

INTEROFFICE MEMORANDUM

TO: Lynn Breininger  
FROM: Betsy J. Annese  
DATE: July 10, 1984  
SUBJECT: More Lights 100s Release

Attached for your approval and routing is the revised More Lights 100s packaging release. May we please have an answer as soon as possible to proceed with press kit assembly.



BETSY J. ANNESE

BJA/jc

Attachment

>  
Tobacco Public Relations  
(919) 777-7>

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WINSTON-SALEM, N.C. -- More Lights 100s will get an entirely new look designed to reinforce its appeal to fashion conscious, younger adult women.

Beginning Sept. 1, the brand will have bolder, more contemporary packaging, a darker tan color for the cigarette paper and a new campaign headline, "Get Ready For New More Lights 100s."

The packaging, developed by The Schechter Group, Inc., features a bright diagonal line -- burgundy for the filters style and green for menthol -- which divides the package into two triangles. One triangle is solid tan to match the cigarette and the other triangle features gold stripes which also appear in the advertising.

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Produced by R.J. Reynolds Tobacco Co., More Lights will be darker, going from beige to deep tan, and will carry three gold bands near the filter. A new custom-designed logotype will appear on the product, its packaging and in the advertising.

"These product and packaging modifications will allow the consumer to make a bolder statement about her lifestyle and still enjoy the low "tar" <sup>74.5%</sup> ~~benefits~~ of More Lights 100s," said Harold J. Lees, vice president, brand marketing for Reynolds Tobacco.

"Beginning nearly 10 years ago with the introduction of More 120s, the More brand family has been the only cigarette sold nationally that allows the consumer to make a dramatic visual impression because of its distinctive characteristics," he said.

More 120s, the long, slim dark brown cigarette, was introduced in 1974 as the first 120mm cigarette. It was followed in 1981 by More Lights 100s. The brand family is the 14th best selling cigarette in the U.S., with a 1.52 share of market in 1983.

The new advertising campaign will appear in magazines, supplements, out-of-home media and at point of sale. Leber Katz Partners of New York is the advertising agency.

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