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WINSTON SUPER KING

<u>Year</u>	<u>Sales</u>	<u>Market Share</u>	<u>Adv.</u>	<u>CPM</u>	<u>Segment Share</u>
1967	10.0	1.9	9.6	.96	4.1
1968	12.5	2.4	8.6	.68	5.0
1969	12.3	2.4	5.1	.41	4.8
1970	13.1	2.5	6.2	.47	5.0
1971	14.5	2.7	1.9*	.13	5.2
1972	15.5	2.8	5.6	.36	5.2

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*Newspaper expenditures unavailable

WINSTON SUPER KING

ADVERTISING EXPENDITURES
(000)

<u>Year</u>	<u>Newspapers/ Supplements</u>	<u>Magazines</u>	<u>Outdoor</u>	<u>Television</u>	<u>Radio</u>	<u>Total</u>
1967	\$1,095	\$ 872	---	\$5,913	\$ 725	\$9,605
1968	3	791	---	5,606	1,158	8,558
1969	---	490	---	4,568	---	5,058
1970	12	1,302	---	4,435	442	6,191
1971	394	1,443	---	35	---	1,872
1972	2,333	2,313	\$ 991	--	---	5,637

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WINSTON

SALES BY STYLE

<u>Year</u>	<u>85mm Soft Pack</u>	<u>80mm Box</u>	<u>Super King</u>	<u>Menthol</u>	<u>Total</u>
1953	---	---	---	---	---
1954	7.5	---	---	---	7.5
1955	22.2	---	---	---	22.2
1956	34.0	---	---	---	34.0
1957	37.4	2.7	---	---	40.1
1958	37.3	4.8	---	---	42.1
1959	42.0	4.0	---	---	46.0
1960	48.7	3.7	---	---	52.4
1961	55.1	3.7	---	---	58.8
1962	59.8	4.2	---	---	64.0
1963	65.3	4.1	---	---	69.4
1964	65.0	3.4	---	---	68.4
1965	68.2	3.2	---	---	72.0
1966	72.1	3.0	---	---	75.1
1967	66.6	2.7	10.0	2.5	81.8
1968	66.4	2.4	12.5	2.7	84.0
1969	64.6	2.2	12.3	2.3	81.3
1970	65.0	2.0	13.1	2.0	82.1
1971	65.4	2.1	14.5	1.9	83.9
1972	65.7	2.6	15.5	1.9	83.8

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WINSTON - TOTAL BRAND

<u>Year</u>	<u>Sales</u>	<u>Market Share</u>	<u>Adv.</u>	<u>CPM</u>	<u>Segment Share</u>
1967	81.8	15.6	33.2	.41	32.7
1968	84.0	15.9	29.7	.35	31.4
1969	81.3	16.6	29.4	.36	31.3
1970	82.1	15.7	29.4	.36	30.2
1971	83.9	15.7	11.8*	.24	29.2
1972	83.8	15.2	14.0	.48	28.2

*Newspaper expenditures unavailable

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WINSTON ^{KS}

ADVERTISING EXPENDITURES
(000)

<u>Year</u>	<u>Print</u>	<u>Radio</u>	<u>Television</u>	<u>Total</u>	<u>Cost Per M Cigs.</u>
1954	\$1,260	\$ 380	\$ 3,290	\$ 4,930	\$.65
1955	4,380	470	7,320	12,170	.55
1956	4,200	1,900	7,000	13,100	.39
1957	5,349	1,566	8,971	15,886	.40
1958	4,742	1,748	11,032	17,522	.42
1959	1,803	2,868	8,935	13,626	.30
1960	4,369	3,243	9,864	17,476	.33
1961	5,114	3,161	11,804	20,079	.34
1962	4,552	3,325	12,630	20,507	.32
1963	4,678	3,042	15,835	23,554	.34
1964	3,493	3,157	15,321	21,971	.32
1965	3,392	2,900	16,902	23,194	.32
1966	4,113	3,294	17,891	25,298	.34
1967	2,082	2,012	14,190	18,284	.26
1968	2,320	1,271	14,048	17,639	.25
1969	2,306	2,320	18,601	23,227	.35
1970	2,608	1,935	18,189	22,732	.34

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WINSTON

ADVERTISING EXPENDITURES - cont'd
(000)

<u>Year</u>	<u>Newspaper/ Supplements</u>	<u>Magazines</u>	<u>Outdoor</u>	<u>Total</u>	<u>Cost Per M. Cigs.</u>
1971	\$ 819	\$ 4,083	\$4,746	\$9,703*	\$.14
1972	3,603**	3,763	992	8,358	\$.12

* Includes \$55 TV expenditure

** Independent Supplements not available

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