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TO: Bonnie McCafferty
Barton & Williamson

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4. Consumer Benefits:

Viceroy is a flavorful, smooth tasting, satisfying cigarette for 18 smokers.

5. Benefit Support:

Viceroy's full flavor taste characteristics will be conveyed via the establishment of a product image that signals a bright and exciting taste experience set apart from superior to the competition, and/or a usage image that suggests that the smoker's brand must provide a comforting/relaxing break from an active lifestyle.

6. Target Market:

The advertising should be bold and persuasive, a glaring endorsement that Viceroy is still a "big name brand" that delivers quality tobacco flavor for full taste smokers.

7. Creative Considerations/Problems:

Establish a strong brand image and awareness base after 18 month hiatus.

8. Rationale:

Full-flavor smokers desire a product that delivers good tobacco taste deep down satisfaction.

9. Rationale:

Research indicates that Viceroy has no solid base or product image base.

10. Rationale:

Take advantage of the residual benefits of: Viceroy name and full flavor heritage in order to spring forward out of a temporary state of anonymity.

11. Rationale:

- Viceroy is virtually imageless brand. Opportunity exists to create new image, not fix old one.
- Awareness base will provide Viceroy brand name image identification which adds credibility to a Project X launch.

STRATEGY APPROVAL

Agency

Brand Manager

Group Product Manager

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