

**MORE Copy Platform  
Alternatives**

**Premise:** Many smokers are aware of, and would be attracted to MORE, except for fear that the appearance of MORE is not socially acceptable.

**I. Alternative I:**

- A. Objective: (1) To widen acceptance of MORE by convincing smokers that usage of the Brand is appropriate for normal, socially, acceptable people.
- (2) To eliminate the current sexual positioning confusion.
- B. Strategy: To convey a desirable image for male and female MORE smokers, consistent with the characteristics of current regular users and the relevant target audience.
- C. Support: To communicate the following user profile.

**Demographics**

- Sex: Both male and female
- Age: 26-49 with emphasis on 30-35
- Income: Somewhat upscale
- Geographic: A and B counties, with emphasis on urban environment

**Behavioral**

- Contemporary lifestyle, but participating in widely accepted types of activities.
- Stylish, but not flashy.
- Secure, stable
- Sociable, natural, low key
- Variety of usage situations depicted

**Premise:** Many smokers are aware of and would be attracted to MORE, except for fear that the appearance of MORE is not socially acceptable.

**II. Alternative II:**

- A. Objective: (1) To widen acceptance of MORE by convincing smokers that usage of the Brand is appropriate for normal, socially acceptable people.  
  
(2) To eliminate the current sexual positioning confusion.
- B. Strategy: To convince smokers that MORE is the best looking cigarette.
- C. Support: The long, thin look and brown color transmit an elegant look. Ads will have a "fashion" look. Clothes will be contemporary, but not flashy. Models will be both male and female.

Premise: MORE is the best selling 120mm cigarette, with better than 50% of the segment's sales. The main reason for smoking a long cigarette is increased puff count.

Advertising that convinces consumers that time - to-smoke is a significant advantage will increase acceptance of 120mm cigarettes, benefiting MORE substantially.

Currently, Saratoga is attempting to preempt the time-to-smoke claim.

1. It would be more effective for the category sales and spending leader to carry the message to the consumer.
2. It could be dangerous to allow competition to preempt the claim.
3. It is possible that a superior time-to-smoke campaign could be devised for MORE, providing a head-on competitive thrust against Saratoga, as well as enlarging the 120mm segment.

### III. Alternative III:

- A. Objective: To convince smokers that MORE provides more value than other cigarettes.
- B. Strategy: (1) Communicate to smokers that MORE provides more puffs than any leading cigarette, yet costs no more.

(2) Convince consumers that by smoking MORE, they can buy fewer cigarettes, without sacrificing smoking satisfaction.

#### C. Support:

##### 1. Puff Count

<u>Brand/Type</u>	<u>Puff Count</u>
MORE (current)	15.5
MORE (proposed)	13.0
120mm Average	13.0
100mm Average	10.0
85mm Average	7.5

2. Consumption Reduction

- 45% of MORE smokers in the Post-Introductory study say they smoke fewer cigarettes since switching to MORE.
- MORE smokers smoke fewer cigarettes than non-MORE smokers.

<u>Brand</u>	<u>Cigarettes/Day</u>
MORE	23.7
Other	25.3

**Premise: Time-To-Smoke**

**IV. Alternative IV:**

- A. Objective: To convince consumers that time-to-smoke increases smoking satisfaction, and that MORE provides more time-to-smoke and exceptional smoking satisfaction.
- B. Strategy: (1) Communicate to consumers that MORE provides more time to smoke than shorter cigarettes.  
  
(2) Convince consumers that a longer time to smoke increases smoking satisfaction.  
  
(3) Convince smokers that MORE's flavor is so smoothly satisfying that they will appreciate a longer time-to-smoke.
- C. Support:
  - 1. Puff count and 120mm length.
  - 2. Mild, smooth flavor.
  - 3. Tone: Ads will depict smoking enjoyment in a wide variety of settings.

**Premise:** Many people are afraid to be seen smoking MORE because they believe that it is not a popular cigarette. Many smokers would adopt a cigarette only if it is apparent that the brand had widespread acceptance.

**V. Alternative V:**

- A. Objective:** To convince consumers that MORE is a popular brand of cigarettes.
- B. Strategy:** To inform consumers of MORE's popularity. Bandwagon approach.
- C. Support:**
  - 1. Largest selling 120mm cigarette.
  - 2. One of the top xx selling cigarette brands.
  - 3. Sales are growing. More people are smoking MORE every day.
  - 4. Depict a wide variety of people smoking MORE.

**Premise:** Many smokers perceive MORE to be a low 'tar' cigarette. On a per puff basis MORE is lower in 'tar' than Full Flavor 85's and equivalent to VANTAGE 85's. Additionally, MORE tastes like a Hi Fi product. Finally, MORE is one of the "post-TV" new brands, thereby gaining an association with the new low 'tar' trend.

Yet, because MORE delivers twice as many puffs as a typical Hi Fi 85mm, total 'tar' content per cigarette is among the highest in the industry. MORE delivers more 'tar' per cigarette than any other top 25 brand. Furthermore, MORE is the highest 'tar' 100mm + cigarette.

It would be advantageous to advertise MORE as a low 'tar' cigarette. However, there are several major potential hazards in that approach.

1. Support would have to rely on 'tar' per puff claims, which would blunt the clarity of expression.
2. A direct low 'tar' claim could invite the scrutiny of government and consumer groups.
3. The 'tar'/puff claim could be related to a flavor story, but not a health platform. Any health promises based on 'tar'/puff would be misleading.

**VI. Alternative VI:**

A. Objective: To convince consumers that MORE is the cigarette brand for today and the future.

B. Strategy: To communicate the positive "modern" images associated with MORE.

C. Support:

1. MORE is a new kind of cigarette.
2. MORE has the mild, smooth flavor of today's new cigarettes.
3. MORE gives you more puffs for your money.
4. MORE has a new look, for the new kind of smoker.
5. Consumption reduction.