

VANTAGE

1970-1971

Introduced nationally in the fourth quarter of 1970, Vantage was wrapped in a white package with a gold pin striped field behind a dark and light blue, and red target.

Advertising described Vantage as a low tar and nicotine filter cigarette that "doesn't cop out on flavor." One unique aspect about Vantage was that its filter end had a definite hole.

Sales reached 1.0 billion before the end of 1970 for a market share of .2%. Vantage's initial total plain filter segment share was .4%.

Nearly 90% of Vantage's \$6.0 million introductory advertising expenditures went into television. Support was given through newspaper and outdoor advertisements. (Note: This brand was advertised on TV in markets where it was not available--i.e.; to take advantage of TV power for introduction-- commercials had a tag line saying "it may not yet be available in your market--but look for it soon".)

Commercials depicted Vantage as "The full-flavor breakthrough cigarette with the incredible new filter that doesn't cop out on flavor." Occasionally commercials featured men who had "spent 15 years behind a desk coping out" but who were now doing what they preferred (chartering boats, etc.) and smoking Vantage because it didn't cop out either.

Vantage sales in 1971, the brand's first complete year in national distribution, were 4.57 billion units for a total market share of .8%. Filter segment share was 1.5%. Advertising media in 1971 included magazines (\$2.0 million) newspapers national and independent supplements (\$.76 million) and outdoor (\$.87 million).

The 1971 print campaign stressed Vantage's low tar and nicotine content, its "ingenious Vantage filter, geometrically shaped to increase filtration", and its full flavor.

One execution featured, "The no cop out filter for the no cop out guy" or "You don't cop out. Why should your cigarette?", and featured photographs of people doing their jobs, building bicycles, fishing, etc.

Other ads played up the hole in the filter, explaining, "...full flavor draws right through it. Easily. Without a lot of 'tar'." Copy also included mention of Vantage's "specially blended full flavored tobaccos" that made it, "The only full-flavored cigarette with low 'tar'."

Ads run in certain newspapers in 1971 offered consumers two full packs of Vantage for two empty ones when mailed with the accompanying coupon.

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1972

Vantage Filter sales reached 5.15 billion units in 1972. The style's market share remained 0.9%, but its share of the non-menthol filter segment rose to 1.7%.

Expenditures for the plain style were over \$3.5 million with nearly 57% allocated to magazines. Magazines and national supplements also received significant allocations. CPM for 1972 was \$.68.

Vantage's 1972 campaign consisted of black and white newspaper partial pages or black and white full pages in magazines and supplements. Generally, ads were illustrated only with the Vantage packages. Occasionally, however, ads featured photographs of smokers giving testimonials on why they switched to Vantage. Most ads simply had a large headline such as, "Smoking. What are you going to do about it?", or "Instead of telling us not to smoke, maybe they should tell us what to smoke?" or "To the 56,000,000 people who smoke cigarettes." These were followed by approximately 200 words of copy, spread over the rest of the page which boiled down to "Vantage. It's the only cigarette that gives you so much taste with so little 'tar' and nicotine."

Point of purchase material was noted in 1972 which offered a free pack of Vantage for an empty one.

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Vantage Parent
All Styles

Advertising executions are basically unchanged unless otherwise noted.

1973

Advertising campaigns from 1972 continued in addition to testimonials from Vantage smokers. Headlines such as, "I smoke. And I'm not going to apologize for it," were followed by about 200 words from the smoker explaining why he/she switched to Vantage - low 'tar' and nicotine, and why they stayed with Vantage - taste.

% Difference Vs. Year Ago

<u>Sales</u>	7.3b.u.	21.7%
<u>SOM</u>	1.3%	18.2%
<u>SOS (HiFi)</u>	15.8%	10.5%
<u>CPM</u>	\$1.19	1.7%
<u>Expenditures</u>	\$8.7MM	24.3%
<u>SOV</u>	3.8%	15.2%

1974

% Difference Vs. Year Ago

<u>Sales</u>	9.6b.u.	31.5%
<u>SOM</u>	1.6%	23.1%
<u>SOS (HiFi)</u>	17.8%	12.7%
<u>CPM</u>	\$1.17	- 1.7%
<u>Expenditures</u>	\$11.2MM	28.7%
<u>SOV</u>	3.8%	-

1975

Cents-off coupons were employed as a promotion device for Vantage in 1975.

A book of coupons for \$200 in discounts off 36 dining/entertaining establishments in major U. S. cities was offered to consumers for 50¢ and two empty Vantage packs. A guide to the city was included in the offer.

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% Difference Vs. Year Ago

<u>Sales</u>	12.2b.u.	27.1%
<u>SOM</u>	2.0%	25%
<u>SOS (HiFi)</u>	20.1%	12.9%
<u>CPM</u>	\$1.25	6.8%
<u>Expenditures</u>	\$15.2MM	35.7%
<u>SOV</u>	4.5%	1.8%

1976

Vantage sponsored the WCT Doubles Series in 1976.

% Difference Vs. Year Ago

<u>Sales</u>	14.4b.u.	18%
<u>SOM</u>	2.4%	20%
<u>SOS (HiFi)</u>	16.7%	-16.9%
<u>CPM</u>	\$1.44	15.2%
<u>Expenditures</u>	\$20.8MM	36.8%
<u>SOV</u>	5.0%	22.2%

1977

Vantage 100's (11 mg. 'tar') were launched nationally in January, 1977 without previous test marketing.

