

LUCKY STRIKE FILTER

1964

On August 31, 1964, it was announced that Lucky Strike Charcoal Filter cigarettes would be tested in Memphis, Indianapolis, Des Moines, and Spokane in addition to regular Luckies. It transpired that the Lucky Strike Filter cigarette supplied to the Spokane test area was, in fact, a regular filter cigarette. Lucky Strike Charcoal Filters were 85mm in length and the filter construction was 5mm white acetate mouthpiece, 10mm black (a technical term since this section was gray in color) acetate with fine granules of charcoal, and a 5mm white acetate plug next to the tobacco section. There was a cork wrap around the 20mm total filter plug. The performance of the filter was not in the Tempo class in the removal of gases in the vapor phase. Tar/nicotine measurements were as follows: 13.7 mg. tar per cigarette, 1.09 mg. nicotine per cigarette. The price of King Size Lucky Strike with a charcoal filter was \$9.00 per M.

American Tobacco claimed two kinds of activated charcoal were used and called the filter construction a "two-way charcoal tip." Advertising for the charcoal filter version was via network and spot TV and radio, together with a 1500-line, two color newspaper ads. The pack retained the familiar bull's eye, but this was redesigned in white and gold. The logo was in white and the overall pack color was red. "Two way charcoal tip" was printed in gold on the top of the front of the pack. Advertising copy read, "Show me one filter that won't take away the taste and I'll eat my hat," and "New Lucky Strike Filters put back the taste other filters take away."

1965

In January, 1965 Lucky Strike regular filters (acetate) went into national distribution. The charcoal variation was withdrawn from test.

The introductory advertising campaign was continued throughout 1965 with the exception that about mid-year the headline copy was changed from a negative statement, "Show me one filter that won't take away the taste ..." to a positive statement, "Show me a filter that really delivers taste ...". The illustration always depicted an individual either wearing or holding a hat; the hat brim had one or more bites taken out of it. The opened pack appeared in the lower corner of the ad, and body copy claimed "new Lucky Strike means fine tobacco ... and now Lucky Strike means filter tip." The word "new" remained in the advertising copy all year.

1965 advertising expenditures were \$13.9 million and the CPM was \$2.72 on sales of 5.1 billion units. Lucky Strike Filter achieved an impressive 1% share of total market in its first year.

1966

The "Show me a filter that really delivers taste and I'll eat my hat" campaign continues. Lucky Strike 10/10's were withdrawn from the market in November, 1966.

1967 - 1971

Lucky Strike King Size Filter sales dropped 1.7 billion units in 1967 to 1.9 billion. The style's market share sank to 0.4% while its share of the plain filter segment was cut to 0.8%.

Expenditures were down by \$10.5 million in 1967 to \$2.8 million. Nearly 61% of this was allocated to television with another 36% going to magazines. Spot radio and newspapers split the remaining allocations. CPM for 1967 was \$1.47.

Following test marketing in Southern Florida, Lucky Strike Filter 100's began national distribution in September, 1967. The style was marketed in a package similar to a Lucky Strike Regular pack with a vertical red line on either side of the target and all black removed. "Lucky Strike" in the target was white with "Filter 100's" below in red.

The long style's initial sales reached .42 billion in 1967 for a market share of 0.1% and 0.2% of the plain filter segment.

Introductory advertising was backed by a \$4.9 million budget. Lucky Strike Filter 100's budget was broken down with 66% allocated to television, 24% to magazines, and 9% to newspapers. Spot radio also received a small allocation. CPM for the new style was \$11.67 in 1967.

By March, 1967, Lucky Strike Filters had discontinued its "hat eating" campaign. Print and broadcast emphasized "the taste of Lucky - you've never had it so mild."

Lucky Strike commercials ran :40 for Lucky Strike Filter and Filter 100's and :20 for Lucky Strike Green. The filter style version centered around a man in a white suit walking through a tobacco field saying, "Great taste begins here with great tobacco."

