

# Deepening the Customer Relationship

## Profiting from the Truth: Life, Death & Nothing

Simple is Beautiful

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# My Personal Mantra:

Wherever there is a Hidden agenda  
or an outright Lie  
there is the potential for profit

# A Cinderella Story - A Marketing Fairytale

# Tobacco Business

Volume game  
Government make all the money



Tobacco Companies are  
Tax Collectors for the Government

Key issue

**health**

Health of the Nation

vrs.

Health of the Government

# Taboo

“Cigarettes are the only legally available consumer product which kill people when used exactly as intended.”

*Action on Smoking & Health (ASH) UK  
Anti Smoking Lobby*

# Industry retreat from issue

Opened the door to the rabid Anti-Smoking movement.

**AGENDA : PROHIBITION**

Prohibition



AL CAPONE

# Smoking has become a polemic issue

Smokers  
vrs.  
Anti-smokers

# Opportunity

NEW BRAND WITH UNIQUE PROMISE

**“THE TRUTH”**

The facts matter, but...

**WHAT MATTERS MOST  
IS WHAT PEOPLE BELIEVE**

Simple Promise

**SMOKING KILLS**

**IT'S YOUR FUNERAL  
TOO BAD YOU'RE GONNA DIE**



THE ENLIGHTENED  
TOBACCO COMPANY PLC



**DEATH**<sup>TM</sup>  
CIGARETTES

TOBACCO SERIOUSLY  
DAMAGES HEALTH



THE ENLIGHTENED  
TOBACCO COMPANY PLC



**DEATH**<sup>TM</sup>  
LIGHTS

TOBACCO SERIOUSLY  
DAMAGES HEALTH

# Become the Health Warning

“Manufacturers Advice: Cigarettes are addictive and debilitating. If you don’t smoke, don’t start.”

# Enlightened Capitalism

10% of pre-tax profits  
donated to cancer research

**WIN - WIN**

# Juxta-Positioning

NO COMMENT



EULOGY TO TOBACCO

NO PROOF



SMOKING KILLS

SOPHISTICATED BRAND NAME



DEATH

CAMOUFLAGE WARNING



BECOME WARNING

COLOURS & COWBOYS



BLACK & WHITE WITH SKULL &  
CROSSBONES

# Death Brand Values

RESPONSIBILITY  
LOGIC  
HONESTY  
FREEDOM



BRAND  
LOYALTY

**FREEDOM OF CHOICE**

# Responsible

“Smoking does not make you sexy, stylish or sophisticated.

It kills you.

We are not selling a pack of lies.

We are selling a pack of cigarettes.”

Choice

**JUST SAY KNOW**

# Sponsorship

Heart Bypass

London Gay Pride - The Honest Fag

# Advertising - Poster



# Advertising - Poster

Enlightened Tobacco Company Plc:

**13.5 MILLION SMOKERS WILL ADMIT IT'S BAD FOR THEM.  
ONLY ONE TOBACCO COMPANY WILL.**

DEATHS  
13 mg TAR 1.0 mg NICOTINE

DEATHS LIGHTS  
7 mg TAR 0.7 mg NICOTINE

**SMOKING CAUSES HEART DISEASE**  
Health Departments' Chief Medical Officers

# Advertising - Press

Enlightened Tobacco Company Plc:

THEY'RE EVERY BIT AS GOOD AS OTHER CIGARETTES.  
AND EVERY BIT AS BAD.

Death is no joke.

These cigarettes are made from the finest blends of luxury Virginia tobacco.

So they taste just like any of the other high quality cigarettes available. And, just like any of these other cigarettes, they can kill you.

Tobacco companies generally shy away from any discussion of the health risks associated with smoking; their only comment usually being 'No comment'.

The Enlightened Tobacco Company, however, is different. A cigarette manufacturer that is actually willing to talk about cigarettes.

Of the hundreds of brands currently available in Britain, those that advertise tend to use stylised photography together with a colour easily identified with the pack.

This retreat into the abstract is, no doubt, partly due to the stringent guidelines enforced on tobacco advertising. But doesn't it strike

you as ironic that very often the only way to tell what these stylish images are trying to sell you is by the health warning at the bottom?

And it is not just the advertising that is guilty of giving the wrong impression.

There are the names of the cigarettes themselves.

A quick glance at any tobacconist's shelf will show you just how many of them manage to conjure up an image of something expensive, stylish, sophisticated or exotic.

Not so Death.

The outside of our pack doesn't disguise what's on the inside. Both the name and the pack should leave no doubt as to the risks you face.

You may miss the health warning on some cigarettes but, like death itself, ours is unavoidable.

Surely though we're being a little hypocritical? If we really want you to buy our cigarettes, why do we seem to go out of our way to warn

you against smoking them?

We believe it's the only honest thing to do.

As far as we're concerned, we have a responsibility to remind you of the dangers.

Like, for instance, compared to a non-smoker, a smoker is more likely to develop lung cancer, more likely to develop laryngeal cancer, more likely to develop heart disease, more likely to develop bronchitis and more likely to develop emphysema.

In fact, the list of diseases that can be associated with smoking is as long as a queue



in a doctor's waiting room.

