

# M & C SAATCHI AGENCY

## CREATIVE BRIEF

CLIENT Gallaher	BRAND Berkeley	JOB NUMBER	DATE 5th June 1995
ACCOUNT GROUP	CREATIVE GROUP	PLANNER K Gnodde	MEDIA PLANNER J Clouder
JOB TITLE Berkeley Superkings Ultra Lights	DEVELOPMENT BUDGET	PRODUCTION BUDGET	

### BACKGROUND REQUIREMENT

The low tar sector is expanding at an extremely fast rate. Currently the lowest tar cigarette in the superkings (cheaper longer length) sector is John Player Superkings Ultra Lights at 3mg. Berkeley Superkings are launching Berkeley Superkings Ultra Lights (Ones) at 1mg in an effort to own the superkings longer length 1mg level whilst simultaneously scuppering John Player's ultra light claim.

### CAMPAIGN REQUIREMENT

One off colour press execution - small space, ½ page, 25 x 4, in and around Berkeley heartland

### TARGET AUDIENCE

Current Berkeley smokers (especially Berkeley Mild). SEE BERKELEY GENERIC BRIEF.

All smokers within the longer length, mid-price sector.

### WHAT IS THE ADVERTISING INTENDED TO ACHIEVE?

Announce the launch of Berkeley Superkings Ultra Lights (1mg)

### THE SINGLE MINDED PROPOSITION

Berkeley Superkings Ultra Lights - the only one amongst Superkings.

### SUBSTANTIATION FOR THE PROPOSITION

Berkeley are launching a new Ultra Light product into the longer length sector.

NB: We want it to be colloquially known as "Berkeley Ones".

### MANDATORY INCLUSIONS

Price

10p off next purchase coupon.

Health warning.

### DESIRED BRAND IMAGE

Bold

Smart

Right choice.

PROGRESS CONTROLLER	BRIEFING DATE	INTERIM REVIEW DATE	FINAL REVIEW DATE
GROUP DIRECTOR	PLANNER	HEAD OF PROGRESS	CREATIVE GROUP HEAD

# M & C SAATCHI AGENCY

## CREATIVE BRIEF

CLIENT GALLAHER	BRAND BERKELEY KING SIZE	JOB NUMBER	DATE 1st August
ACCOUNT GROUP DE MAESTRI	CREATIVE GROUP TIM AND ALEX	PLANNER	MEDIA PLANNER JUSTIN
JOB TITLE BERKELEY KING SIZE PRICE AD	DEVELOPMENT BUDGET	PRODUCTION BUDGET £50K	

### BACKGROUND REQUIREMENT

As Berkeley is in the mid sector of the market smokers will be more susceptible than most to the Budget and how the cost of their cigarettes could be affected. We need an ad that will reassure Berkeley smokers that the price of their cigarettes will remain unchanged for as long as possible.

This ad should feel like the next in the series after 'Deeper Pockets' which was liked by the Client.

### CAMPAIGN REQUIREMENT

Full Page Colour Ad.

### TARGET AUDIENCE

Berkeley smokers.

Potential switchers to Berkeley who can no longer afford their usual brand.

### WHAT IS THE ADVERTISING INTENDED TO ACHIEVE?

Let people know that Berkeley are still £2.39

Keep Berkeley smokers locked into Berkeley by reassuring them that the price will remain unchanged for as long as possible.

Develop the branding idea of Deeper Pockets.

### THE SINGLE MINDED PROPOSITION

Berkeley King Size are now even better value for money

### SUBSTANTIATION FOR THE PROPOSITION

Berkeley King Size offered good value for money when launched because it was basically a Berkeley smoke at a much cheaper price because of being King Size. Because BKS will be holding its price after the budget (until specially marked stock runs out), it represents *even better* value for money.

### MANDATORY INCLUSIONS

Pack

Price

Same look as before.

Normal health warnings, tar content etc.

### DESIRED BRAND IMAGE

Straight. Honest. No nonsense.

PROGRESS CONTROLLER	BRIEFING DATE 1st August	INTERIM REVIEW DATE 14th August	FINAL REVIEW DATE 21st August
GROUP DIRECTOR	PLANNER	HEAD OF PROGRESS	CREATIVE GROUP HEAD

**M & C SAATCHI**  
**CREATIVE BRIEF**

CLIENT GALLAHER	BRAND BERKELEY	JOB TITLE SPECIAL OFFER
PRODUCTION BUDGET \$200K + Production	DATE 1/4/96	

**WHY ARE WE ADVERTISING?**

To create awareness of a special £2.59 price which will be available for the summer.

To reinforce the brand's core "value for money" proposition.

**WHO ARE WE TALKING TO?**

People who smoke Superkings of any sort are a breed apart. Very few of them smoke them because they want a longer lasting experience, but more because they perceive that they are getting a good deal - a longer cigarette at much the same price as a regular one. As a consequence what turns them on is the thought of getting the best possible deal - being in on something that no one else knows about.

As a consequence, our target has an older, more downmarket bias - price sensitive smokers in other words. In addition, our audience is female biased, perhaps because women are more logical about spending money (perhaps not).

**WHAT DO THEY THINK ABOUT THE BRAND NOW?**

That it is a good, value for money cigarette - but perhaps not as good value as Rothmans Royals (24 in a pack) or John Player Superkings.

**WHAT SHOULD THEY THINK AFTER SEEING THE ADVERTISING?**

Current smokers of Berkeley Superkings should feel secure in the knowledge that they are getting a great deal - in fact they will now feel better about it. Smokers of other Superkings and Rothmans Royals (24 in a pack) should be made to feel that perhaps they are making an error in their choice of cigarettes.

**PROPOSITION**

Berkeley Superkings at £2.59 are a no-nonsense summer deal.

**SUBSTANTIATION**

Superkings will be only £2.59 on marked packs for a limited period.

Their usual price is £?..??

The offer will only last for the summer.

**TONE OF VOICE**

Smart - 'in the know'

Bold

None of the following - "frippery/puffery or oblique/facile humour"

**MANDATORY INCLUSIONS**

A large £2.59 price-marked pack.

With the qualifier 'Available in specially marked packs while stocks last'

The usual cigarette restrictions.

**CAMPAIGN REQUIREMENTS**

Regional (Northern) Posters

GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW	FINAL REVIEW
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**PROPOSITION**

Hurry hurry! - Berkeley Superkings even cheaper than usual while stocks last.

**SUBSTANTIATION**

Superkings will be only £2.59 on marked packs for a limited period.  
Their usual price is £??.?  
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GROUP DIRECTOR	PLANNER	CREATIVE GROUP HEAD	INTERIM REVIEW 10 April	FINAL REVIEW 12 April
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