

SILVA THINS FILTER 100's

1967-71

Following test marketing in New York City beginning September 1, 1967, Silva Thins began national distribution in May of 1968. Packaged in a silver foil pack with the name in black below a pattern of fleurs-de-lis on a black rectangular background, the brand sold 400 million cigarettes in its four months on test market and got 0.2% of the plain filter segment.

The New York City test was supported by \$700,000 of advertising, primarily in spot television and newspapers. The brand's CPM was \$1.75 for 1967.

Advertising in New York (which would later be used on a national scale), presented the brand as "the impossible cigarette." Copy explained "Less 'tar' and nicotine than other 100's. Less than many Kings. Yet Silva Thins taste better. Impossible? Try Silva Thins with the Skyline filter." The filter never received more than a mention.

Commercials, generally :60's, showed a male smoker wearing sunglasses constantly leaving females (who tried to get his Silva Thins) on country roads, in elevators, etc.

Print ads were always black and white, and were illustrated with the package and a male model (wearing sunglasses), smoking Silva Thins.

In its first complete year in national distribution (1968), Silva Thins sold 2.0 billion units for a market share of 0.4% and 0.7% of the plain filter segment.

Expenditures were \$12.1 million in 1968 with over \$10.7 million allocated to network and spot television, \$1.0 million to newspapers and the remainder to spot radio and magazines. CPM for 1968 was \$6.00.

Basic advertising messages and format for Silva Thins were unchanged until June, 1968, when both the broadcast and print campaign announced, "Latest U. S. Government figures show Silva Thins lowest in tar and nicotine of all 100's tested, lower than most kings."

Heavier use was made of :30 commercials in 1968. The "tar" and nicotine content of Silva Thins was supered on the screen during most advertisements. Commercials continuously featured the male smoker taking his Silva Thins away from women, leaving them stranded in motorcycle sidecars, in gondolas, taxi cabs, etc. Each commercial seemed to imply Silva Thins were for men only.

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Also in 1968, Silva Thins Menthol was marketed nationally. The availability of the menthol style was mentioned in the regular style's print and broadcast campaigns.

Sales in 1969 jumped to 3.1 billion units causing Silva Thins market share to rise to 0.6% and its segment share to climb to 1.2%.

Silva Thins' 1969 advertising budget was \$11.8 million with nearly 90% allocated to television and another 10% to magazines. CPM for 1969 was \$3.81.

For the first time, women were not completely discarded in the Silva Thins campaign. In commercials females were rescued rather than stranded as they thought to themselves, "It may be his cigarette now, but I want in" and announcers encouraged, "Silva Thins. Get 'em. Any way you can." The slogan, "Silva Thins, the one that's in" was added during 1969.

In print females were pictured standing behind the male smoker or double exposed over him in hazy miniature. The only color used in Silva Thins print campaign was for the menthol package in regular Silva Thins advertisements.

Silva Thins sales in 1970 were slightly above those of 1969, reaching 3.15 billion units. Market and segment shares, however, remained 0.6% and 1.2% respectively.

Expenditures were cut back to \$8.4 million in 1970 with 82% allocated to network television, 16% to magazines and the remainder to newspapers and spot television. CPM for the year was \$2.63.

Commercials were generally :30's in 1970, stressing, "Cigarettes are like women. The best ones are thin and rich. Silva Thins are thin and rich. Thin so they taste light . . . rich because rich is better." Other commercials mentioned Silva Thins "look smart and taste smart, too."

Print advertisements continued to emphasize low "tar" and later added the "thin and rich" slogan.

Sales dropped to 3.0 billion units in 1971 and although the brand's total market share remained 0.6%, its share of the plain filter segment slipped to 1.1%.

In 1971 magazines were allocated \$745,000, outdoor advertising \$2,000, and newspapers an undetermined amount.

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Occasional two-color ads were noted in 1971, particularly using blue as a background color. The Silva Thins smoker was sometimes graphically illustrated in 1971 although he was still generally seen in photographs. Headlines read, "America's first thin 100's have less 'tar' than most Kings." Also the twin-bed format (ads on opposite facing pages) was used on occasion in 1971 with the menthol style.

