

RALEIGH

1928 - 1932

RALEIGH was first introduced in the wallet-pack as a premium-price cigarette, (\$8.50 per M vs. industry \$6.00) in New York in the fall of 1928. Advertising was limited and sales were negligible. Any possible chances of success were probably killed by the depression and the brand did nothing until switched to the conventional cup package and reduced to the general industry price of \$6.85 in March, 1932. In September, 1932, the use of coupons good for playing cards was begun. Sales for 1932 were 200 million.

1933 - 1943

RALEIGH did not cut prices with the rest of the industry in 1933 and sold at a premium until the industry raised prices in January, 1934, and RALEIGH cut to meet them the following month. Since then RALEIGH has followed the industry price.

During 1935 the premium scheme was expanded to include an ever-increasing selection of merchandise.

Media advertising was practically non-existent during this period and media expenditures did not reach \$100,000 until 1936 when a network radio show was shared with KOOLS.

RALEIGHs responded to the coupon treatment and beginning in 1934, sales increased each year until the shortage in 1944.

Advertising increased with sales but, since the bulk of the money went into the premium scheme, media expenditures did not exceed \$1,000,000 until 1942.

During this period RALEIGH advertising was split between two agencies, each of which had its own theme for headline copy. One stressed "More Golden Tobaccos," the other, "Four points of superiority: 1. Finer blend; 2. Union made; 3. Plain or Cork Tips; 4. Valuable Coupons." Both carried the premium story as strong secondary copy. Since the secondary copy was consistent, the advertising's greatest value could well have been the publicizing of the premium scheme.

In 1943, RALEIGH sales hit their all time high of 12.7 billion.

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