

*The*  
**PENGUIN THAT  
 CLIMBED  
 THE HILL**

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THE STORY OF  
**KOOL** *and* **BBDO**

AN ADVERTISEMENT  
 FOR BATTEN, BARTON, DURSTINE & OSBORN, INC.



**1. BEGINNING . . .** The time, October, 1932. Brown & Williamson Tobacco Corporation, producers of Raleigh Cigarettes and Sir Walter Raleigh Smoking Tobacco, saw a market for a *mildly* mentholated cigarette. Extensive tests among smokers confirmed their judgment. A new cigarette was born...no name...no package...no distribution.



**2. NAME . . .** A good cigarette name has always been hard to find. But among the 350 submitted by BBDO, one had everything...KOOL...a sales talk in four letters, a name easy to remember. Next the now-famous KOOL label and package were designed by BBDO, accepted with-out change.



**3. TEST . . .** Neither Brown & Williamson nor BBDO believes in playing guessing games with good money. A test was made to find a device that would carry the KOOL idea. Eight advertisements were mailed to 4000 magazine subscribers for their opinions. Result: a landslide vote for penguins!



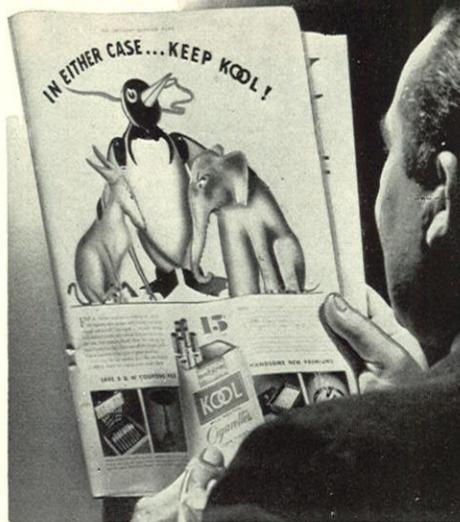
**4. ADVERTISEMENT...** Quick and important results from a modest appropriation were expected and attained. This advertisement was the first of the Kool magazine color pages. Sales shortly went right through the first "ceiling." Within two years Kools swept far ahead of all other mentholated cigarettes.



**5. BIRTH...** There are millions of penguins but Mr. Kool is *the* penguin. Designed and constructed by BBDO, he poses for all art. A definite plan of suggesting penguins on everything from wall-paper to women's dresses, has accounted in part for the popularity of genial Mr. Kool.



**6. INCENTIVE...** Guided by the success of premiums with Raleigh Cigarettes, Brown & Williamson decided to introduce them on Kools. It was a valuable decision. Demand for Kool Cigarettes and premiums has justified the opening of premium display rooms in New York, Chicago and other key cities.



**7. ELECTION...** Mr. Kool is a modern character, well acquainted with today's people and today's thinking. Last November he gave the most intelligent advice of the entire campaign, to the delight of millions who have put Kools well up among the leaders of all brands.



**8. BEST-READ** color advertisement in the issue! Best read black-and-white advertisement in the issue! Such was the verdict of independent surveys made among the readers of magazines in which these Kools advertisements appeared. Thus Mr. Kool climbs economically as well as effectively toward new "ceilings," new profits for Brown & Williamson.

BATTEN, BARTON, DURSTINE & OSBORN, INC.—ADVERTISING—NEW YORK