

LIGGETT
CIGARETTES

JUL 21 1977

Memorandum

Date: 7/21/77

To: R. J. Mulligan
From: Dan Provost
Subject: _____

The revised industry advertising which you saw earlier this week was shelved because of the two attached memos from Tommy Austern.

It was agreed to develop new copy in the following areas:

- (1) Copy to enhance the social acceptability of smoking including the subject of courtesy, and expound the importance of freedom of choice.
- (2) Copy to resist restrictive legislation in general and that relating to cigarette smoking in particular.
- (3) Copy to rebut the non-smoker problem.
- (4) Copy on the economic importance of the industry (based on proposed research which is not now in hand).
- (5) "Press release", or reactive ad copy rebutting our opponents; e.g., our answer to ACS recommendations resulting from Target 5 program.
- (6) Clean up the old medical copy for possible use in media other than advertising.
- (7) Copy to clarify the continual misconceptions in connection with the tobacco support payment program (if paid space were used it would be in the tobacco growing areas).

At the meeting in Washington yesterday, Dennis Durden from RJR indicated that his company is planning to spend \$1.5 million outside of the T.I. in the next year with a special program in the following areas:

- (1) Massive research (opinion sampling) of a variety of themes.

To: R. J. Mulligan
Page Two
7/21/77

- (2) Public affairs (grass roots activities).
- (3) Advertising.
- (4) Public relations.

He indicated that his management would present their program to the managements of member companies before it was launched.


Dan Provost

DP:kic

cc: K. v. Dey
Roger Hooker
Bob Rechholtz
Joe Greer ✓
Cope Robinson