

VANTAGE CIGARETTES
"Norbert and Nancy"
MRD #79-0409

Time - April 9, 1979

TESTIMONY OF RECALLERS

MEN

1. "This article showed a man and woman. They were both smiling. The man had a Vantage cigarette in his mouth which had some blue and red circles going around it. It looked like they were outside somewhere. I saw that they were happy about something. The ad said that Vantage had great taste, yet it is low in tar. The idea was brought out that Vantage is a low tar cigarette, but that doesn't stop the taste that the cigarette has. As for the main idea, I think it would probably be the same thing, that Vantage is low in tar, but it still has that same great taste. I thought that they looked very happy about something. I guess it must have been the cigarettes." Y
Kool
2. "The article about Vantage had a man smoking a cigarette and a lady standing next to him like she was waiting to take a smoke, too. It looked like they were trying to show how great a cigarette Vantage is. I saw the same thing, really. In the blue block at the bottom of the page, it said that it doesn't just take a high tar cigarette to have a good taste and Vantage proves that. My impression was that Vantage is different from all other cigarettes simply because it is low in tar. The main idea, I would say, is that Vantage has low tar and a satisfying taste." Y
Kool Mild
3. "I remember a man and woman. The man has a cigarette in his mouth and there are circles at the burning end of his cigarette. It looked like the woman just lit it. The ad said, 'The Vantage Point - great taste and low tar.' My impression was that it has a great tar and are a low tar cigarette. The main idea was that you can get great taste in a low tar cigarette. Before, you supposedly only got it in a high tar one. What went through my mind was a man with a cigarette in his mouth with a bunch of circles in front of it." Y
Salem Light

jb
ml

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4. "There was a lady and a man. She was lighting a cigarette for him. I think they were outside. The light of the lighter was in a thing they use for target practice. There were several packs of Vantage there, too. The ad said that their tobacco blend really delivers you a flavor impact in every puff. I got the impression that it has low tar with a really satisfying taste. The main idea is low tar with a satisfying taste. I thought, 'It sounds good enough to me.' As for what I disliked, it looked good. As for what I liked, it looked good enough to me." Y
Kent
5. "It shows a girl with a guy. The guy has on a different colored shirt, well, one of all colors. The guy has two lighted cigarettes and there are three circles on the cigarettes. Two circles are blue and one circle is red. That is all I noticed. As for what the ad said, I don't recall the words, just Vantage and this - the circles on the cigarettes, two blue and one red. This is their logo. I got the impression that Vantage has low tar. Well now, I recall it talked about low tar, but I don't recall the words. The main idea is that Vantage is a low tar cigarette, I think. As for what went through my mind, I'm not sure. Maybe that it did remind me of that new cigarette ad because of the ice. I don't recall what else I thought about. As for what I liked, well, I always like to see their logo, the circles. I always look at them." Y
Marlboro
6. "I remember it was a happy picture. I saw a couple. The man was smoking a cigarette. I don't know what the ad said or what ideas it brought out. The main idea was to smoke a Vantage, I guess. I was thinking that I don't like a rich taste, a tobacco taste. As for what I liked, I don't recall anything special about it." Y
Marlboro
7. "I don't remember the ad. I think I saw two or three packs. The ad said, 'Low tar.' My impression was to try them out. The main ideas were low in tar and to smoke them. I thought that I like the target on the pack." Y
Marlboro

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3. "I recall a picture of a nice-looking couple. The man was smoking with a woman standing behind. The tip of the cigarette was circled. It was daytime. The ad said, 'The Vantage Point.' This was indicated by the tip of the cigarette. It also mentioned low tar and nicotine. My impression was that their cigarette can filter out more tar and nicotine. As for the main idea, the point is to try Vantage and find out how low tar is and taste high. What went through my mind was the fact that I believe it's a new ad. The point circled caught my eye. I particularly liked the approach of the ad - the way it showed every high point."

0
Belair

9. "As I remember, it was about taste and low tar. I think they had a target in the middle around the cigarette. It said 'good taste and low tar.' As for the impression brought out, I think what they were trying to do... the name was pointing to the cigarette. The main idea was good taste with less tar. They all seem to be pushing the same thing. As for what went through my mind, well, I think about the target. I liked the picture showing the different brands they make."

