



Marlboro Turns 50

Marlboro is celebrating its 50th anniversary with special anniversary-themed cigarette packs, direct mail promotions, and gifts for customers on its direct mail list - including a debit card worth up to \$35.

Anniversary Packs – In late 2004, regular packs of Marlboros began appearing with special wrapping paper, featuring various images of Marlboro's iconic cowboy and anniversary related phrases such as, "Celebrating 50 Years". For its anniversary, Marlboro then introduced a new version of its Reds and Light cigarettes – the "72's". These shortened cigarettes come in smaller more metallic looking packs and are currently promoted as the anniversary packs of Marlboro's 50th celebration. Philip Morris began shipping the 72's in January 2005.

Direct Mail - Themed direct mail pieces announced the anniversary and promoted the new anniversary packs, and also provided coupons and special gifts.

Anniversary Gifts - One mailing gave recipients a chance to redeem a "white star ashtray" by calling a provided 1-800 number. Another provided a MasterCard debit card worth \$10. Once spent, recipients can reload the card for an additional \$25 by mailing in 125 Marlboro Miles (see below). The card came with a promotional piece instructing receivers to "Pocket it. Spend it. Reload it. We're celebrating five decades of flavor, and it all starts here."

Currently, Philip Morris does not advertise its brands in general market magazines, and instead relies on point-of-sale ads, cigarette packaging, and direct marketing promotions such as direct mail for its advertising.

At 50, Marlboro continues to be the leading cigarette brand in the world. "With its legacy of innovation and a flavor proposition that has remained relevant throughout its history, Marlboro is the world's number one cigarette brand by a wide margin" (Philip Morris Annual Report, 2004).

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50th Anniversary themed 10-page booklet sent through direct mail (left). The booklet is filled with cowboy imagery and uses the colors of red, white and blue. The booklet tells a short story of Marlboro's "history":

"The invitation first came 50 years ago. It started with three tobaccos chosen for quality and blended for perfection. And it became the only flavor that could measure up to a land this big. Now our anniversary celebration is on and we want you to join us. And the invitation hasn't changed. Come to where the flavor is."

The last page of the booklet included an offer for a free "white star ashtray" (revealed under a scratch away silver star design), which was redeemable by calling the provided phone number. A different direct mail version of this booklet included a coupon (for \$5.00 off one carton or four packs of any Marlboros) instead of the ashtray offer. The white star ashtray gift (right) was received approximately three months after calling to redeem it.



Direct mail from Marlboro in celebration of Marlboro's 50th Anniversary. This piece included a gift from Marlboro – a MasterCard debit card worth \$10.00, with an offer to “reload” the card for an additional \$25.

Text: "Pocket it. Spend it. Reload it. We're celebrating five decades of flavor, and it all starts here. Stick this prepaid card in you wallet and use it at millions of locations coast to coast. Then get a \$25 one-time-only reload by sending in the enclosed form and 125 current Marlboro Miles by April 30, 2005. It's easy money on us, and it's our way of saying thanks."

Also enclosed in the mailer were "invitations" for the mailing list to give to friends, as well as the response form and survey to send back for the \$25 "reload."

This direct mail piece from Marlboro was a black and silver coupon holder with the repeating words, "Celebrating 50 Years of Flavor." The holder included three \$1.00 off per pack coupons.



Direct mail from Marlboro in promotion of its "Anniversary Packs", the shortened "72's".

*"The next big thing is short."
"New 72's The Anniversary Packs,
Never Short on Flavor."*

This piece also came with six coupons (each for \$1 off per pack of 72's).