

TO: Kathleen Grant

FROM: Marketing Planning/Barbara Weinstein

SUBJECT: Female Cigarette Brands

DATE: August 3, 1989

Attached is information on female oriented cigarette brands which you can use along with incidence data to respond to your statement:

"Advertising campaigns targeted at women preceded and then accompanied the rapid spread of smoking among women."

Cigarette brands were determined to be "female" oriented if at least 70% of its smokers were women.

The female brands with their introductory dates are summarized below:

<u>BRAND</u>	<u>INTRO. DATE</u>
SILVA THINS	1967
VIRGINIA SLIMS	1968
EVE	1970
MORE	1975
NOW	1975
SARATOGA 120's	1975
MAX	1977
TALL 120's	1977
SATIN	1983
MALIBU	1987
CAPRI	1987
SAVVY	1988

A detailed chart with annual volumes for each brand is attached for reference. Based on that data, it appears that volume for the total female brand category increased every year except 1984 to 1986, when minimal decreases occurred. Annual increases fluctuated, ranging from 1.0% to more than 100% and correlate with the occurrences of new brand introductions and growth or decline in existing brands.

If you should have any questions, please feel free to call me.

BW/s
Attachments



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