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Salem Light

10. "I remember a couple. There was a man with a cigarette in his mouth with a chick lighting it. The ad looked like what I said before. They had the people and two packs of cigarettes. There were circles around the cigarettes. The ad said that Vantage had great taste, that it was low in tar. I was not left with any impressions. The main idea was that Vantage tastes good, but doesn't have a lot of tar. I was thinking that they taste terrible."

0
Raleigh

11. "There was a picture of a man and a woman. It had the two packs of cigarettes - the regular and the menthol one. It said Vantage is a new cigarette with regular and menthol flavors. My impression was that it was a nice enough picture, a nice couple in the picture. The main idea is that Vantage is a good-tasting cigarette. I thought, 'I smoke them already.' I liked the people. The picture was nice. It was okay."

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Vantage

jb
m3

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12. "There was a man and woman together. The man was smoking it. It was a rather plain ad, not colorful like some of the others. 'The Vantage Point' they called it. That's all I can remember. As for my impressions, was just low tar. The main idea was just low tar. I was thinking that I smoked them before and I remember I didn't like them that much. I disliked the fact that it appealed to younger people, I'm sure. The people were real young. I liked the fact that the girl was pretty."

0
Kent

13. "It was a man and woman together. As first I thought it was Robert Fuller, but when I looked closer, it wasn't him. He had a cigarette in his mouth. The girl was hugging him or playing up to him - I'm not sure. I didn't read it; I didn't notice what the ad said. I got the impression that you'll get a pretty girl if you smoke Vantage. It sounds stupid, but that's what I think they're trying to imply. The main idea is that beautiful people smoke Vantage. If you're not smoking Vantage, then you're not beautiful. I thought, 'Why is Robert Fuller doing cigarette ads?' Of course, then I found out it wasn't him. I disliked the implication that the girl is falling all over the guy because he smokes a particular brand of cigarette."

0
Winston Light

jb
m4

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WOMEN

1. "As I remember it, the ad showed a white man and a white lady. They both had a suntan. The man had a cigarette in his mouth and the lady was just holding up against him. It looked like the lady was happy to see her man smoking Vantage cigarettes. I saw that the man seemed to be enjoying the cigarette. It said that Vantage was the greatest cigarette and that it was low in tar. I think the idea was brought out that Vantage is a great-tasting cigarette and, along with that great taste, it is also low in tar. The main idea to me was that Vantage, well, it just is a great cigarette to smoke, one that a woman likes to see a man smoke. I just thought to myself, 'How could a woman be so happy about seeing a man smoking a cigarette?'" Y
Benson &
Hedges
2. "There was a boy and a girl. She was lighting a cigarette for him. They were outside in front of a tree. They were both all in tan. There were two packs of Vantage at the bottom of the page. The ad said that 'the Vantage Point' is where great taste and low tar meet. I got the impression that Vantage has a low tar level and great taste at the same time. The main idea is that good taste used to be just for high tar cigarettes, but it isn't true anymore. I thought that everything keeps changing and changing. I liked it, it was all right." O
Marlboro
3. "There were two people, a man and lady. She was lighting the cigarette. It looked three-dimensional. It was quite colorful. I saw a target in color in front of two people and it was a full page. The ad said, 'There's low tar in our cigarettes.' The idea brought out in the ad was to try their cigarettes. The main ideas were that it has low tar and to try it. I thought, 'I wish I had a guy like that.' He was cute. I liked the fact that the target was the eyecatcher, and as I said before, it stood out." Y
Salem Lights

jb
f5

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WOMEN

4. "I recall a girl and fellow. The fellow was smoking. I can't remember what the ad said, except low tar. The idea brought out in the ad was the low tar it contains. The main idea was the blend of tobacco that makes it a good taste. I thought, 'I like my brand; I won't switch.' I liked the nice-looking couple." Y
Marlboro
5. "There was a guy and girl in a bull's-eye around a tip of a cigarette. I don't remember what the ad said. I wasn't left with any impressions. I don't know what the main idea was. It reminded me of a friend who was smoking them." Y
Tareyton
6. "I remember it had menthol and regular. I saw it has a circle on the pack. I can't remember what the ad said. The impression brought out in the ad was low tar. The main idea was low nicotine. Nothing went through my mind other than there's a lot of cigarettes around." Y
Camel Light
7. "There was a couple of people in the ad. It wasn't too colorful. Ninety percent of the cigarette package is white. There was blue pinstriping and an orange circle in the middle of the package. It showed the micronite filter. The ad said the low tar and nicotine count under the picture. As for the impression brought out, I didn't like the idea of cutting things out of a cigarette; I wouldn't try it. The main idea to me was the micronite filter. I thought, 'What a lousy cigarette it must be.' As for what I disliked, the ad turned me off. It was too false." Y
Tareyton
8. "I remember a one-page ad of cigarettes. I saw a good-looking guy with a girl and some cigarettes. I don't know what the ad said. I don't recall any impressions of the ad. I don't recall what the main idea was. I thought that I don't like a rich tobacco taste. I liked the good-looking guy." Y
Eve

