

Be Marlboro:

Targeting the World's Biggest Brand at Youth

Idea of Lifestyle Advertising

Most ads are filled with dry research data and facts about the given product, just boring to listen to.

In a market full of dull advertisements, lifestyle marketing stands out . It tries to connect emotionally with the viewers, and it is focused on feelings, values or status symbols.

It does not focusses on selling the product but pushes to awaken feelings and create connections.

Key Statistics

Key Statistic 1

On 11th January 1964, the US Surgeon General Report declared that "Cigarette causes cancer" .

In 1970, cigarette advertisements were permanently banned from television.

Key Statistic 2

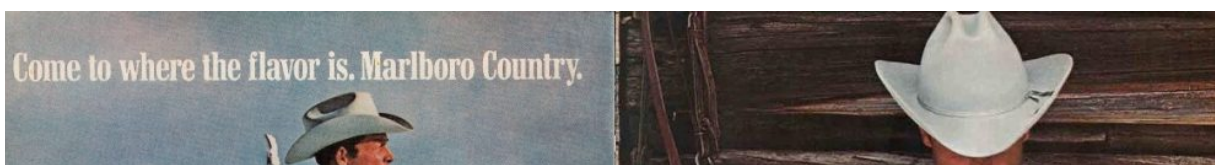
In 1921, Congress proposed a bill that banned women from smoking in public in Washington, DC.

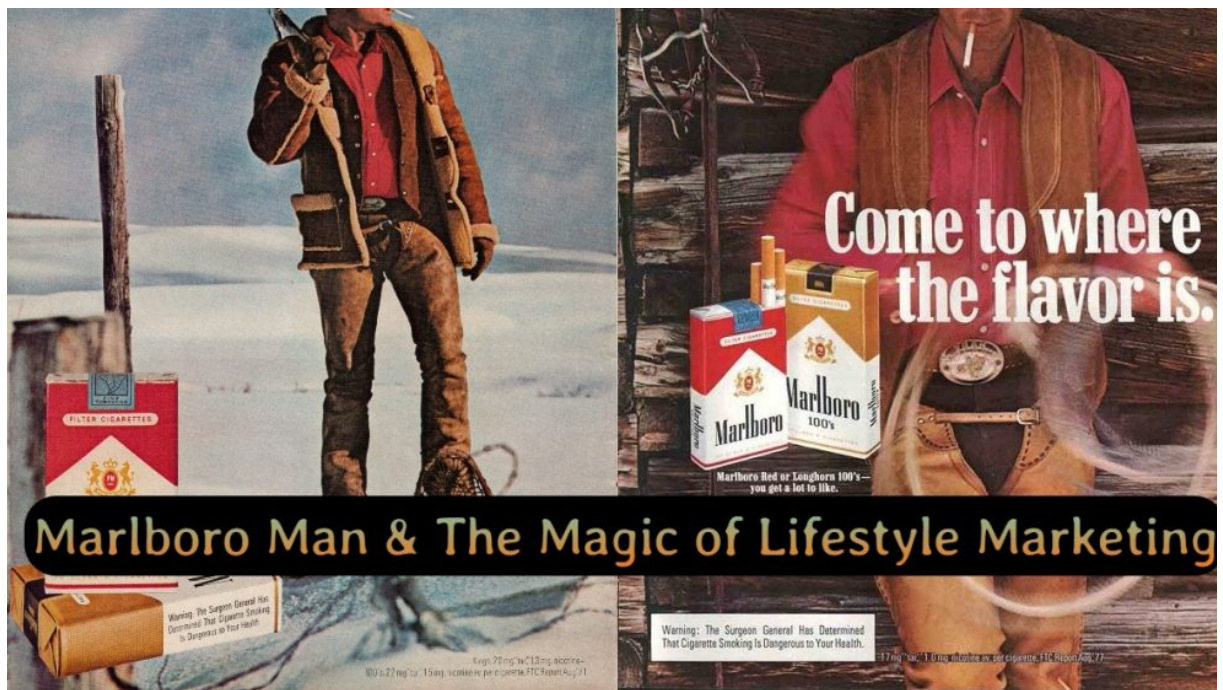
As the 1964 report broke out, the parent company, Phillip Morris, decided to change their target market (women) .

The brand first became popular as a women's cigarette. They depicted smoking as glamorous rather than unladylike and launched a handwriting contest for ladies, in return women received a box of cigarettes in exchange. In the 1950s , scientific research started to suggest that cigarettes could cause lung cancer in men. Marlboro introduced

"The Marlboro Man"

Introducing a character in their ads that portrayed a macho, charismatic man smoking Marlboro cigarettes while doing masculine tasks and was supposedly everything a man wanted to be like, will fascinate men of the era so that they were so motivated to buy the cigarettes.





Building on the Success

The best part about the Marlboro Man campaign and its ads will be that the cigarettes will not be even the prime focus.

The main focus will be on Marlboro man himself, which will help them communicate the brand's emotion very easily, even through print and magazine advertisements when the advertisements were banned permanently from televisions in 1970.

The product will get less than 10 seconds of footage time.

Marlboro wanted a way to reassure male customers that its cigarettes weren't hazard to their health. The brand launched a filtered cigarette that were believed to reduce the amount of tar and other toxic chemicals that a smoker inhaled.

The Marlboro Man was also the portrait of physical health and strength-despite what research suggested about smoking and lung cancer.

Results

While most rival brands will be struggling to stay afloat trying to advertise without showing their products, the legendary Marlboro brand will have sales skyrocketing to new heights through the amazing lifestyle marketing strategy.