1972

Silva Thin Filter sales increased in 1972 to 3.09 billion units. The style's market share remained 0.6%, but its share of the non-menthol filter segment slipped to 0.1%.

Magazines provided the base medium for Silva Thin Filter 100's accounting for 58% of the style's \$1.42 million budget. Newspapers also received a large allocation. CPM for 1972 was \$.46.

Although neither sales nor advertising activity was noted during 1972, advertising expenditures in the amount of \$21,000 in newspaper ads, were reported for a king size Silva Thins.

Silva Thin ads in 1972 consisted of two-color partial pages and full-page black and white magazine ads as well as occasional small black and white newspaper ads.

The brand's 1972 campaign centered around the headlines "Think Thin" and "Silva Thins 100's have less 'tar' than most kings, 100's, menthols, non-filters" with the tag "and more flavor than all of them."

Silva Thin promotions for 1972 featured a point of purchase offer for a free (for 10 Silva Thin enclosures) disposable flashlight. In July, ads offered "Your likeness (or someone else's) on a beach towel, T-shirt or sweatshirt." Beach towels and T-shirts were \$4.95 and five closure seals while sweatshirts were \$5.95 and five closures. Each order was to include a large photograph of the person to be imprinted on the item ordered.

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SILVA THINS FILTER 100's.

<u>Year</u>	<u>Sales</u>	<u>Mrkt. Share</u>	<u>Advertising</u>	<u>CPM</u>	<u>Segment Share</u>
1967	0.4	-	0.7	1.75	0.2
1968	2.0	0.4	12.1	6.00	0.7
1969	3.1	0.6	11.8	3.81	1.2
1970	3.15	0.6	8.4	2.63	1.2
1971	3.00	0.6	.75*	-	1.1
1972	3.09	0.6	1.42	.45	1.0

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*Newspaper figures not available; therefore, total expenditure not complete.

SILVA THINS FILTER 100's
ADVERTISING EXPENDITURES
(300)

<u>Year</u>	<u>Television</u>	<u>Radio</u>	<u>Nsprs.</u>	<u>Magazine</u>	<u>Supps.</u>	<u>Outdoor</u>	<u>Total</u>
1967	\$ 491	\$ -	\$ 199	\$ -	\$ -	\$ -	\$ 690
1968	10,795	116	1,047	190	-	-	12,148
1969	10,623	29	-	1,182	-	-	11,834
1970	6,907	-	121	1,359	-	-	8,387

NOTE: Broadcast Advertising prohibited effective 1/1/71

1971			N.A.	745	-	2	747*
1972	--	--	586	829	-	6	1,421

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*Newspaper figures not available; therefore, total expenditure not complete.

Silva Thins (Regular and Menthol)

Advertising executions are basically unchanged unless otherwise noted.

1973

		<u>% Change vs. Year Ago</u>
Sales	4.74bu	1.9%
SOM	.82%	2.4%
SOS (FT)	1.08%	2.7%
CPM	\$.31%	-50.8%
Expenditures	\$1.49MM	-49.5%
SOV	.64%	1.4%

1974

		<u>% Change vs. Year Ago</u>
Sales	4.76bu	.04%
SOM	.80%	2.4%
SOS (FT)	1.05%	-2.8%
CPM	\$.51	96.8%
Expenditures	\$2.88MM	93.3%
SOV	.97%	51.6%

1975

The health oriented "Think Thins" campaign continued. Copy below headlines was simply "Think Thins 100's. They have less 'tar' than most Kings, 100's, menthols, non-filters." Some executions included tar and nicotine levels of the best selling filter and lowest overall brand in a comparison chart with Silva Thins.

Silver-plated flatware by Oneida was offered in a self-liquidator campaign for \$5.95 a place setting plus five closure seals.

