

*Product based first -
can be y AS Toxicity
as a top spin
(fun, light hearted)
inherent, not
toxic in such*

- POS item that releases aroma (push button or automatic)
- OOH spectacular with moving head that smells smoke
- Tie-in with Breathsavers that leverages a fresh aftertaste
- Make-up kit that leverages pack colors
- Leverage the fact that males will like female smokers that smoke TF:
 - Coupon in male magazines; buy a pack for your girlfriend
 - Male operators with 1-800 phone number giving away T-Shirts
- Scratch 'n lick in magazines to leverage aftertaste (kiss girl's mouth in ad)
- Make CHELSEA girlfriend of Old Joe (CAMEL)
- Have attractive younger adult males sampling TF (rather than females):
 - Natural dress
- Put aroma on all coupons and/or ads
- Create ad where Marlboro aroma smells like horse; CHELSEA smells good
- Create ad with "Name that Smell" -- identify CHELSEA aroma. If you don't know, go to store
- Call 1-800, send flowers to boyfriend/girlfriend
- * • We also tried to draw a distinction between CHELSEA women and Virginia Slims. While we have not dwelled on this before, it will be important to accomplish this in market.

*How do you
overcome
peer
pressure!*

CHELSEA Versus Virginia Slims Woman

- Not upscale
- Caring
- Comfortable with femininity
- Fun
- Not overtly feminine
- Not afraid to look like sex object
- Less aggressive
- Younger
- Lower income
- Sense of style is less sophisticated

*pre-advertising
teasers & product
based*

*approve creative
prior to 1/23*

CHELSEA Versus Virginia Slims Woman (Cont'd)

Defines herself rather than being defined

- Virginia Slims clothes create woman
- CHELSEA chooses clothes to express herself

Concerned with what she wants to be, not what she should be

Looking for lighthearted fun

Femininity of the 80's -- not Virginia Slims

Goes to concerts

Capri is 80's version of Virginia Slims (but equally as out of touch)

Not shallow -- more common sense

Sure of herself

Not superficial/hollow