



LEO BURNETT U.S.A.

December 19, 1990

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*Please discuss asap*  
*B.*

Mr. Louis Suwana  
PHILIP MORRIS, INC.  
120 Park Avenue  
New York, NY 10017

Re: Project Atlantic "Sailor" Advertising

Purpose

Our L.A. research learnings were quite rich, and as such we would like to review the indicated actions for the "Sailor" campaign. The indicated actions will cover both a character profile of the Sailor and executional next steps.

Background

During our 12/10-12/11 L.A. research, both Camel and Marlboro adult smokers readily related to and accepted the imagery of our Sailor. Additionally, the Sailor was well liked and viewed as a peer. The strengths of our hero's appeal, however, was directionally stronger among Camel smokers vs. Marlboro smokers. Rick and Jeannie's memo of 12/19 provides a more exhaustive discussion of the research.

Some copy lines were also exposed to the groups. Of the two attitude lines ("Go Overboard" and "Very Easy Going"), "Go Overboard" was overwhelmingly preferred. Product lines were also tested ("Famous flavor. Original taste.", "Rich flavor, finest taste", "A finer cut of leaf for one easy smoke.") No clear choice was indicated among Camel or Marlboro smokers.

Indicated Actions

The Sailor appears to be working well in the advertising. Our charge is now to take his strengths and maximize them. The following Character Profile will give us all a better understanding of this individual's personality and character. The profile is based in part on the research findings and on our own judgement. In the future, we should use this Character Profile as our template for developing and evaluating copy. You may want to think of it as a creative strategy, of sorts. Please understand that this section is a working document, and as such, we welcome your thoughts and input.

Character Profile

The Sailor is an adventuresome, confident, masculine and fun-loving man. He is honest and responsible, never doubting the word of another man nor reneging on his own. He is his "own man", pursuing his own dreams and passions despite what others think. His world is largely fantasy to others, but real and ideal to him. Finally, he has a zest for life - his humor, activities and friends all exemplify how he puts an extra little twist into everything he does.

### His Appearance:

The Sailor is sharp and well presented. His clothes are clean and if not pressed, then at least ironed. His hair and beard are also well groomed, never unkempt. This is the way of the Navy, and as such will be the code of conduct for the Sailor.

While providing a well-groomed picture, he would never be so well presented as to be perceived as "slick". If the image of James Bond (ala Sean Connery) begins to leach into his appearance, he could be perceived as a skill - something he certainly is not. ✓

### His Surroundings:

His home is his ship. It is where he eats, sleeps, works, and even recreates.

But even a sailor enjoys shore-leave. Occasionally he will seek adventures on the beach, in the woods, or even in the mountains. In the evening one might find him in the place where all sailors gather - the pub. There he can be found enjoying himself, but always in control. ✓

### His Activities:

In keeping with his adventurous spirit, the Sailor pursues activities which are "on the edge" - shark riding, surfing, scuba diving, rock climbing and hang gliding are all within his abilities. Whatever the activity, he is sure to add his own twist to it. ✓

The preceding four sections are a starting point for our hero's development. As we develop advertising and continue research, this profile may certainly change. But for now, we are all quite comfortable in that it is specific enough to write against, yet not so confining as to constrain the creative folks.

### Recommended Next Steps

While the Sailor's imagery is strong and motivating, research results indicate we could maximize this perception by modifying some of the existing executions. Additionally, we need to round out the pool of ads.

There appear to be three executions which are particularly strong, and thus from a visual standpoint should be retained; Boxer Shorts, Mermaid, and Shark. The two other executions which were tested, Telescope and Basketball, did not fare so well. The Telescope execution lead people to view our character as a voyeur, or peeping Tom. We see these two spots as needing modification if they are to be retained in the pool. Remember that we still have Loveboat and Volleyball in the pool. While not likely introductory candidates, these two ads could certainly be used in year two or beyond. ✓

In preparation for our next meeting with David, we would like to pursue the following:

1. Additional Ads

Ideas for the introduction and sustaining, as well as single page executions.

2. "Spectacular" Outdoor

A handful of ideas which truly bring the Sailor's character to life via a third dimension, cut-outs, or mechanization.

3. Point of Sale

You have already seen the mechanized "Boxers", "Ride 'em Sailor", "Snorkel" and "Wave-rider" POS items. Our efforts for this next review will be toward more conventional, but still breakthrough, racks and displays.

4. On-Pack Promotions

Incentives which reinforce the brand character and/or our product point of difference while at the same time offer immediate gratification.

5. Direct Marketing

An introductory plan accompanied by recommended incentives.

6. Trade Gifts

Both for the Wholesaler and Retailer.

Copy Lines

"Go Overboard" was the preferred attitude line because it was with the Sailor's image and flavor cues in the advertising. While this is still our recommendation, we will continue to search for alternate lines.

The product line also remains an open issue. Given a choice, we prefer to pursue a line which exploits our USP - "cut". Such a line a) reinforces our product name ("Navy Cut") by describing the attribute, and b) is a unique point of difference.

"Cuts" Campaign

While the "Cuts" campaign did not fare as well as the recommended "Sailor" campaign, we still believe it is wise to have an alternative campaign. Within the next week we should have a point of view on whether to modify "Cuts" or begin development down a new road.

Timing

As you have certainly noticed, there is a tremendous amount of work to be done. The loss of a good portion of the next two weeks to Holidays means we should be ready to review the work with you in mid-January.

Louie, we are anxious to proceed with further development of this campaign. Once you have reviewed this letter please call with questions.

Sincerely,

LEO BURNETT U.S.A.

*Bill*  
Bill Beardslee

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