

WSK > Test Mkts Jan. 1967  
WSKM > National April

### Winston 1969

1. W Super King & King size brought together under "Me and My Winstons"
2. Mediums: TV; Print; Merchandising; Sales Promotions
3. Combined brand group

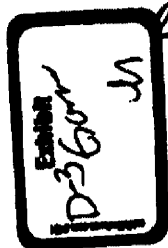
### Winston 1970

1. 100's becoming more popular (Winston, Kool, Marlboro)  
w/ increased spending
2. WSK still seen as opp to broaden appeal of Winston
3. Test Market Plans/ Research
  - awareness
  - attitudes toward campaigns
  - effectively communicated copy points

### Winston 1971-1973 - no plans

### Winston - 1974

1. Establish volume momentum
  - WOS ↑
  - WSK ↑
  - Winston Box →
  - Winston Menthol →
2. 1973 Campaign "There's a lot of Good" goes national
  - New campaigns being developed & tested (4 mini mkts and 1 full test market).
  - DAR
  - Sales Trends
  - Camp Comm Study



### Winston 1974 (con)

3 Sales Promotions - counter promos; media promos.

- 50¢ coupon top 25 mkt's to gen trial
- W Box Photo Cube to increase distribution/trial
- Vending Machine
- Sampling

4 Special Events maintained - <sup>enhance awareness</sup> Field sales for increased POS

5 Product development on improved blends

6 Pkg redesign complete

7. Defines Winston's utilization @ Special Events

### Winston 1975-1977

1. Capitalize on high growth segments - <sup>Gen volume/som</sup> Est. LT share growth  
Introduce new campaign

\* 2. Special Marketing opp. for each brand style to ensure targeted to highest potential

3. Brand style targeting

W85 - Male <35

W8K - Women 25-49

WBox - Men <35

W Menthol - Men 25-49

W Lights - woman <35

\* 35.5 Media spend

16.0 Promotion

### Winston 1976

1. Stabilize som for W85; capitalize on growth opp for other styles.
2. Gen volume; achieve awareness
- 3 Brand style targeting
  - W85 Male <35
  - WSK M/F 25-49
  - WBox M <35
  - W Lights W 25+
  - W Menthol M/F 25-49
- 4 Candid Campaign - increase  $\$$  to gen awareness
- 5 Major metros account for 57% total smokers
  - 60% Marlboro
  - 48% Winston
- \* 6 Break out Mktg Plans for each Brand style

W85 - Black	<sup>76</sup> 241	<sup>36</sup> 477
WBox - Spanish	127	162
WSK - Jewish	11	50
W Lights - Jewish	20	50

### Winston 1977

1. Update Winston image - contemporary, male, independent
- 2 Overcome problems/capitalize on style opportunities
3. Grow som/volume
- 4 Candid campaign - loyalty / switching
- Brand style targeting

Concentrate  
efforts on  
W Lights / Longs

W85 M 18-34  
WBox M 18-34  
W Longs F 18-49

W Lights M/F 21+  
W Menthol W 21+

### Winston 1978

1. All around Winston - comp to Marlboro
  - Product perceptions
  - image perceptions

### Winston 1979 - Focus is Winston Lights.

1. Product/Image deficiencies
2. Switching loss to other low tar brands
3. 1980-81 ultra LT growth projected
4. Winston Lights seen as part of low tar category but higher one  
(seen to be female skewed.  
Winston always perceived as high strength)

### Winston 1980

1. Winston Lights performing well (South Atlantic & Mid-Continent areas of strength)
2. Plan will support Brands national growth while distributing media funds in line w/ sales divisions / FFLT cat develop.
3. 1978 Ethnic Study of Winston Lights / Marlboro Lights among Black & Spanish
4. Taste/Image Perception Studies Winston / Marlboro  
Winston Lights  
" " 100s

5. Winston Lights & Marlboro Lights have extremely poor performance among primary ethnic groups.
  - too harsh
  - too feminine
  - tar level too high
  - Low ratings on mildness

Lights  
Box line  
extension  
opportunity

## Lights Winston 1980 (con)

6. Improve image of smoked by males - use imagery more active, vital, masculine
7. Improve taste perceptions thru ad copy that better communicates excellent taste & low tar
8. Winston Lights 85/100s advertised under same creative effort - taste & masculinity
9. New pkging for Winston Lights
10. Black/Hispanic Media for Winston Lights. NOT desired due to low BDI (<70) among those segments.

## Winston 1980 Full Flavor

1. Sales declining; performance inferior to Marlboro both product performance and image
  2. Winston ↑ SOM only in South Atlantic (but losing SOM in all areas).
  3. Dissatisfaction among franchise and low switch in
  4. Winston Box follows Marlboro Box suggesting regionality to Box markets
  5. 1978 Black Market Audits
- |     |  | <u>Black</u> | <u>Spanish</u> |
|-----|--|--------------|----------------|
| WFF |  | 101          | 135            |
| MFF |  | 31           | 106            |
- \* Success of "past mktg efforts" → only Black/Hispanic publications beginning in 1976

1979

Segmentation  
Study

Too old an image  
Too high tar  
Not masculine enough

6. New "Northwoods" campaign
- 18-50+ 7. Advertising National/Local & targeted coverage against ethnic smokers - Black & Hispanic

## Winston 1980 FF (con)

Promotion Plan 18-49 W85

18-49 ~~W85~~ W100s

18-34 W Box

New blends on W85's & Box nationally 1/25/80

New blend on W100s nationally Q3 1980

Sampling on W85's / 100's around new blends.

BIG IF / POS

Revised packaging

pg 125

## 1980 Winston Box Plan

- Same situation as Winston 85's FF

18-50+ - New product; new creative "Northwoods Logger"

new pkg; new promotion

- Major metro box share growth - opp for WBox