

B&W

BROWN & WILLIAMSON TOBACCO CORPORATION

NEWS RELEASE

ARCTIC LIGHTS SITED IN CINCINNATI AREA

Cincinnati--For the first time in history ARCTIC LIGHTS are being seen in the Cincinnati area. These lights are not of the celestial, aurora borealis type, but are a new low "tar" menthol cigarette presently being introduced by Brown & Williamson Tobacco Corporation, Louisville, Ky. B&W advertising Vice President Don Johnston said "ARCTIC LIGHTS is a totally new cigarette that is unlike any product currently on the market. The unique ARCTIC LIGHTS menthol blend allows for delivery of full menthol refreshment and satisfaction in a low "tar" filter cigarette."

Advertisements for the brand feature the package incased in a large block of ice. The copy lines "Discover ARCTIC LIGHTS - more menthol refreshment than any other low "tar" cigarette" are shown prominently.

Patrick Tighe, B&W Group Manager for New Products, who supervised development of the brand said that "ARCTIC LIGHTS was developed through a rigid, highly disciplined process based on a constant flow of communication from consumers. By their comments and reactions they helped us design the product, the package and the advertising."

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"During the development of ARCTIC LIGHTS we interviewed over 30,000 smokers. We spent many long hours watching consumers react to the idea of this new cigarette," said Linc Lewis, Brand Manager. "We were particularly interested in how well it stood up to competition. We weren't disappointed. This product has been researched more than any other B&W product ever produced."

In order to gain further consumer reaction to the product, ARCTIC LIGHTS is presently being test-marketed in the Cincinnati area. Available in two styles, Kings and 100's, the product is wrapped in a handsome royal blue pack with icy white lettering. The 9 mg "tar" level is stated on both the pack and the carton.

Preference for low "tar" products by consumers has risen dramatically in the last few years. By 1980 B&W expects that 43% of the total cigarette market will be low "tar." This is a marked increase from the 15% experienced in 1976, according to industry sources.

"By introducing ARCTIC LIGHTS at this time, Brown & Williamson is continuing its program of launching new brands and new versions of existing brands," said Johnston. "All this effort is intended to keep our product offerings current with today's taste and consumer preference. ARCTIC LIGHTS also reaffirms our faith in the future growth of menthol products." Brown & Williamson,

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already the leading manufacturer of menthol products with over 40% of the segment, also manufactures KOOL, the nation's leading menthol and third largest selling cigarette in the U.S. In addition, B&W markets BELAIR, a coupon menthol, and VICEROY and RALEIGH, both non-menthols.

ARCTIC LIGHTS will be B&W's second entry into the low "tar" menthol field. In 1977 KOOL Super Lights, a 9 mg "tar" version of the immensely popular KOOL brand, was introduced. Sales for KOOL Super Lights have grown dramatically since the time of introduction.

According to Lewis, "Our research has indicated that ARCTIC LIGHTS is a highly competitive product that should have a great deal of consumer appeal. Smokers like the icy bright taste better than competitive low "tar" products which many describe as tasteless and lacking in satisfaction. The name ARCTIC LIGHTS was developed simultaneously with the product, and research proved that the name clearly communicated the product as a low "tar" menthol cigarette. We were also delighted with the response to the final packaging and advertising designs."

"Even though research has given us a great deal of confidence," Tighe went on to say, "there is no way research can simulate the real market environment." For this reason it was decided to move the product into test market prior to "going national" with it. Cincinnati was selected as the test site because existing retail distribution systems facilitated test market administration. In addition, makeup of the

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population presented the opportunity to gain the reaction of a broad cross-section of smokers.

The introductory marketing program combines media advertising and consumer incentives. Advertisements will appear in magazines, Sunday supplements, newspapers and billboards. In addition, 53 Beetleboards will promote ARCTIC LIGHTS. Beetleboards, a relatively new advertising medium, are the familiar bug-shaped Volkswagens decorated with eye-catching graphics in support of the brand. Consumer incentives will include sampling, store redeemable coupons, and cash refund offers.

Johnston finished by saying "The overall objective of this test market is to confirm the opinion that ARCTIC LIGHTS will be successful in a national launch. When adequate results are obtained, a decision will be made regarding a possible national introduction and when that might take place."

Advertising legendary, Rosser Reeves, handled creative development. Post-Keyes-Gardner, Chicago has done the technical production and media planning. Point of purchase was designed by Zimmer-McClaskey-Lewis of Louisville, and Gianninoto Associates, New York, developed the package and carton.

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