

**MARLBORO CLASSICS
BRAND COMMUNICATIONS
BRIEF**

**PM EEC
BRAND MARKETING
LAUSANNE**

JANUARY 1992

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

BACKGROUND:

- **MARLBORO CLASSICS HAS BEEN IDENTIFIED AS A MAJOR INTERNATIONAL DEVELOPMENT OPPORTUNITY.**
- **TO PROJECT A CONSISTENT BRAND IMAGE ACROSS ALL MEDIA AND MARKETS, A BRAND COMMUNICATIONS BRIEF HAS BEEN DEVELOPED WITH THE INPUT OF ALL MAJOR MARLBORO CLASSICS MARKETS.**
- **THE PROVISIONS OUTLINED IN THIS BRIEF NEED BE FOLLOWED CLOSELY IN ORDER TO DEVELOP A VIABLE INTERNATIONAL COMMERCIAL AND PRINT POOL WHICH WILL MEET THE BRAND REQUIREMENTS IN ALL LOCAL MARKETS.**

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- **PRIME TARGET MARKET:**

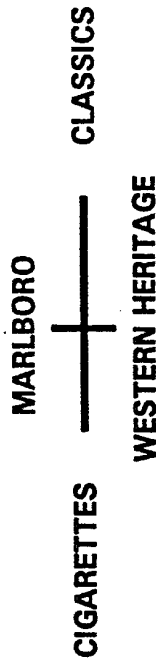
- URBAN, WHITE COLLAR MALES AGED 24-35
- FREE, INDIVIDUAL LIFESTYLES

- **SECONDARY TARGET MARKET:**

- STUDENTS, YOUNG ADULT MALES UNDER 25.
THIS GROUP MAY BE REACHED THROUGH MEDIA
SELECTION OR SPECIFIC PRODUCT OFFERINGS,
NOT PART OF THE GENERAL COMMUNICATIONS

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- POSITIONING PROPOSITION:
 - MARLBORO CLASSICS IS A UNIQUE EXPRESSION OF THE MARLBORO WESTERN HERITAGE.



- WHILE IT IS AN EXPRESSION OF MARLBORO COUNTRY, IT SHOULD NOT USE ANY MARLBORO CIGARETTE ADVERTISING CUES, E.G. MARLBORO COWBOYS, MONUMENT VALLEY, CHUCK WAGONS, ETC.
- IT SHOULD DEVELOP ITS OWN UNIQUE EXPRESSION OF MARLBORO COUNTRY WITH DIFFERENT ASPECTS OF THE WESTERN HERITAGE.

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

● POSITIONING PROPOSITION:

MARLBORO CLASSICS WESTERN HERITAGE CAN BE EXPRESSED

IN TERMS OF:

- PIONEERING SPIRIT**
- OPEN SPACES, FREEDOM**
- RUGGED MASCULINITY**
- UNTAMED NATURE**
- TIMELESS VALUES**
- TRUE WORK ETHIC**
- AUTHENTIC USA**
- COWBOYS/INDIANS/HORSES/CATTLE ETC.**

**MARLBORO CLASSICS
BRAND COMMUNICATIONS BRIEF**

● **MOOD:**

- **ATMOSPHERE: ALIVE, FREE-SPIRITED**

- **TONES: LESS SOMBRE, BRIGHTER WARM COLORS, BROWN,
NOT GREYS**

- **FEELING: MORE SENSUAL, WANT TO TOUCH, WOOD,
LEATHER, ETC.**

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- **CREATIVE EXPRESSION:**

- **PRODUCT VISUALS:**

**SHOW PRODUCT DESIGN AND QUALITY, PURE MATERIALS, DENIM,
LEATHER, ETC., TOGETHER WITH COLORS AND DISTINCTIVE
LABELLING**

- **ACCESSORIES:**

**AUTHENTIC ACCESSORIES SUCH AS SADDLES, BOOTS, BAGS,
SPURS, ETC., SHOULD ALSO BE FEATURED. PRODUCT CLOSE-UPS
SHOULD BE SHOWN ON AUTHENTIC, RUGGED, BUT CLEAN
MASCULINE MODELS.**

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- **CREATIVE EXPRESSION:**

- **MODELS:**

**SHOULD USE 3-4 MODELS WHO ARE DIFFERENT LOOKING FROM
MARLBORO COWBOYS (DARRYL, BILLY, ETC.) SHOT BOTH SINGLY
AND IN GROUPS.**

- **NO DIRECT CAMERA FACING SHOTS USE INDIRECT, PROFILE
SHOTS, ETC.**

- **HAVE MODELS IN ACTIVE SITUATIONS, WORKING OR DOING
SOMETHING AND RELAXING**

- **HAVE MODELS WITH AND WITHOUT COWBOY HATS BUT AVOID
MARLBORO CIGARETTE AD TYPE STETSONS**

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- **CREATIVE EXPRESSION:**

- **MUSIC:**

- NEED TO DEVELOP AUTHENTIC WESTERN THEME MUSIC (A LA
MAGNIFICENT SEVEN) WHICH IS INSTANTLY ASSOCIATED WITH
BRAND. SHOULD BE USED IN CINEMA COMMERCIALS AND RADIO
SPOTS.**

- THEME MUSIC SHOULD BE DYNAMIC, ALIVE AND UPBEAT, LESS
SAD AND LONELY.**

- IN OTHER WORDS : THE MUSIC AS " H E R O " .**

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- CREATIVE EXPRESSION:

- LOCATIONS:

CREATE NEW, AUTHENTIC WESTERN MARLBORO CLASSICS

LOCATIONS DIFFERENT FROM MARLBORO COUNTRY, E.G.:

OUTDOOR

INDOOR

- LANDSCAPES

- SALOON

- RANCH

- BARBERSHOP

- TOWN SCENE WITH PEOPLE

- STORE

(MAIN STREET, DODGE CITY)

- RAILROADS

- FORTS

- INDIAN RESERVATIONS

- ETC.

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- EXECUTION:
 - BETTER LIGHTING, IN PRINT & CINEMA, NO SHADOWS, FILTERS ETC.
 - MORE APPETITE APPEAL, WOOD GRAIN, DENIM FIBER, TO TOUCH, FEEL
 - NO SPLIT B/W-COLOR PRINT EXECUTIONS
 - CONSIDER VOICE OVER IN CINEMA COMMERCIAL
 - EXAMINE ALTERNATIVE COPYLINE TO "FITS THE MAN"
"THE SPIRIT IN A LOOK"
"ROOTED IN THE WEST"

MARLBORO CLASSICS BRAND COMMUNICATIONS BRIEF

- **MEDIA**
- **NEW COMMUNICATIONS ARE NEEDED FOR ALL MEDIA.**
- **NEED A NEW CINEMA COMMERCIAL, SHOULD BE GENERAL COMMERCIAL FOR YEAR/ROUND USE, NOT SEASONAL.**
- **SHOULD BE SUITABLE FOR DIFFERENT MARKETS, E.G., FRANCE, GERMANY, FAR EAST, ETC.**
- **NEED PRINT POOL TO MATCH MOOD OF THE CINEMA COMMERCIAL. NEED TO HAVE A WIDE VARIETY OF SHOTS FOR DIFFERENT MARKET NEEDS AND MEDIA. PRINT, OUTDOOR, POSTERING, TRANSPORT ADS, ETC.**
- **RADIO SPOT WHICH USES MARLBORO CLASSICS THEME MUSIC.**