

LUCKY STRIKE MENTHOL  
(King Size & 100's)

1966 (.41% Menthol)

Lucky Strike "10 & 10"

In March, 1966, the Lucky Strike "10 & 10" (one hinged 10's of regular filter and one hinged 10's of menthol filter, bound together with a single overwrap of cellophane to form a 20's package) was introduced in St. Louis, Birmingham, and New Orleans. Small newspaper ads were the only form of advertising support.

Copy was "package" oriented rather than product or consumer oriented. Advertising simply stated, "it's a new kind of pack with two kinds of Luckies!" This "hard sell" copy resulted in practically no movement for this new brand, and it was withdrawn from the market near the end of 1966.

Lucky Strike 20's Soft Cup

On May 23, 1966, American Tobacco Company introduced 85mm menthol filter soft cup Lucky Strike, immediately following the unsuccessful test of the Lucky Strike name. The original test markets were Minnesota, Oklahoma, West Virginia, Kentucky, Tennessee, and Florida. After a very brief test, the brand went national on June 6, 1966.

Original announcement to customers advised that beginning the week of June 27, Lucky Strike Green would use a heavy schedule of spot TV, spot and network radio, newspaper, national magazines, and would follow with network TV on 11 shows "later in the summer."

Print copy featured the headline, "Shake hands with L. S. Green," and the base line copy was, "Lucky Strike Green. The fine tobacco cigarette with menthol." Body copy was, "LS/MFT. Lucky Strike is the brand that made fine tobacco famous." TV copy followed print copy with L.S. Green being introduced in a jingle version of "Dear Old Donegal," followed by announcer delivery of base line and body copy.

As of September, 1966, the brand had .14% share of market.

1967 (.330% Menthol for 85mm style; and .382% for 100mm style)

A two-piece filter, 10mm cellulose acetate, and a 10mm mixture of tobacco and charcoal was tested with no apparent success. But this was Lucky Strike. The filter, oddly enough, was adopted in both lengths of Luckies, 85mm and 100mm.

The 85mm menthol version was promoted separately in print. The black and second-color approach, menthol and non-menthol, in fashion at American, was used in split-page format.

A total of \$1,335,000 was spent, with \$699,000 in TV, \$12,000 in radio, and \$624,000 in print.

Share of market ran .01% for 1967 with no recordable share in the last quarter.

In March of 1967, Lucky Strike Menthol 100's were tested in south Florida. In September, they were taken to national distribution.

In its TV execution, Lucky Strike 100mm Menthol benefited, if at all, from the generic override of the 100mm non-mentholated filter Lucky. With the non-menthol 100mm Lucky, the approach was that of actor-given dialogue. A husband snapped at his wife, "Not a Lucky Strike. Lucky Strike 100's!" This was apparently a name registration attempt.

Specific promotion for the 100mm Lucky appeared only in print, \$601,000 worth. Newspapers showed a tobacco and charcoal filter giving supposedly the lowest in tar of all cigarettes tested as American capitalized on published FTC figures. They couldn't resist this opportunity and broke from the Cigarette Advertising Code.

In the last part of 1967, magazines carried, "Now there are two Lucky Strikes that don't taste like a Lucky Strike." Plain and Menthol 100's packages were the dominant visual. Newspapers still carried the lowest tar story, however.

Sales of 0.1% share were achieved by the Menthol 100 in April after going into test market; but by October, and national, they had slowed to nothing.

Looking more closely at the products, the King Size Lucky Menthol Filter measured 84.5mm x 25mm. It had a 20mm filter with 24mm white tipping. The 100 menthol style was actually a 99mm. It had 30mm of white tipping and a 20mm filter as described initially.

In the last half of 1967, Lucky Strike Menthol 100's did, in fact, have the lowest nicotine and tar delivery. It ran from 20.5 to 22.1 mgs. of tar and 1.17 to 1.32 mgs. of nicotine. It was still very close to the other entries in that segment. The 85mm style was definitely average in its tar and nicotine deliveries; and as a result, no mention of its filtration properties was made.

Lucky Strike's 1967 circus is best shown by examining the packaging of all five Lucky Styles. Packaging all carried the bull's-eye with the brand name centered inside. The initials LS/MFT appeared boldly on all but the old plain-end 70mm and the 100mm menthol filter styles. The package of the 100mm non-mentholated version was white with a red bull's-eye. The 85mm menthol filter was almost all white. The 85mm non-menthol filter was red with a red bull's-eye. A real departure took place on the 100mm menthol filter version with the fine tightly spaced green lines running vertically over the full face of the pack. One closure had a filtering diagram, and others had the American Tobacco Indian. It was a package designer's field day.

Not only were sales weak for the four filtered Luckies, but total Lucky Strike share fell from 15.25% to 4.58% of market.

#### 1968-1969

Lucky Strike Menthol king size filter sales continued to dwindle in 1968, slipping to 200 million units. The style failed to register a share of the total market and its share of the menthol segment dropped to 0.1%. Likewise, Lucky Strike Menthol 100's sales were reaching a new low at 160 million units. It too failed to show a share of the total market as its share of the menthol segment dropped to 0.1%.

Expenditures for the 85mm style were \$241,000 for 1968, all of which was allocated to spot television. The brand's CPM was \$1.00. The 100mm style had a budget of \$381,000 with \$208,000 allocated to newspapers and \$173,000 allocated to magazines. Lucky Strike Menthol 100's CPM for 1968 was \$2.50.

Advertising for each style was basically unchanged through 1968. Continued emphasis was placed on "lowest 'tar' of all 100's tested... and the taste is soft."

Lucky Strike Menthol 100's were discontinued in May of 1969. Presumably Lucky Strike Filters were also withdrawn sometime in 1969 as no data was reported for the year.