

“Keep It Basic” Campaign

April 1997

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Purpose

- To choose new pool of print/OOH ads in the “Keep It Basic” campaign
- To prove that this “new look” has legs
- To demonstrate that the campaign translates effectively to both print and OOH formats

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Brand Essence

Basic is a good quality, affordable cigarette. The core essence of the brand has grown out of its memorable name and no-frills packaging. It never pretends to be something it is not. Rather, it is proud of what it is, and expresses the sense of being basic in an unpretentious way.

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Audience Description

- **Discount smokers 25-54, skewing male**

These smokers cannot or will not pay a premium price for their cigarettes. On the whole, they believe that cigarettes are cigarettes. However, choosing a brand like Basic, as opposed to another (cheaper) discount brand, suggests that some imagery reinforces a quality message to them. Basic is a basic cigarette with enough name recognition, and marketing support, to allow it to be a "real" brand. Smokers will not be embarrassed to smoke Basic. Finally, these smokers enjoy smoking, and Basic has the flavor that they find acceptable.

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Basic's Brand Image

Basic is the "guy next door." He is a likable, simple, down-to-earth person. He wears blue jeans and T-shirts. He's the guy you can depend on: he'll help you mow your grass, light your barbecue, hang a picture. He works hard -- probably in a blue collar job -- but he knows how to have fun too. When he throws a party, you can be sure to find beer, hamburgers, and chips, and you'll play darts, cards, or watch sports on TV.

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Advertising History

- 1993 - "Tastes Good - Costs Less" campaign
- 1994 - Developed "All You Need" campaign
- 1995 - Developed "Keep It Basic" tagline
- 1996 - Evolved to "New Look," and incorporated "Life's Simple Pleasures" insight

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“Simple Pleasures”

- Considered Key Campaign insight
 - Research indicated that our best ads reflected Basic smokers’ simple lifestyle

“[What the campaign is about:] You don’t need a lot to do what you have to do and live your life. Nothing extravagant or expensive. The simple pleasures. Things that don’t cost a lot of money.”
 - Provides a strong/focused definition for All You Need strategic platform
 - Provides broad umbrella for conveying empathy with our smokers and making a positive statement about the brand

1997 Advertising Strategy

Convince:

- Discount smokers and full-margin dabblers

That:

- Basic is all you need in a cigarette

Because:

- Basic is an honest, down to earth brand that offers good taste at a low price; it's one of life's simple pleasures

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Executional Considerations

- Advertising must:
 - Be Simple
 - Be Telegraphic
 - Have a touch of Humanity

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Critical Timing

- Require urgent approval on two subjects in order to meet June Posting deadlines:
- A&K Approved 5/05
- A&K Returned to LBC 5/09
- Proofs to PM 5/14
- Proofs Approved 5/28
- Ship Film 5/29
- Film to Printer 6/01

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Lifestyles
Back
Beach
BBQ
Moments
TV
Checkers
Picnic
Pers.
Green Bean Jacket