Print generally followed a translation of the tobacco field idea with the headline, "A filter cigarette has to be Lucky to taste this good."

In March, newspaper advertisements in the Mid-West centered on Lucky Strike Filters, "charcoal and rolled tobacco in the tip to give you a milder taste than ever before." The new filter was ushered in with a contest involving, "I like new Lucky Strike Filters cigarette because ..." (in 25 words or less). Prizes included one pack of Lucky Strike Filters per day for a year to the 100 best entries, and two free packs just for entering. It is doubtful the contest was run on a national basis.

Lucky Strike Filter 100's were introduced as "the Lucky Strike that doesn't taste like a Lucky Strike."

Commercials emphasized "Not Lucky Strike, New Lucky Strike 100's ... the taste is soft ... a lot more mild." Some commercials were shared with Lucky Strike Filter King Size.

Headlines included, "After all these years, Lucky Strike is getting soft ... soft tasting, that is." Copy lines featured, "whole new blend of tobacco and charcoal inside ... and a new taste: soft."

Sales for Lucky Strike Filter King Size dropped another 600 million units to 1.3 billion in 1968. Total market share was cut in half to 0.2% while its share of the plain filter segment dropped to 0.5%. The 100's style sales were up slightly at 490 million units, although neither market share nor segment share was affected.

Both styles' budgets were cut in 1968, King Size to \$1.8 million, 100's to \$2.9 million. Each relied most heavily on spot and network television with support from magazines followed by newspapers and small allocations to spot radio. CPM for the King Size was \$1.38, while the 100's CPM was \$5.92.

By June of 1968, ads featured a 100's pack which resembled the red and gold Filter King Size package, but with a vertical white stripe on either side of the target. The name inside the target was changed to Lucky Filters.

Advertising, although usually featuring a 100's package, always referred to Lucky Filters (in general).

Commercials included couples in rafts, etc. and the copy, "It's better when you do it together -- the way Lucky puts activated charcoal and tobacco together in Lucky's Filter. What have you got? Real tobacco taste ... made real mild."

Also commercials and print played up the idea of "You don't have to light it to like it", with smokers drawing on the tobacco end of the cigarette. Copy explained, the filter "nourishes the taste".

In September, 1968, newspaper ads in Houston announced, "Lucky is the first with a polymer filter!" Copy referred to the filter as the "new Lucky Polymer Plus Filter," that "draws so easy, tastes so great you'll never want to go back to an ordinary filter again ... it filters the smoke with no loss of flavor ... it draws easy ... and the average puff gives you 26% less 'tar' than a non-filter cigarette."

In 1969 sales of both styles dropped, King Size to 990 million and 100's to 200 million. Lucky Filter King Size's total market share was unaffected although its share of the plain filter segment slipped to 0.4%. The longer style failed to register a share of the total market but mustered 0.1% of the plain filter segment.

Expenditures were cut significantly in 1969. At \$900,000 the King Size style has about half of its previous year's budget, while the 100's style was allocated \$700,000 which was less than a quarter of its 1968 budget. Newspapers received the major portion of each budget followed by spot television (in the King Size style) and magazines. Small allocations were also made to supplements. CPM for Lucky Filters King Size was \$.09, while Lucky Filters 100's CPM was \$3.50.

Most advertising centered around the filter with, "Only Lucky has the Great Mildness Maker ... for real tobacco taste made real mild." During the second quarter of 1969, certain ads featured only the package and the headline, "Lighter Leaf - Lighter Taste. Lucky Filters."

In May, 1969, Buffalo newspapers carried ads with a diagram of the polymer filter and the headline, "All cigarettes could have it someday. Lucky has it now."

A record offer was made in California during June of 1969, through which consumers could mail specified numbers of Lucky Filter pack tops in exchange for certain LP albums. Generally records were in categories requiring either 10 tops, 50 tops, or 150 tops. A "Speed-up Option" was also included through which a specified amount of cash could be sent with only 30 tops.

