

file
CIGARETTES

Raleigh News & Observer 9/14/75
**Marlboro Jockeys
For First Place**

Los Angeles Times

The cigarette pushers are now into what the advertising industry calls "positioning," which means that a product tries to stake out an area for itself in the smoker's mind.

You can see the position a brand is trying to occupy by reading the copy and looking at the illustrations in the ads. A brand on the upswing stays with its "mood" message. A brand that's slipping keeps changing the message.

The longest-running campaign in the cigarette business is Marlboro's western motif, and it will continue as long as the brand continues to move up on the sales chart. Marlboro is on the verge of overtaking Winston as the top-selling brand in the country.

The Marlboro message is clear: "Come to where the flavor is." What it's really saying, beyond that, is: "This is not one of those sissy low-tar and low-nicotine brands. This is one you can taste."

Winston is also in this "full-flavor" category. It has a heavy slug of tar and nicotine, even more than Marlboro. Since it has begun to lose ground to Marlboro, Winston has changed the models who appear in its ads. They now tend to be young people dressed in blue jeans, and they're saying things like:

"If it wasn't for Winston, I wouldn't smoke"; or

"Taste isn't everything. It's the only thing"; or

"A taste that's real. If a cigarette isn't real, it isn't anything. Winston is for real."

The No. 3 selling cigarette brand is Kool and its message for many years has been the simple one, "Come up to Kool." What it is stating there, and what menthol smokers apparently recognize, is that it contains more menthol than other brands. And it does.

New Category

Lately we have been seeing the emergence of a new category that might best be called the "cancer cigarettes." These are the low-tar and low-nicotine brands that are preying on people's fear of cancer. Although there is no scientific evidence that these cigarettes are "safer" than cigarettes with heavier concentrations of tar and nicotine, it is a belief that is widely held, even by President Ford.

Vantage and Doral, incidentally, come to you from the same folks who make Winston and Salem and Camel.

Then, of course, we get to the brands which don't know what to say to arrest sales declines.



The Money Tree

by Milton Moskowitz

Viceroy, for example, is now coming at smokers with the line: "Why Viceroy? Because I'd never smoke a boring cigarette." Boring must mean those cigarette brands which are enjoying good sales.

So we have ads for True showing a smoker who says: "Why all the talk about smoking I decided I'd either quit or smoke True. I smoke True." Or the ads for Vantage, which promise the flavor of a full-flavor cigarette "without anywhere near the tar and

nicotine." Or the ones for Doral, where smokers related how much tar and nicotine they lost on the "Doral Diet."

Poor Liggett & Myers, whose brands are all in a state of retreat, is really desperate. It's now trying to position Lark as "the third cigarette" for smokers whose throats get raspy after smoking those full-flavored cigarettes all day and who don't like the high-filtration brands because they "hardly taste like anything."

On its two other brands, L&M and Chesterfield, Liggett & Myers seems to have just about thrown in the towel. L&M, a brand on the decline for many years, is now being positioned as "the proud smoke," whatever that means. And Chesterfield, whose sales are in danger of disappearing, is using the slogan that was a winner for it 40 years ago, "They satisfy." It may be that the people who remember that slogan are the only ones still smoking the brand.