		<u>% Change vs. Year Ago</u>
Sales	4.70bu	-1.3%
SOM	.78%	-2.5%
SOS (FT)	1.03%	-1.9%
CPM	\$.30	-50.2%
Expenditures	\$1.42	-50.7%
SOV	.42%	-56.7%

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1976

Silva Thins' advertising strategy underwent a major change in 1976. The new campaign attempted to develop a female/stylish image for the brand. Executions developed were totally female oriented, a complete reversal from the male orientation of the middle '60's. The format featured female models participating in recreational activities enclosed in a mortise on the left side of the page. Copy and pack illustration were placed on the right. "I'm a Thinner" was consistently utilized as a headline. The first four or five lines of copy varied depending on the models activities. For example, copy beside a golfer said, "Keep in trim and play to win. That's my way of thinking. I'm really into thin. My figure. My clothes. Even my cigarette." Copy continued in all executions with, "Silva Thins 100's. Long and thin in looks. Lower in tar than many filter 100's. Think about it." Tag lines added, "In menthol too".

% Change vs. Year Ago

Sales	2.69bu	-42.7%
SOM	.45%	-42.3%
SOS (FT)	.62%	-39.8%
CPM	\$.54	80.0%
Expenditures	\$1.45MM	2.1%
SOV	.35%	-16.7%

1977

In addition to the "I'm a Thinner" campaign, Silva Thins attempted a humorous approach. A pack as hero execution was utilized with headlines comparable to "Silva Thins makes your minnie ha ha. Your tick tock, razzle dazzle," and so forth. Copy added, "Long, lean, elegant Silva Thins does somethin different for everybody. Give 'em a try. They may even make your hotsty ____."

In order to encourage consumer participation in these catchy phrases, Silva Thins offered five free packs to anyone who would complete a coupon blank saying, "Silva Thins makes your _____."

% Change vs. Year Ago

Sales	2.23bu	-17.1%
SOM	.37%	-17.8%
SOS (FT)	.58%	-6.4%
CPM	\$.58	7.4%
Expenditures	\$1.29MM	-11.0%
SOV	.26%	-25.7%

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1978

Although tar delivery was lowered from 17 to 12mg., in 1978, consumers continued to perceive Silva Thins as a full taste cigarette. For that reason SOS will remain in the full taste category.

The humorous approach was not continued in 1978, style in the "I'm a Thinner", was further developed. Models were featured in both business and recreational pursuits. Body copy explained below headlines. "Here's another reason why I'm a Thinner" although "I" began smoking Silva Thins for their looks, "Long, lean, and elegant" lower tar was "another good reason for being a Thinner." Menthol versions continued to be mentioned in tag lines.

% Change vs. Year Ago

Sales	1.82bu	-18.4%
SOM	.30%	-18.9%
SOS (FT)	.52%	-10.3%
CPM	\$.68	17.2%
Expenditures	\$1.24MM	- 3.9%
SOV	.24%	- 7.7%

1979

"Why I'm a Thinner" was utilized as a headline in 1979. A close up of the model more contemporary/stylish was placed in the upper corner of the ad. Body copy continued to explain headlines. The pack illustration was mortised in the left corner of the ad.

% Change vs. Year Ago

Sales	1.58bu	-13.2%
SOM	.26%	-13.3%
SOS (FT)	.48%	- 7.7%
CPM	\$.86	26.5%
Expenditures	\$1.36MM	- 5.9%
SOV	.21%	-12.5%

1980

Advertising formats were altered again in 1980. The pack illustration became more prominent and was placed at the top of the page. A model in evening clothes was mortised in the left corner of the ad. Headlines read, "Low tar. High style." "Long lean and low with lots of style. Silva Thins" was utilized as body copy.

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1980 (Continued)

		<u>% Change vs. Year Ago</u>
Sales	1.35bu	-14.6%
SOM	.22%	-15.4%
SOS (FT)	.41%	-14.6%
CPM	\$.41	-52.3%
Expenditures	\$.56MM	-58.8%
SOV	.08%	-61.9%

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