

MARLBORO CLASSICS BRAND COMMUNICATION BRIEF

PRINT / OUTDOOR

S/S '94

BACKGROUND

- ◆ MARLBORO CLASSICS IS CURRENTLY THE MOST INTERNATIONAL AND DEVELOPED DIVERSIFICATION FOR THE MARLBORO TRADEMARK.
- ◆ ADDITIONALLY, MARLBORO CLASSICS IS THE ONLY EXPRESSION OF THE MARLBORO AMERICAN WESTERN HERITAGE IN CERTAIN MARKETS TODAY (I.E. : FRANCE, FINLAND).
- ◆ WE NEED TO PROJECT A CONSISTENT IMAGE ACROSS ALL MEDIA AND MARKETS.

APPEAL

- ◆ THE PRIMARY APPEAL FOR MARLBORO CLASSICS CLOTHING IS INTENDED TO BE AMONG URBAN, WHITE COLLAR MALES AGED 24-35+, WITH FREE INDIVIDUAL LIFESTYLES THAT MATCH THE MARLBORO CLASSICS' CLOTHING AND IMAGE.
- ◆ A SECONDARY GOAL IS TO REACH YOUNG ADULT MALES UNDER 24, WHO TEND TO ENTER THE FRANCHISE THROUGH THE PURCHASE OF JEANS, OTHER DENIM PRODUCTS, T-SHIRTS, AND ACCESSORIES.

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STORY VALUE

- Obj
- ◆ A KEY OBJECTIVE IS TO CREATE ADS THAT TELL A STORY OF THE AMERICAN WEST, VIA THE VISUALS THEMSELVES AND/OR THE COPY LINES. A STORY (COPY LINE) MAY BE NEEDED TO ADD TO THE DIMENSIONS OF SPECIFIC VISUALS, PARTICULARLY THOSE PORTRAYING THE PRODUCT. EXPANSIVE LANDSCAPE VISUALS, WITH OR WITHOUT THE MAN AND/OR PRODUCT, WILL NOT USUALLY REQUIRE A COPY LINE, AS THE VISUAL ITSELF SHOULD PORTRAY A STORY.
 - ◆ THE STORY VALUES SHOULD COMMUNICATE A UNIQUE EXPRESSION OF THE MARLBORO WESTERN HERITAGE: OPEN SPACES, UNTAMED NATURE, COWBOYS ALONE ^{AND} OR IN GROUPS, CAMARADERIE, AMERICAN AUTHENTICITY, PIONEERING SPIRIT, RUGGED MASCULINITY, TIMELESS VALUES. THE CHALLENGE IS TO LINK THESE VALUES TO THE PRODUCTS.
 - ◆ WHILE IT SHOULD EXPRESS THE MARLBORO COUNTRY HERITAGE, MARLBORO CLASSICS SHOULD NOT USE ANY CUES TRADITIONALLY ASSOCIATED WITH MARLBORO CIGARETTE ADVERTISING, E.G.: MARLBORO COWBOYS, MONUMENT VALLEY, CHUCK WAGONS, ETC.
 - ◆ THE MARLBORO CLASSICS MAN IS A MODERN DAY HERO, ~~SOMEWHAT MYSTERIOUS~~, BUT NOT THE MARLBORO COWBOY. HE IS RUGGED, AUTHENTIC, MASCULINE AND APPEARS EQUIPPED TO FACE THE ELEMENTS. HE IS APPROACHABLE, I.E. ALTHOUGH HE MAY APPEAR ALONE IN THE VISUAL HE IS NOT A LONER. HE WEARS MARLBORO CLASSICS CLOTHING, READILY IDENTIFIABLE WITHIN THE COLLECTION.
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- execut. details* [
- ◆ THE MARLBORO CLASSICS LOCATIONS (LANDSCAPES) ARE AUTHENTIC AND WESTERN BUT DIFFERENT FROM THOSE TRADITIONALLY ASSOCIATED WITH "MARLBORO COUNTRY". THEY SHOULD BE BRIGHT WITH CONTRAST AND NOT SOMBRE. THEY INCLUDE LANDSCAPES (NOT MONUMENT VALLEY), RANCH (BUT NOT CHUCK WAGON), TOWN (E.G. DODGE CITY), RAILROADS, FORTS, INDIAN RESERVATIONS, SALOONS, BARBER SHOPS, STORES.