The new style was marketed in a white pack with horizontal blue stripes, containing the Vantage target, on the upper portion of the pack. The name Vantage was printed above the band, 100's below it. "20 Low Tar Cigarettes" was included as the package line.

Headlines above a pack mortice announced, "Finally, Vantage Longs." "The first long cigarette to bring good taste to low-tar smoking," followed below the mortice. Body copy explained that R. J. Reynolds had resisted the trend towards longer cigarettes and worked until they could, "perfect a 100 with the famous Vantage combination of full flavor and low tar".

The three styles of Vantage: Regular, Menthol and 100's were illustrated in lower corners of Vantage testimonial executions.

Cents-off and free pack coupons were distributed via print media.

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% Difference Vs. Year Ago

<u>Sales</u>	17.4b.u.	20.8%
<u>SOM</u>	2.9%	20.8%
<u>SOS (HiFi)</u>	13.1%	-21.6%
<u>CPM</u>	\$1.80	24.9%
<u>Expenditures</u>	\$31.3MM	50.5%
<u>SOV</u>	6.4%	28.0%

1978

Coupons continued to be employed as a promotional device in 1978.

% Difference Vs. Year Ago

<u>Sales</u>	18.8b.u.	8.0%
<u>SOM</u>	3.1%	6.9%
<u>SOS (HiFi)</u>	11.0%	-16.0%
<u>CPM</u>	\$1.46	-18.9%
<u>Expenditures</u>	\$27.5MM	-12.1%
<u>SOV</u>	5.3%	-17.1%

1979

Vantage Ultra Lights were introduced nationally in October, 1979.

Vantage Parent testimonial campaigns were discontinued in 1979. The new campaign utilized "The Vantage Point. Where great taste and low tar meet.", as a headline in a mortice containing pack and body copy in the lower portion of the ad. Those executions published in male oriented magazines featured a full page photograph of a woman lighting a man's cigarette. The tip of the cigarette was encircled by a target. In women's magazines a man lit a woman's cigarette. Executions were also developed for Black publications.

	Sales	% Difference Vs. Year Ago	% Difference	
			% Total Brand	VS. Year Ago
<u>Sales</u>	19.3b.u.	2.7%	94.6%	- 5.4%
<u>SOM</u>	3.2%	3.2%	94.1%	5.9%
<u>SOS (HiFi)</u>	10.1%	- 8.2%	-	-
<u>CPM</u>	\$1.53	8.2%	-	-
<u>Expenditures</u>	\$30.4MM	10.5%	71.0%	- 29%
<u>SOV</u>	4.8%	- 9.4%	71.6%	-28.4%

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VANTAGE

ADVERTISING EXPENDITURES
(000)

	<u>Television</u>	<u>Newspaper</u>	<u>Magazine</u>	<u>Supps.</u>	<u>Outdoor</u>	<u>Total</u>
1970	\$5,454	\$ 565	\$ ---	\$ ---	\$ 2	\$6,021
1971	35	*	2,069	759	967	3,830
1972	---	1,993	879	631**	---	3,503

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*Newspaper expenditures unavailable.

** Independent Supplements not available.

VANTAGE

	<u>Sales</u>	<u>Mkt. Share</u>	<u>Adv.</u>	<u>CPM</u>	<u>Segment Share</u>
1970	1.0	0.2	\$6.0	\$6.69	0.4
1971	4.6	0.9	\$2.8	*	1.6
1972	5.1	0.9	\$3.5	\$.68	1.7

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*Newspaper expenditures unavailable; therefore, total advertising figure incomplete.

Vantage Ultra Lights

Advertising executions are basically unchanged unless otherwise noted.

1979

Vantage Ultra Lights Kingsize and 100's (non-menthol only) were launched nationally in October, 1979. Both styles had a 'tar' delivery of 6 mgs. Vantage Ultra Lights Kingsize were previously test marketed in the Northeast.

Pack design consisted of a small horizontally striped square at the top of the pack, at the center of which was a red, white and blue target. The name Vantage (in blue) Ultra Lights (in black) was printed below the design. "Ultra Low Tar 6 mg." was added at the bottom of the pack. Pack background was white.

The introductory campaign utilized in test markets featured, "New Vantage Ultra Lights" in white against a blue background as the headline, it was highlighted by a starburst effect. Above a mortice containing a photograph of a model smoking was, "Introducing Ultra Taste-At Ultra Low Tar". Body copy separated the mortice from the pack illustration. "Only 6 mg. tar" concluded the execution.

The campaign utilized with the national launch of Vantage Ultra Lights featured the headline, "New Vantage Ultra Lights" with a starburst effect. "Introducing Ultra Taste-At Ultra Low Tar", followed the headline in smaller print. A pack of each size was illustrated in the lower portion of the ad, "Only 6 mg. tar" was placed between them.

Street corner sampling and discount coupons were promotional devices utilized in the launch of Vantage Ultra Lights.

		<u>% Total Brand</u>
<u>Sales</u>	1.05b.u.	5.2%
<u>SOM</u>	.18%	5.3%
<u>SOS (NM Ultra Low)</u>	3.3%	-
<u>CPM</u>	\$11.81	-
<u>Expenditures</u>	\$12.4MM	29.0%
<u>SOV</u>	1.9%	28.4%

The ultra low market segment includes all cigarettes with 'tar' levels from 0-6 mg.

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