jb
f6

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9. "There was a couple. They were both all in beige. He had dark brown hair, she had lighter hair. The girl was lighting a cigarette for the man. There was like a bull's-eye around the cigarette. It said, 'The Vantage Point is where great taste and low tar meet.' They said only high tar cigarettes had great taste. My impression was that high tar cigarettes are not the only ones with great taste. The main idea was that Vantage has real low tar and it has great taste. As for what I liked, I thought it was okay." 0 Eve
10. "I recall a woman lighting a man's cigarette. I saw a man, a woman and a cigarette with a circle; I think it was blue. The ad said that Vantage are great. My impression was that it is low in tar. The main ideas were good taste and low in tar. I thought it was a nice-looking ad." 0 Virginia Slim
11. "There was a circle around the cigarettes. The ad said, 'great taste and low tar.' My impression was that it was supposed to bring out the flavor. He's enjoying it. The main idea is that it has great taste and is lower in tar. I thought that it's a great ad, I smoke Vantage. As for what I liked, it's an attractive ad. They are both enjoying the smoking." 0 Vantage
12. "I remember a close-up of a fellow and girl. He was smoking. The ad said there could be good taste with low tar. They are trying to impress on you that it is very low in tar. The main idea was low tar. I thought it would be a good one to try. I liked the two very good people." 0 True

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13. "There was a man and woman and a target at the end of a cigarette. It said, 'The Vantage Point.' I got the impression that Vantage has a specially-designed filter that helps the taste come through, but also traps the tar to make it a low tar cigarette. The main idea was that this secret filter gives you smoking satisfaction in a low tar cigarette. I was thinking that I couldn't figure out what the target at the end of the cigarette meant. I disliked the target that was supposed to be the Vantage Point."
- 0
Kent Golden
Light
14. "I recall low tar and nicotine and a man and woman. It didn't look like a cigarette ad. It was played down. I saw a nice-looking man. The ad said, 'Great taste from low tar.' I got the impression that it's sexy to smoke them. The main idea was to smoke them because of low tar. I thought that the guy was very handsome. I particularly liked that good-looking guy; he might be nice to go out with."
- 0
Salem
15. "I remember a young couple. I saw the fellow was smoking and two packs of cigarettes. It said, 'good taste.' I don't know what the idea brought out in the ad was. I really don't know that the main idea was."
- 0
Benson &
Hedges
16. "I don't think it was a whole page. I do remember a man and woman smoking a cigarette. I think there was a colorful bull's-eye. I just remember a man and a woman and a colorful bull's-eye. I don't remember what the ad said. I didn't really read it. I just remember looking at the page. As for my impressions, a man and woman were smiling, so they must have been enjoying it. The main idea was 'you'll like our cigarette if you'll try it.' As for what crossed my mind, I don't think anything did. I just looked at it quickly. I disliked the smiling people."
- 0
Pall Mall
Extra Mild

jb
f8

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WOMEN

17. "I remember a man and a woman. There was just a man and a woman. I saw a man and a woman. It said 'low tar cigarette.' I got the impression that the cigarette was low in tar. As for the main idea, I didn't understand the ad. I was thinking that I don't get the point of the ad. I disliked the fact that I didn't understand it, that's poor advertising. I liked that the man was good looking." 0
Marlboro
18. "I saw a picture of Vantage. There were two packs, one menthol was green and the other was blue. There were circles in the center of the package. I don't recall what the ad said. The idea brought out was to show one is menthol and one is regular. The main idea was to buy them and smoke them. They are lower in tar and nicotine. I thought that they're low in tar, but I'm not interested. I smoke Merit and like them. I particularly liked the circles in the center of the package. They caught my eye." 0
Merit

jb
f9x

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