Doesn't it seem reasonable, therefore, that if we are contributing to the problem,

we should somehow be contributing to the solution?

That's precisely why the Enlightened Tobacco Company has made a start by giving 10% of all its pre-tax profits to non-vivisection cancer charities.

Not that you should expect a miracle cure. The best way to avoid lung cancer, and indeed all the other smoking-related diseases, is still the same. Don't smoke.

But if you do choose to continue, despite the health risks, you've still got one more choice to make. And that is, which brand to smoke.

Should you really choose one that refuses to tell the truth and has never admitted a link between smoking and ill health?

You know as well as anyone that it isn't wise to smoke.

But that's no reason to allow cigarette companies to treat you like an idiot.

DEATH 13mg TAR 1.0mg NICOTINE      DEATH LIGHTS 7mg TAR 0.7mg NICOTINE

SMOKING CAUSES HEART DISEASE

Health Departments' Chief Medical Officers

# Evangelical Smokers, but no Distribution

New Distribution Strategy:

EUROPEAN LAW

TAX DIFFERENTIALS

PRICE ARBITRAGE

# Tobacco Direct

- 40% Discount on price
- 25% Net margin
- Payment in advance
- No bad debt

# But **BIG** Problem

Threat to Government  
**UK £14.5 billion**

Threat to established UK tobacco distribution fortress

# Ten Pink Judges

**NON!**

# New Product Development

SPECIFIC TAX

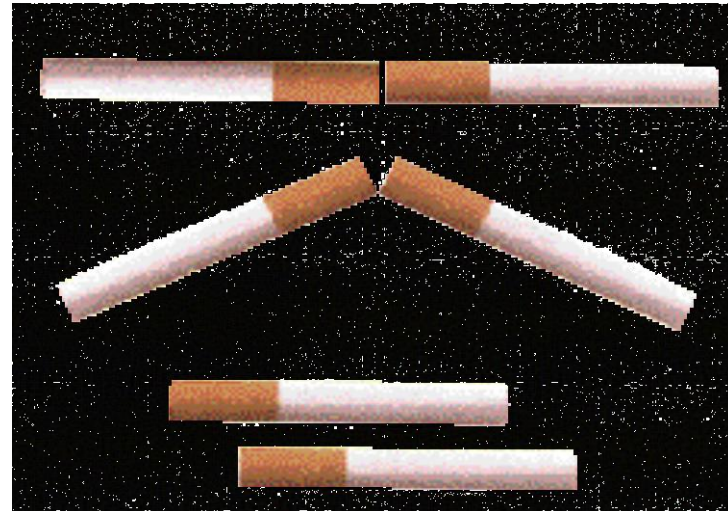
TAX PER STICK

# Cigarette Definition

“Cut tobacco, rolled in paper, capable for immediate use for smoking, not exceeding 9cm in total length of tobacco roll (excluding filter or mouthpiece).”

*EU Directive Number 32, 1979*

# 241 Cigarettes



Court again

$$\frac{1}{2} + \frac{1}{2} = 2$$

# Back to the drawing board

How encourage Distribution?

Increase Margin

How increase Margin?

Increase Price

How justify increase Price?

Add Content

# GUARANA Cigarettes

10 for the price of 20

Niche market

Low Volume - High Margin



# The World's most Expensive Cigarettes

Simple Concept:

## Expensive Taste

20 for the price of 200  
£20.00 per pack



# The World's most Expensive Cigars

Concept Consolidation:  
**Expensive Taste**



# A Case of Nothing Ventured, Nothing Gained.

April 2001

# The Problem: You couldn't get arrested if it tried.

There was no energy within the brand, no reason to become involved, no promise.

This lack of energy and attitude in and around the brand was the problem.

## The solution: Get arrested.

*“In a world where everyone is screaming, he who says  
nothing speaks the loudest.”*

Anon.

# Advertise Nothing - Get Arrested

To advertise nothing in a world where tobacco advertising is illegal will get us arrested, (we hope, quite literally).



# Pack Design: Do Nothing





I can confirm:

**THERE IS LIFE  
AFTER DEATH**

The big Life questions:

What's your point?

Why should I care?

The really important Answer:

Be the highest expression of who  
you really are...

...And make that your Brand

This Demands:

Love what you do

Love where you do it

Love who you do it with

Love who you do it for

# Love your customer

Building a strong relationship (friendship) starts with just **thanking** your customer because:

If you **thank** your customer you are helping your customer to thank you

If you are helping your customer to thank you are **using** your customer

If you are using your customer you are **embracing** your customer

If you are embracing your customer you are **loving** your customer

If you are loving your customer you are **trusting** your customer

If you are trusting your customer you are **knowing and understanding** your customer

# Love your customer

This process of building a friendship is perfectly symmetrical:

By **knowing and understanding** your customer you come to trust your customer

By truly **trusting** your customer you are loving your customer

By **loving** your customer you embrace your customer.

By **embracing** your customer you are making use of your customer

By **making use of your customer** you are being helped by your customer

By **being helped** by your customer you can be **truly thankful**.

The Key Reminder:

Be Who You Really Are