

SILVA THINS MENTHOL 100's

1968-71

Silva Thins Menthol 100's were introduced nationally without prior test marketing on September 5, 1968. The style was packaged in a green foil pack with black print and fleurs-de-lis pattern, resembling regular Silva Thins' package.

The brand was introduced rather quietly and shared most Silva Thins advertisements in print and received availability mention ("Now in Menthol too.") in most Silva Thins commercials. Perhaps most notable in Silva Thins Menthol advertising was the addition of color for the menthol style's package in the traditional black and white Silva Thins magazine advertisements.

Sales for the style were 500 million for the few months it was in national distribution in 1968. It received 0.1% of the total market and 0.3% of the mentholated filter segment.

Silva Thins Menthol's 1968 expenditures were \$763,000, primarily in television with support in magazines. Initial CPM was \$1.60.

From 1968 to 1971 most Silva Thins advertising centered around, "Latest U. S. Government figures show Silva Thins lowest in 'tar' and nicotine of all 100's, lower than most Kings. Yet better taste." Broadcast and print featured a male smoker wearing sunglasses. Both styles' packs were shown at the end of commercials and at the bottom right corner of most newspaper and magazine ads.

The menthol style's sales reached 1.53 billion units in 1969 for a total market share of 0.3% and a segment share of 1.4%.

Expenditures for 1969 were \$3.3 million with \$2.5 million allocated to network and spot television, and another \$700,000 allocated to magazines. CPM for 1969 was \$2.20.

Sales remained steady at 1.54 billion in 1970 and 1.53 billion in 1971. Although the style's market share was unchanged for the two years, its share of the mentholated filter segment dropped to 1.2% by 1971.

A budget of \$748,000 in 1970 was divided between television, which received 80%, magazines 15% and newspapers 5%. CPM for 1970 was \$.49.

Magazines received \$497,000 in 1971, outdoor advertising \$2,000 and newspapers an undetermined amount.

Silva Thins Menthol 100's advertising continued to consist primarily of shared newspaper and magazine ads with the plain filter style. In 1971 the twin-bed format (ads on opposite facing pages) was also occasionally shared by the two styles.

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1972

Silva Thins Menthol sales turned upward in 1972 reaching 1.56 billion units. The style's market share and share of the mentholated filter segment remained 0.3% and 1.2% respectively.

Expenditures for the menthol style in 1972 were near \$1.53 million. Major allocations were split between magazines and newspapers with outdoor advertising receiving a smaller allocation. CPM in 1972 was \$.98.

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

Advertising for Silva Thins Menthol 100's in 1972 consisted primarily of "Menthol, too" tags in Silva Thin Filter ads. The brand's campaign theme was "Silva Thins 100's have less 'tar' than most Kings, 100's menthols, non-filters and more flavor than all of them."

Silva Thins promotions for 1972 featured a point of purchase offer for a free (for 10 Silva Thin closures) 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 \$.95 and five closures, while sweatshirts were \$5.95 and five closures. Each order was to include a large close-up photograph of the person to be imprinted on the items ordered.

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SILVA THINS MENTHOL  
ADVERTISING EXPENDITURES  
(000)

<u>Year</u>	<u>Television</u>	<u>Nsprs.</u>	<u>Magazine</u>	<u>Supps.</u>	<u>Outdoor</u>	<u>Total</u>
1968	\$ 687	\$ 8	\$ 68	\$ -	\$ -	\$ 763
1969	2,580	#	670	-	-	3,250
1970	597	37	114	-	-	748

NOTE: Broadcast Advertising prohibited effective 1/1/71

1971		N.A.	497	-	2	499*
1972		721	791	**	14	1,526

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#less than \$500

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

\*\*Independent Supplement figures not available.

SILVA THINS MENTHOL

	<u>Sales</u>	<u>Mrkt. Share</u>	<u>Advertising</u>	<u>CPM</u>	<u>Seg. Share</u>
1968	0.5	0.1	0.8	1.60	0.3
1969	1.53	0.3	3.3	2.20	1.4
1970	1.54	0.3	0.7	.49	1.3
1971	1.53	0.3	0.5*		1.2
1972	1.56	0.3	1.5	1.98	1.2

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