In July, Miami papers carried ads stating Lucky Filters would be carrying Bonus Gifts Coupons, "good for trading stamps or cash."

The "Lucky Filter Leisure Club" was advertised in October, 1969, for residents of Missouri and Illinois. It appeared to be an expansion of the earlier offers using package seals as premiums. Copy emphasized "They have twice the value of the leading cigarette coupons." Initial ads carried a starter coupon worth 25 Lucky Filter Seals. Gift catalogs were placed in every carton of Lucky Filters.

Lucky Filter King Size sales dwindled to 700 million units in 1970 causing its market share to slip to 0.1% and its share of the non-mentholated filter segment to drop to 0.3%. Lucky Filter 100's sales remained 200 million units leaving market and segment share unchanged.

The King Size style's budget was increased to \$1.5 million while the 100's style was cut to \$600,000. In each case expenditures were concentrated in newspapers with support from magazines. CPM for the King Size was \$2.14 and \$3.00 for the 100's style.

Advertising in 1970 took the form of smaller, black and white ads. Some featured nothing but copy, generally emphasizing "light air-cured burley tobacco" and Lucky Filter's target logo. Other advertisements featured only the package with such illustrations as a clock instead of the target with simple headlines such as, "Break".

In Michigan advertisements announced a free 33-1/3 rpm record by "a top Columbia recording artist" was enclosed in each carton of Lucky Filters King Size or 100's.

Lucky Filter King Size sales slipped to 470 million units in 1971. Although market share remained 0.1%, the style's share of the plain filter segment dropped to 0.2%. Lucky Filter 100's sales were up slightly at 210 million. The style again, however, failed to register a share of the total market and its share of the plain filter segment remained 0.1%.

Lucky Filter Kings were allocated \$164,000 for magazines. Although newspaper expenditures are not available, no newspaper advertisements for either Lucky Filters' styles have been noted. Lucky Filter 100's showed no other expenditures.

1972

With the introduction of Lucky Tens in November, 1971, Lucky Strike King Size sales for 1972 tumbled below 10 million units and Lucky Strike 100's sales fell to 180 million units. The extra-length style's share of the non-menthol filter segment, however, remained 0.1%.

Each style received only minimal advertising support in 1972. The 100mm version was allocated \$2,000 newspaper advertising, while the king-size style received \$1,000 for outdoor advertising.

1967 - 1972

Lucky Strike Regular sales dropped over 8.0 billion units from 21.0 billion in 1967 to 12.98 billion in 1971. The style's market share sank yearly from 4.0% in 1967 to 2.4% in 1971. Its share of the regular plain end segment moved from 30.0% to 29.4% over the five-year period.

Lucky Strike Regular was allocated \$50,000 in 1967 for spot television advertising. It wasn't until 1971 that the style received another advertising allocation. Again the allocation was \$50,000, but this time magazines received \$49,000 and outdoor advertising received \$1,000.

The rate of Lucky Strike Regular's sales loss seemed to slow in 1972. Sales were 11.9 billion units for 2.2% of the total market and 29.2% of the regular plain-end segment.

The brand received advertising support in the form of \$3,000 for newspaper ads and less than \$500 for outdoor advertising.

1973

Advertising expenditures dropped 33.3% to \$2000.

% Δ Vs Year Ago

Sales	11.45 bu	- 3.8%
SOM	1.98%	- 7.9%
SOS (Plain)	12.98%	- .2%

1974

Advertising expenditures were discontinued in the 2nd quarter of 1974.

Sales	10.43 bu	- 8.9%
SOM	1.77%	-10.6%
SOS (Plain)	12.46%	-10.4%

1975

Sales	8.71 bu	-16.5%
SOM	1.52%	-16.4%
SOS (Plain)	11.2 %	-10.1%

1976

Sales	8.6 bu	- 1.3%
SOM	1.41%	- 7.8%
SOS (Plain)	12.30%	9.8%