- ◆ THE MARLBORO CLASSICS PRODUCTS ARE PORTRAYED TO SHOW THE DESIGN, STYLE, QUALITY, PURE MATERIALS (DENIM, LEATHER) AND DISTINCTIVE FINISHINGS (STUDS, BUTTONS, AND LABELLING) OF THE ITEMS. THEY SHOULD GIVE THE APPEARANCE OF BEING SLIGHTLY WORN AND STYLED IN A NATURAL WAY GIVING THE IMPRESSION OF THE OWNER BEING JUST OFF CAMERA. ✓

CREATIVE EXPRESSIONS :

- ◆ MARLBORO CLASSICS ADVERTISING HAS FOUR PRESENTATIONS :
 - THE MAN (CLOSE-UP, CROPPED, WITH PROPS)
 - THE MAN AND PRODUCT (WITH ~~OR~~ WITHOUT LOCATION/LANDSCAPE)
 - THE PRODUCT (NOT WORN) WITH NARRATIVE ABOUT ITS ORIGINS
 - THE LOCATION/LANDSCAPE AND THE PRODUCT

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EXECUTIONAL DETAILS :

40% DOUBLE PAGES

60% SINGLE PAGES INCLUDING VERTICAL AND HORIZONTAL

A LIMITED NUMBER OF CONSECUTIVE PAGES

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THE MAN AND THE PRODUCT : 40%

THE MAN : 20%

THE PRODUCT : 30% (OF WHICH 25% CURRENT COLLECTION, AND 5% WITH TIMELESS PRODUCTS)

THE COUNTRY AND THE PRODUCT : 10%

THE TOTAL NUMBER OF VISUALS = 15-20

the man & the country -

ADDITIONAL REQUIREMENTS :

- ◆ ~~WE~~ WILL NEED VISUALS WHICH CAN BE REPRODUCED FOR THE FOLLOWING POSM PURPOSES :

- 1) GIANT SILHOUETTE
- 2) ~~ONE HORIZONTAL AND ONE VERTICAL SHOWCARD S~~
- 3) ONE LARGE CATALOG AND ONE SMALL (CLASSICS OF MARLBORO CLASSICS). THERE SHOULD BE A CAREFUL BALANCE BETWEEN PRODUCT AND IMAGE VISUALS IN BOTH CATALOGS. IF IN DOUBT, THE EMPHASIS SHOULD BE ON PRODUCT.

~~4) POSTCARDS~~

COPY LINE :

- ◆ ~~"MARLBORO CLASSICS WEAR THE LEGEND "~~
- ◆ ~~"WE CAPTURED THE LEGEND IN A LOOK " AND~~
~~"THIS IS THE LAND THAT GAVE BIRTH TO A LEGEND "~~
ARE APPROVED COPY LINES FOR INTERRUPTORS, E.G. CONSECUTIVE PAGES.
- ◆ FOR CERTAIN MARKETS WE WILL NEED TO SHOW DETAILS OF THE RETAIL OUTLETS WITHIN THE CONTEXT OF THE VISUAL.

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RESTRICTIONS :

- ◆ FOR CERTAIN MARKETS, WE CANNOT SHOW A COWBOY (OR PART OF HIM) TOGETHER WITH HIS ASSOCIATED EQUIPMENT, E.G. SPURS, SADDLE, LASSO. THE COWBOY CAN BE REPRESENTED (WITHOUT THE ASSOCIATED EQUIPMENT) WITHIN A STRONG TEXTILE / URBAN FRAMEWORK, E.G. AGAINST A TRAILER.
- ◆ IN SOME MARKETS, HE CANNOT WEAR A HAT BUT HE CAN BE HOLDING IT (OR A COFFEE MUG OR OTHER PROP, FOR EXAMPLE). IN OTHER MARKETS THE HAT (BUT NOT A WHITE STETSON) AND OTHER ASSOCIATED GEAR CAN BE SHOWN.
- ◆ NO WOMEN SHOULD APPEAR IN ANY VISUALS, NEITHER FOR ADVERTISING NOR CATALOGS.
- ◆ HORSES ARE NOT ALLOWED TO BE PORTRAYED IN SOME MARKETS.
- ◆ IT WILL BE NECESSARY TO SHOOT A FEW VISUALS IN TWO VERSIONS TO PROVIDE SUFFICIENT SCOPE. FOR EXAMPLE, THE F/W 93 VISUAL (NUMBER 38) OF A JACKET WITH BOOTS AND SPURS ON THE FENCE TOLD A STORY. A SECOND VISUAL WITHOUT SPURS WOULD ALSO HAVE TOLD A STORY AND COULD HAVE BEEN SHOWN IN MARKETS WHERE ASSOCIATED GEAR IS NOT PERMITTED.

AUGUST 27 ~~JULY 4~~, 1993

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