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The agency presented finished Ad Test comps for Regular and Menthol version of PHOENIX. Of the two regular versions, the Brand Group preferred comp with dark brown background, reverse logo top center with horizontal gold bar below. On bottom half of main panel the "PHOENIX Bird" logo with gold copy "Filter Cigarettes" is used and positioned at bottom right. The alternate regular design had a brown background with logo and copy "Filter Cigarettes" reversed from top center of main panel. At bottom of panel was gold "PHOENIX Bird" with horizontal color bars positioned beneath spread wings.

Further modify color comps selected to agree with Brand Group's recommendation of "Lowered Tar & Nicotine" and "Filter Kings" copy.

The Brand Group reviewed color comps illustrating changes requested at meeting 74-26. Comps presented were well accepted by Brand Group with only additional changes suggested was positioning, size, and print color of "Lowered Tar & Nicotine" and "Filter Kings" copy.

MODERATE MENTHOL CIGARETTE  
SUNDES; SUEDES MENTHOL; CHOICE; VANGUARD;  
VICTORY EXTRA MILD - SHIELD DESIGN; PHOENIX;

McCarty, Edelen, Broughton, Pittman, Groome, Lyburt, Kroach, Bruckner, Digiani, Henderson, Hummer, Knable, Lampert, Land, Lee, Lewis, McCafferty, Middleton, Mudd, Mule, Pizer, Schermerhorn, Wells, and Willson

John Digiani

Bruch, Lewis, Schermerhorn, Levin, Cullen, and Land

December 20, 1974

Frank Giannino & Associates

PACKAGING MEETING

74-28

200

PHOENIX:

MR. DIGIANI:

VICTORY EXTRA MILD -  
SHIELD DESIGN:

SUBJECTS:

COPIES:

PRESENT FOR AGENCY:

PRESENT FOR B&W:

DATE:

AGENCY:

- 2 -

The menthol version duplicated the altern  
reg. trademark. However, the background  
dark blue background and copy "Menthol  
Filter Cigarettes" reversed and positioned  
toward logo.

No further action is to be taken until  
Brand Group presents comps to Management.

SUEDES:

Ad comp previously selected was reviewed  
with directions to agency to lighter the  
background color. Finished Ad Test comp  
is required by early January.

MR. DIGIANNI:

Revise comp as directed and resubmit at  
next Packaging Meeting.

SUEDES MENTHOL:

The agency presented a menthol comp. The  
Brand Group considered the background too  
blue, and should be revised to a greener  
overall design.

MR. DIGIANNI:

Make modification to comp and resubmit at  
next Packaging Meeting.

CHOICE:

The agency presented three finished Ad Test  
comps for review by Brand Group and  
Management.

- a. Design "A" has light grey background with  
dark blue horizontal traversing pack and  
positioned below closure. Logo has  
large thin type style reversed from bar.  
At bottom right corner of main panel is  
tobacco leaf symbol surrounded by broken  
circle. Symbol consists of orange, dark  
blue, and reverse white colors. Below  
symbol is copy "Filter Cigarettes"  
printed dark blue.
- b. Design "B" is same as "A" except back-  
ground is different shade of grey and  
symbol is simplified.
- c. Design "C" has white background with  
upper/logo and logo printed dark blue  
at top center of main panel. Below logo  
is copy "Filter Kings" printed gold.  
At bottom right corner was series of  
circle bar with "C" in center circle.  
Colors of symbol are gold, red, dark  
blue, and yellow. All comps were held  
by Brand Group for further review with  
Management.

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W. A. LAND/rmh

MR. DIGIANNI:

MODERATE MENTHOL CIGARETTES:

MR. DIGIANNI:

Finished art for VAN-2, 3 and 4 was  
presented by agency and forwarded to  
printer for printing test labels.  
Closures selected for test labels were:  
VAN-2 Modern shield -- Red background  
with standard B&W copy printed gold.  
VAN-3 Interlocking V's -- Gold background  
with standard B&W copy printed dark  
brown.  
VAN-4 Nested V's -- Gold background with  
standard B&W copy printed red.  
Color of test tape will be determined at  
next packaging meeting.  
Review color comps at next meeting and  
recommend color of test tape preferred.  
The Brand Group presented to the agency  
rough layouts for the brand and requested  
that agency begin work on layouts.  
present at next meeting color layouts.

VANGUARD: