



Date: 1971
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting women, power, independence
Key Phrase: We make Virginia Slims especially for women because they are biologically superior to men.
Key Words: Virginia Slims, Long way, baby, cape, "W", Superior, men women, superwomen
Quote: "Women are more resistant to starvation, fatigue, exposure, shock and illness than men are."
Comment:



Date: 1989
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Menthol and Lights Menthol
Theme: Targeting women, power, independence
Key Phrase: We make Virginia Slims especially for women because they are biologically superior to men.
Key Words: Virginia Slims
Quote: You've come a long way, baby.
Comment: The body of a women is no longer hidden behind big hoop skirts and layers. A women is now allowed to flaunt her healthy body. How long will she stay healthy if she is smoking?



Date: 1991

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby., Menthol, Lights

Theme: Targeting women

Key Phrase: Virginia Slims remembers what most women's bank accounts looked like in 1957.

Key Words: Virginia Slims,

Quote:

Comment: Why in 1957 did women have to keep money in jars? They were not allowed to have a bank account separate from their husbands. Many women were known to hide money from their husbands in case they were to separate from them they could have a back up cash stash.



Date: 1971 Aug

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting women

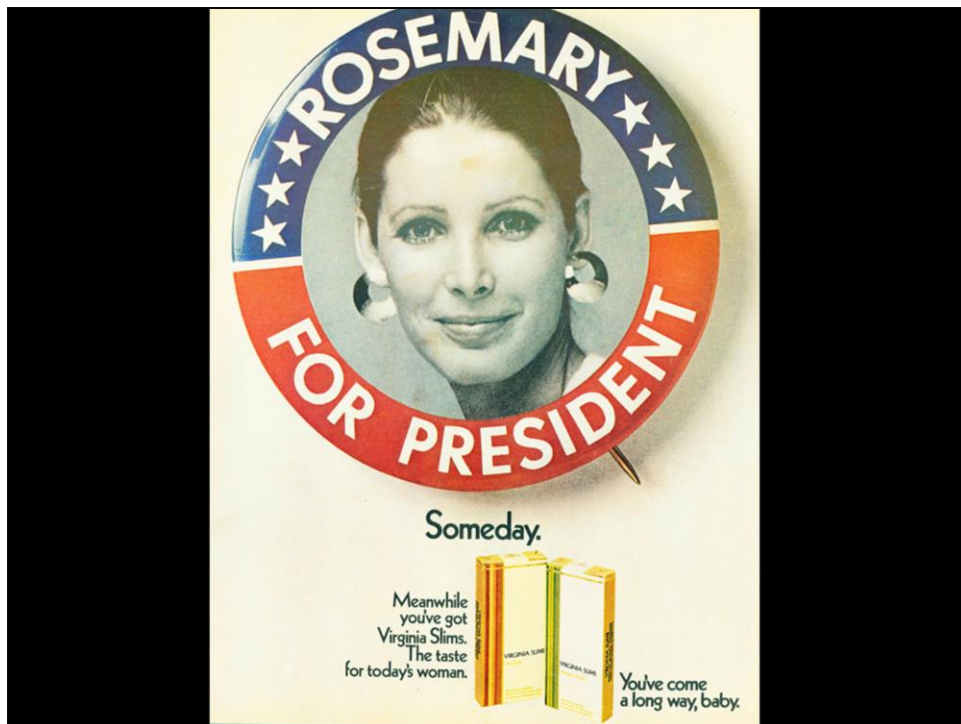
Key Phrase: Virginia Slims are slimmer than the fat cigarettes men smoke. And rightly so.

Key Words: Virginia Slims,

Quote: "They're tailored slim to fit your hands and your lips."

Comment:

Comment:



Date: 1970 Nov

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.,

Theme: Targeting women, politicians

Key Phrase: Rose Mary for President, Meanwhile you've got Virginia Slims. The taste for today's woman.

Key Words: Politician, president, Menthol

Quote: "The tast for today's woman"

Comment: Victoria Woodhull from Homer, Ohip ran for president in 1872 (she was not elected but she was able to run). Susanna Medora Salter who was elected as mayor of Argonia, Kansas in 1887 and Jeannette Rankin was elected to the House of Representatives in 1916, three years before women's nationwide suffrage. This ad was printed in 1970 and after 100 years of women trying to run for office it was still not a supported by enough people to make the first women president. It took 100 years for women to be recognized as potential presidential canidate... but on a cigarette ad?



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase: Back when the business world was dominated by men, some women carried a lot of weight around the office.

Key Words:

Quote:

Comment:



Date: 1974 Oct

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase: In 1914 after 6 years' psychotherapy with the famous Viennese analyst, Frederick Schlinger, Mrs. Ruth Thornburg felt free enough to smoke in his presence. Dr. Schlinger straightened her out.

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

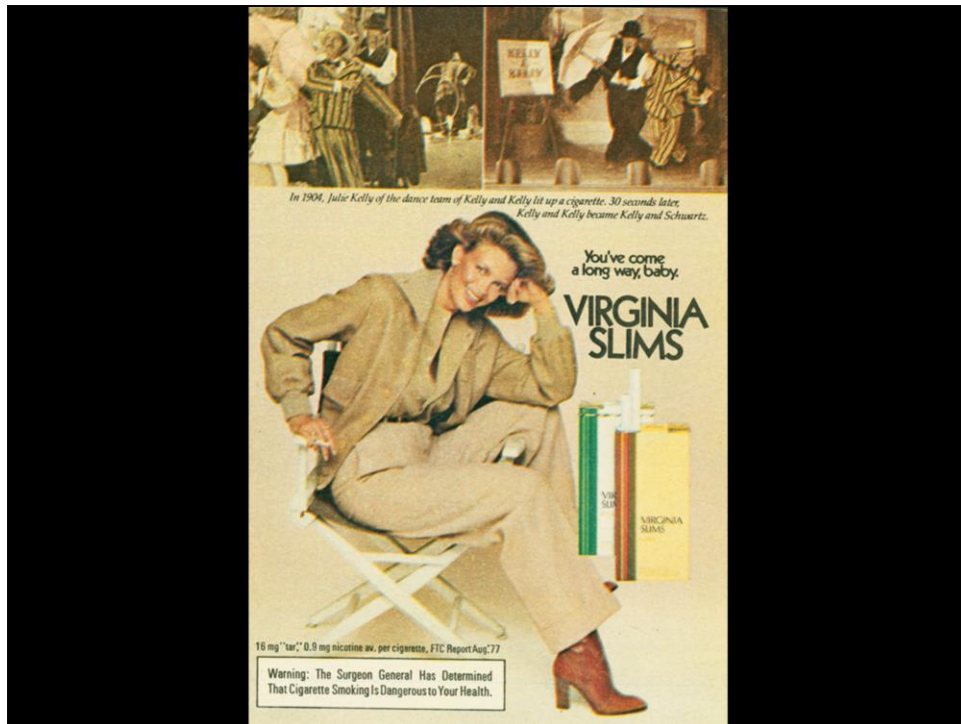
Theme: Targeting Women

Key Phrase: In 1904, Judge Nolan's secretary thought she could get away with smoking cigarettes by disguising herself as a statue of justice. Justice was blind. But Judge Nolan wasn't.

Key Words:

Quote:

Comment:



Date: 1977 Aug

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase: In 1904, Julie Kelly of the dance team of Kelly and Kelly lit up a cigarette. 30 seconds later, Kelly and Kelly became Kelly and Schwartz.

Key Words:

Quote:

Comment:



Date: 1972 April

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase: 121 brands of fat cigarettes fit men. Virginia Slims are made slimmer to fit you.

Key Words:

Quote:

Comment: Fat cigarettes are for men. Virginia Slims are for women. The marketing is tailored not the actual ingredients in a cigarettes.



Date: 1974

BBrand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby., Lights

Theme: Targeting Women

Key Phrase: In 1908, while fleeing the Hill County Jail, convict Sid Haugen caught Sande Lee smoking a cigarette. He was pardoned. She wasn't.

Key Words:

Quote:

Comment:



Date: 1974 Nov.
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase: With rich Virginia flavor women like.
Key Words: Virginia Slims, Green Jumper, Women at desk, grinder,
Quote:
Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby., Lights

Theme: Targeting Women

Key Phrase: Once upon a midnight dreary, while her husband pondered weak and weary, Mrs. Jessica Ward smoked a cigarette outside his chamber door. Quoth the husband, "Nevermore".

Key Words:

Quote:

Comment:



Date: 1981 March
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Lights
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1980

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby., Lights

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



Date: 1981
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Lights
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby., Lights

Theme: Targeting Women

Key Phrase: In 1903, Mrs. Elmer Claiborne thought she could sneak a cigarette while her near sighted husband was getting his glasses refitted. Mr. Claiborne made a spectacle out of her.

Key Words:

Quote:

Comment: Public Humiliation for smoking a cigarette!



Date: 1981 March
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Lights
Theme: Targeting Women
Key Phrase: Virginia Slims remembers the many pleasures of a woman's day while camping in the great outdoors.
Key Words:
Quote:
Comment:



Date: 1981 March
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Lights
Theme: Targeting Women
Key Phrase: Virginia Slims recalls how the woman of 1910 brought a little warmth into the house.
Key Words:
Quote:
Comment:



Date: 1981
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Lights
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1981

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase: In 1915, Shirley Myers aimed to show how independent she was by smoking at the county fair. Her husband aimed to stop her.

Key Words:

Quote:

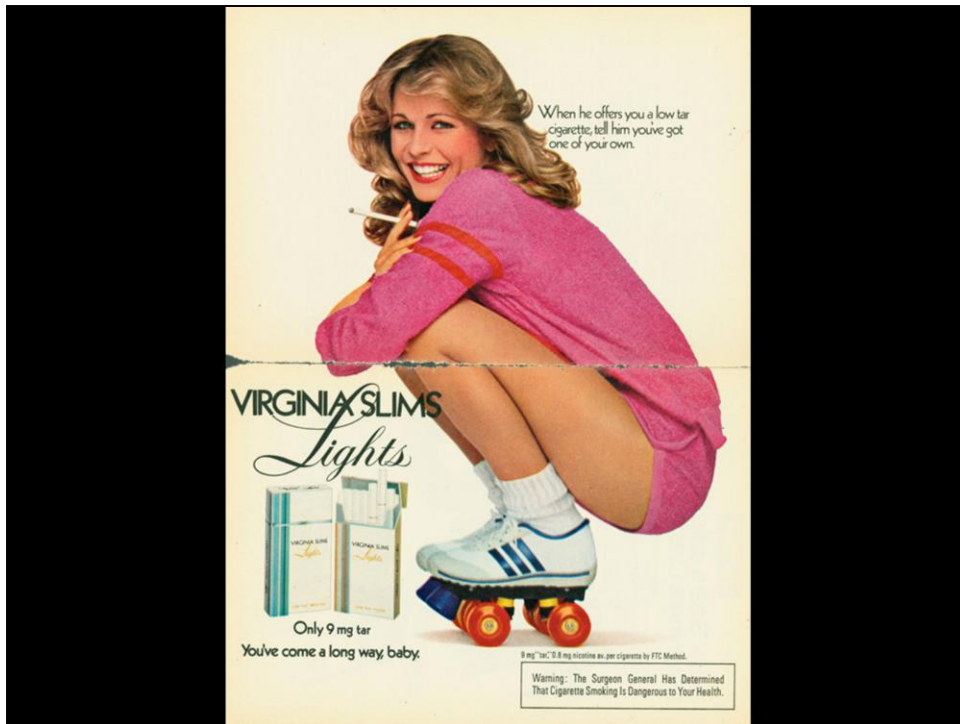
Comment:



Date: 1982
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Lights
Theme: Targeting Women
Key Phrase: You've come a long way, baby.
Key Words:
Quote:
Comment:



Date: 1978 May
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1981
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1981 March
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby., Lights
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby., Lights

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



Date: 1984 March
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase: Theory of Evolution, Theory of Logic, Theory of Slimness
Key Words:
Quote:
Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby., Lights

Theme: Targeting Women

Key Phrase: On July 4th, 1893, Anna Michaels forgot herself and boldly asked her fiancé for a light. He gave her one.

Key Words:

Quote:

Comment:



Date: 1980

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby. The taste for today's woman.

Theme: Targeting Women

Key Phrase: Before skirts climbed to the knee, garters made a perfect hiding place for her cigarette.

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase: Virginia Slims remembers when women first went to work in the stock market.

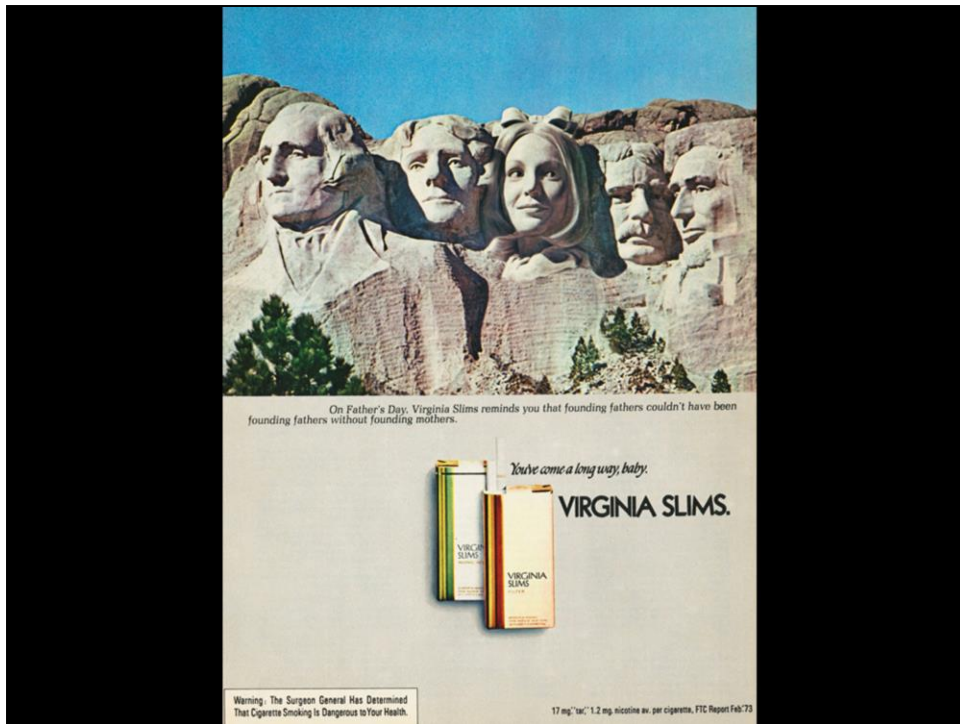
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Quote:

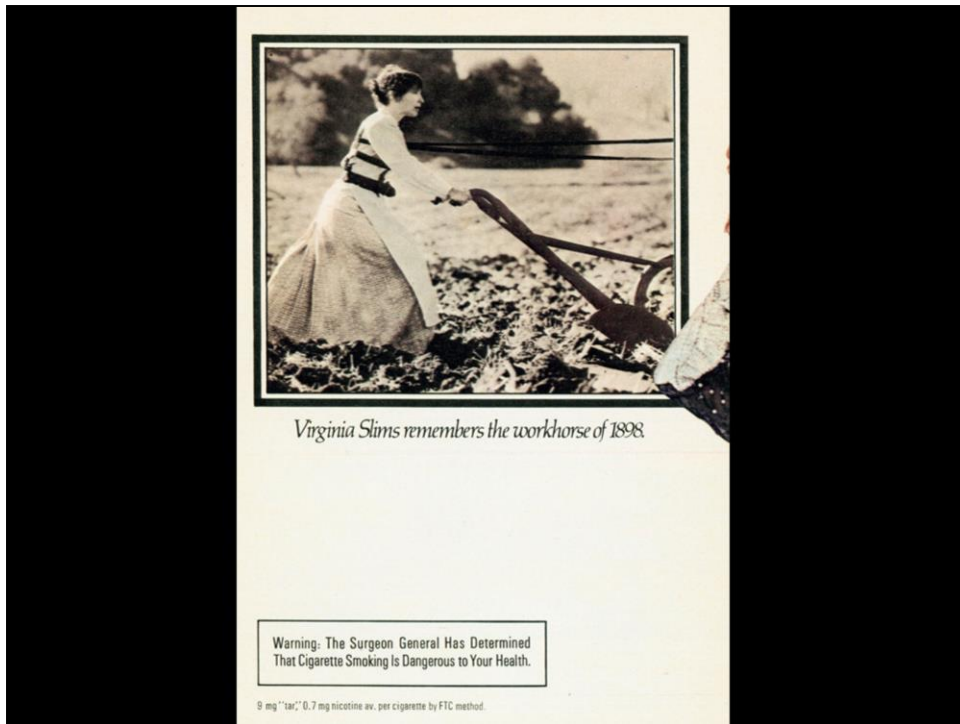
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Date: 1981 March
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1973 Feb.
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

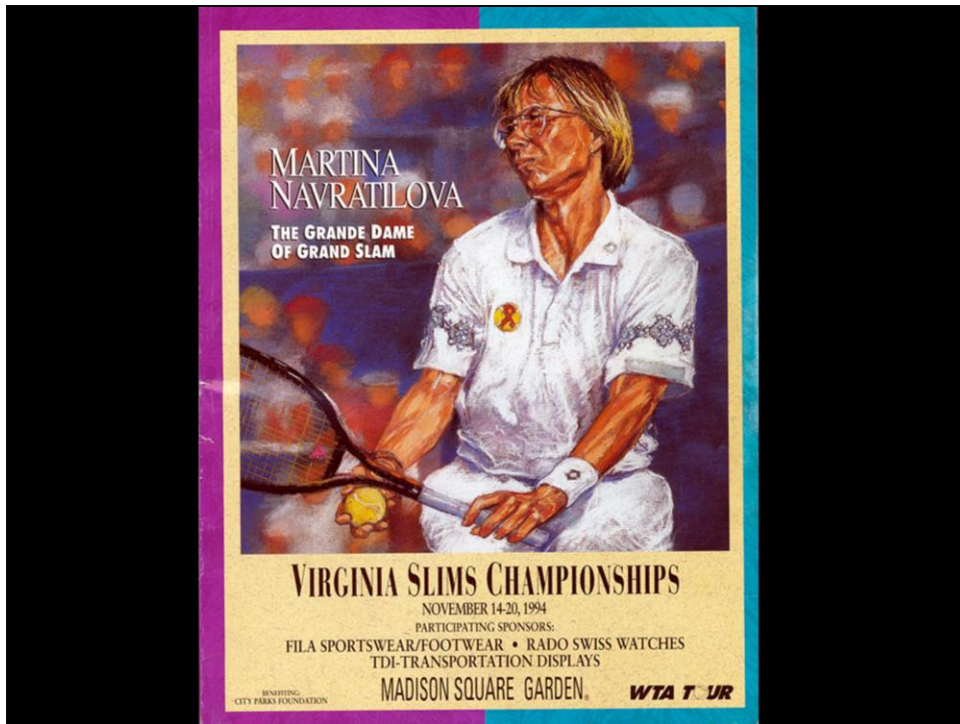
Key Words:

Quote:

Comment:



Date: 1975 April
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1994 Nov.
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1978 January
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



Date: 1985 Feb.
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting women's independence
Key Phrase:
Key Words:
Quote:
Comment:

Comment:



* Duplicate

Date: 1972 April

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase: 121 brands of fat cigarettes fit men. Virginia Slims are made slimmer to fit you.

Key Words:

Quote:

Comment: Fat cigarettes are for men. Virginia Slims are for women. The marketing is tailored not the actual ingredients in a cigarettes.



Date: 1983
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby.
Theme: Targeting Women
Key Phrase:
Key Words:
Quote:
Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

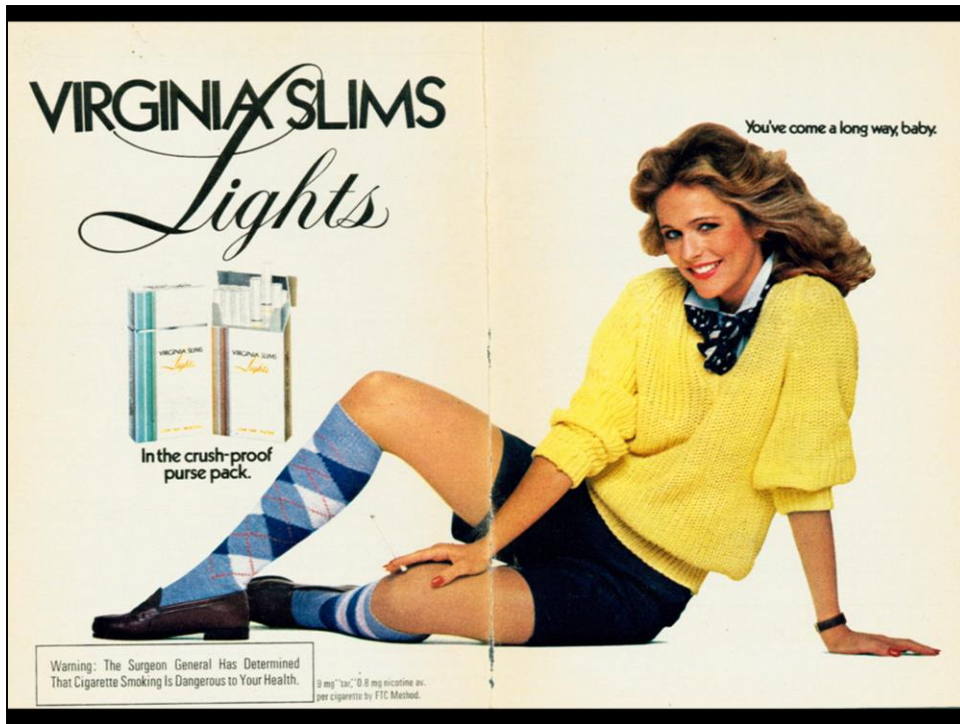
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Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



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Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

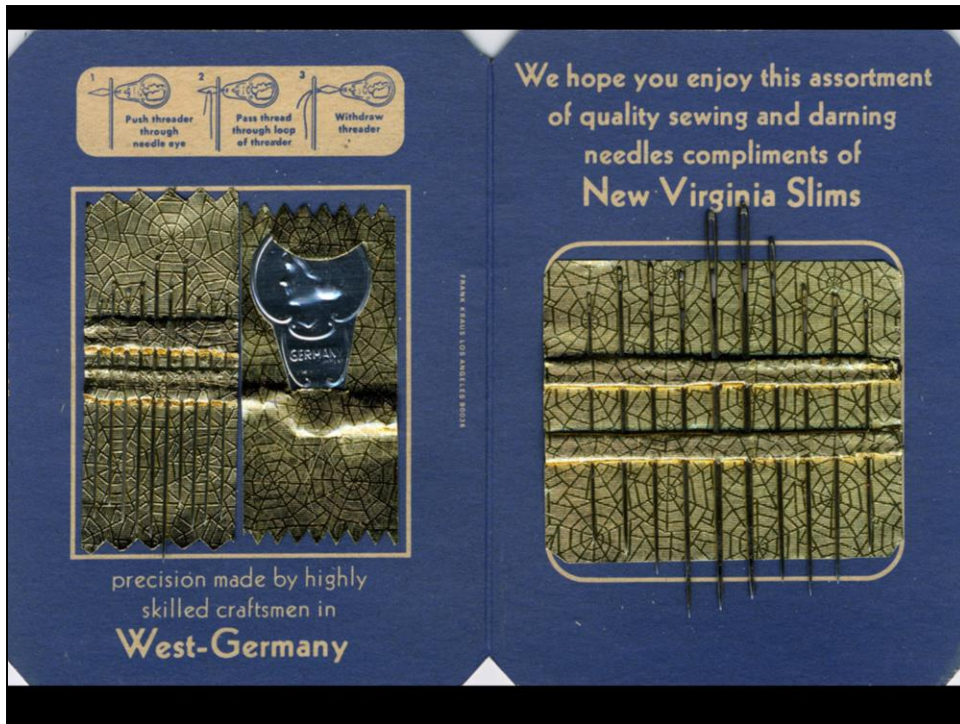
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Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

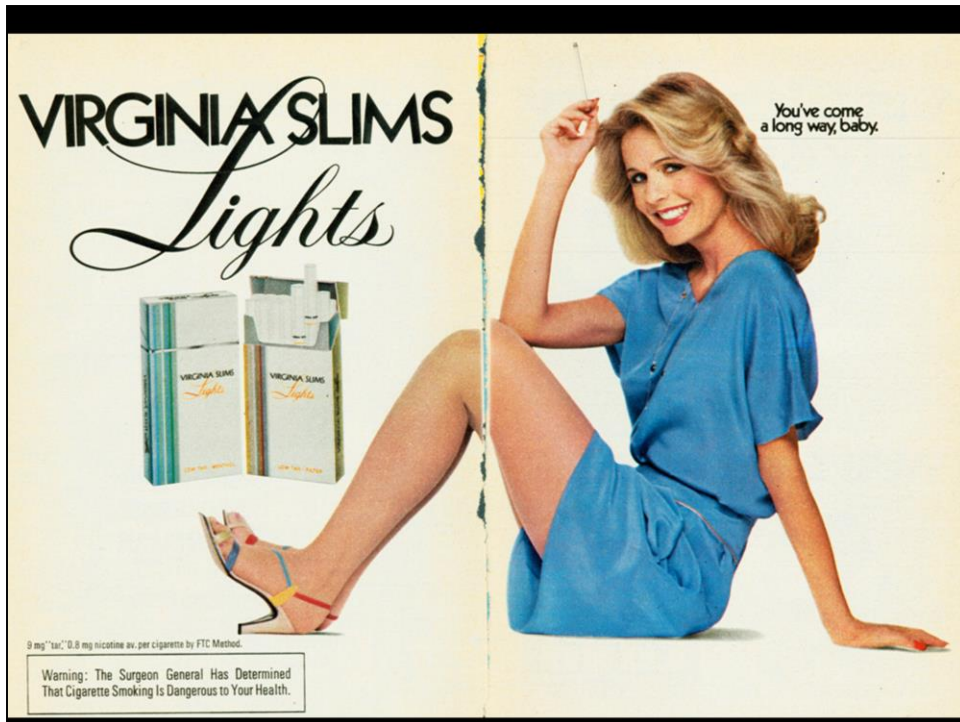
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Key Phrase:

Key Words:

Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women

Key Phrase:

Key Words:

Quote:

Comment:



*Duplicate

Date: 1974 Nov.

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby. With rich Virginia flavor women like.

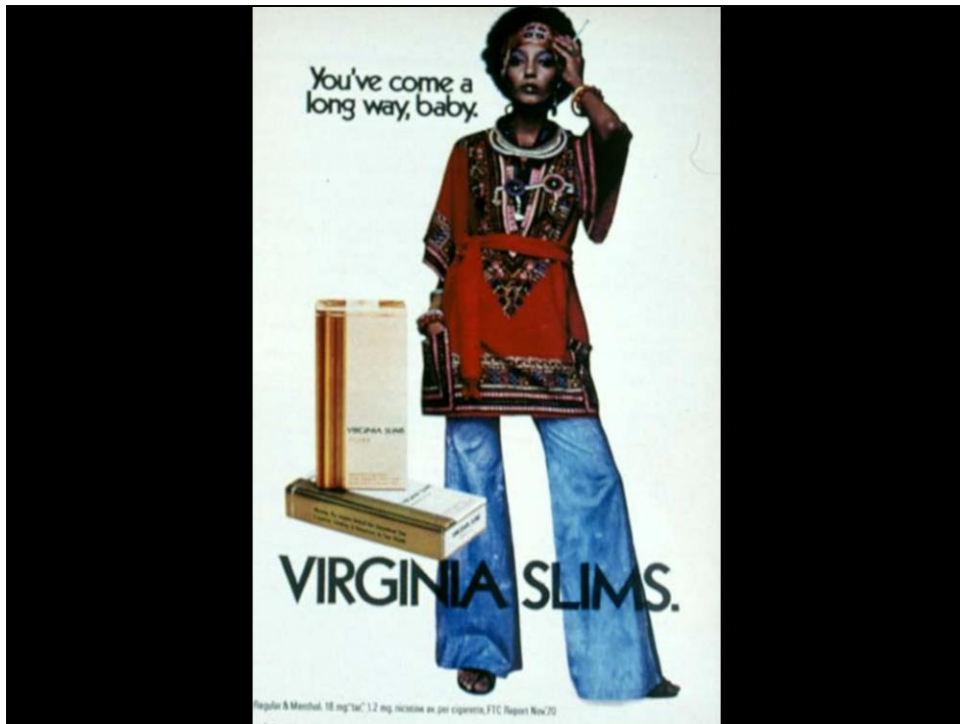
Theme: Targeting Women's Independence

Key Phrase: Back then, education taught men to run the world and women to run the house.

Key Words: Virginia Slims, Green Jumper, Laundry quiz,

Quote:

Comment:



Date: 1970 Nov

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: You've come a long way, baby.

Theme: Targeting Women's Independence

Key Phrase:

Key Words:

Quote:

Comment:



Date: 1996

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: It's a woman thing.

Theme: Targeting Women's Independence

Key Phrase: If you give us flowers, never tell us what a great deal you got on them.

Key Words:

Quote:

Comment:



Date: 1995
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've come a long way, baby
Theme: Targeting women's independence
Key Phrase: "Pretty in pink doesn't make you a pushover."
Key Words:
Quote:
Comment:



Date: 1999

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign: It's a woman thing.

Theme: Targeting Women's Independence

Key Phrase: When we ask what you love most about us, answer carefully. And quickly.

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

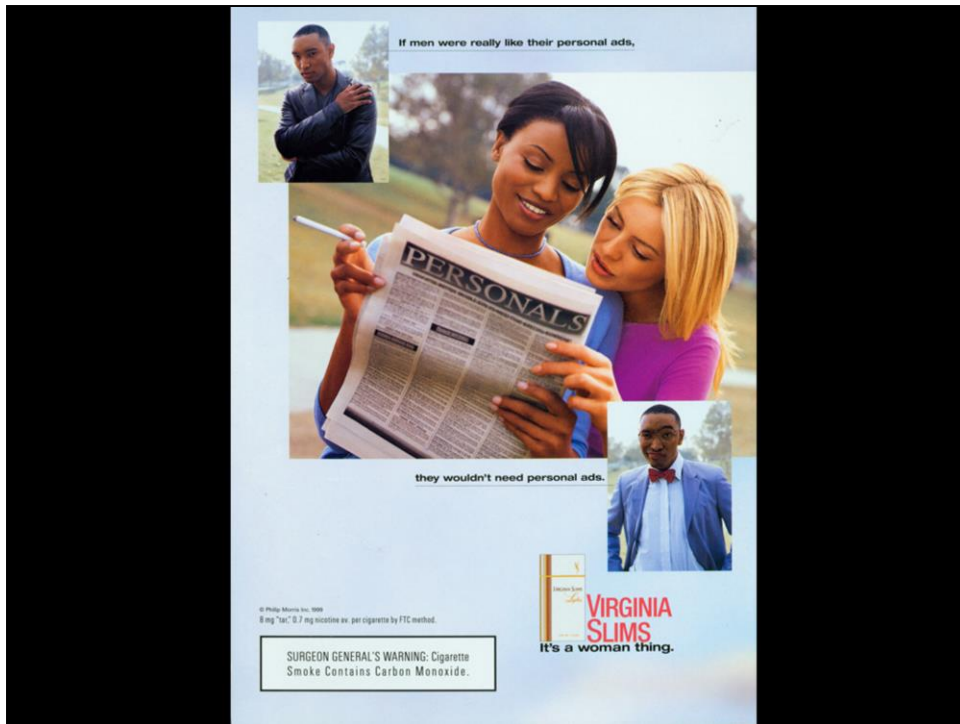
Theme:

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



1990

Date:

Brand:

Manufacturer:

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

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Key Words:

Quote:

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*Duplicate

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

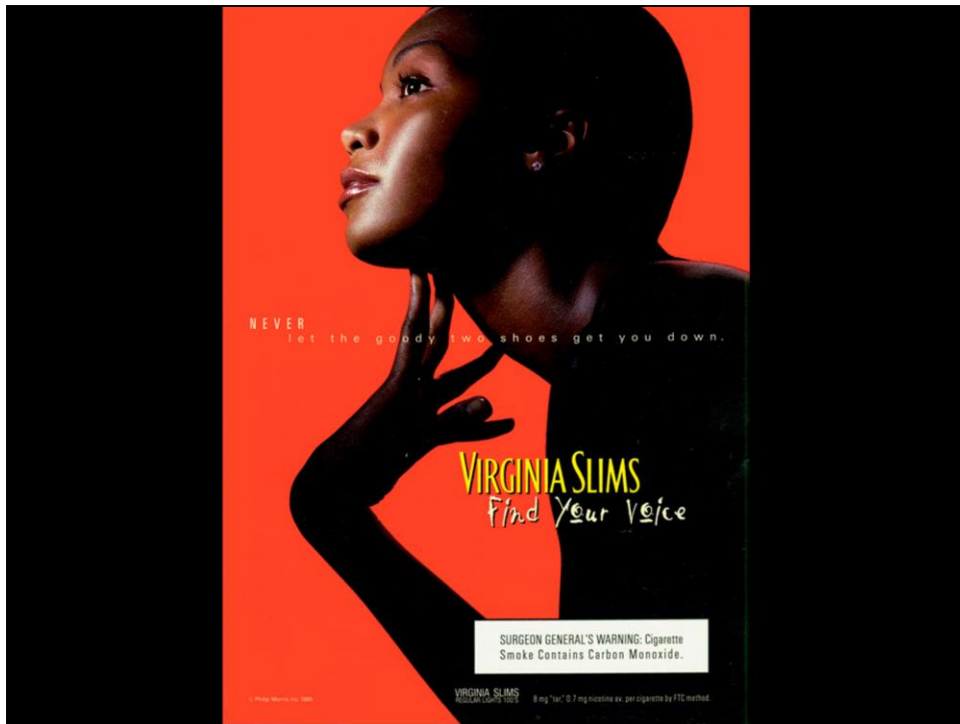
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Date:

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Manufacturer:

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Key Phrase:

Key Words:

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Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

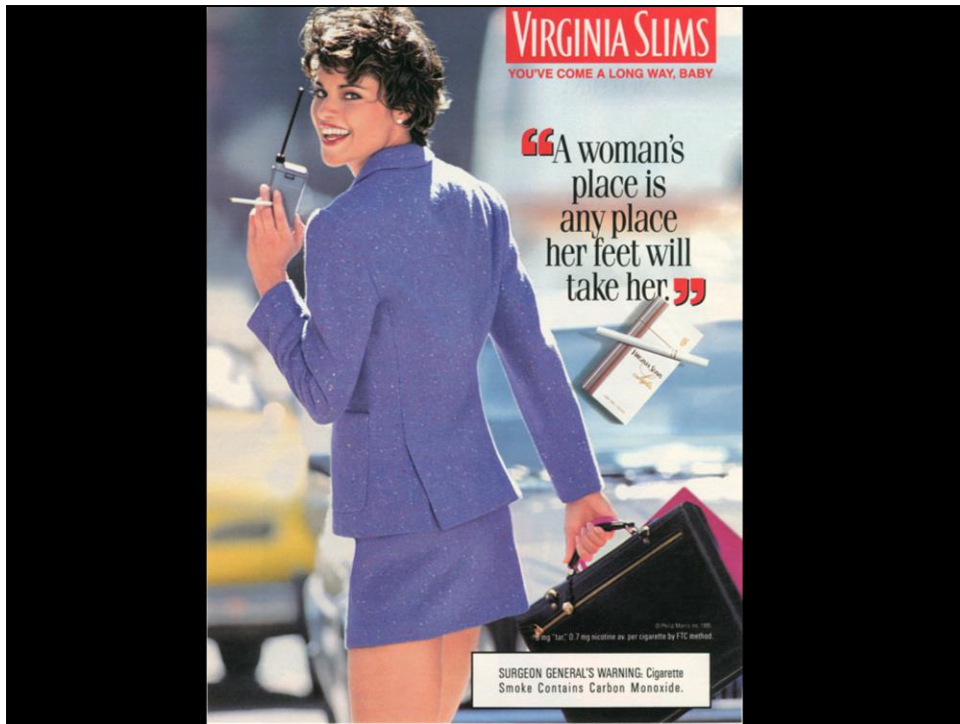
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Key Words:

Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

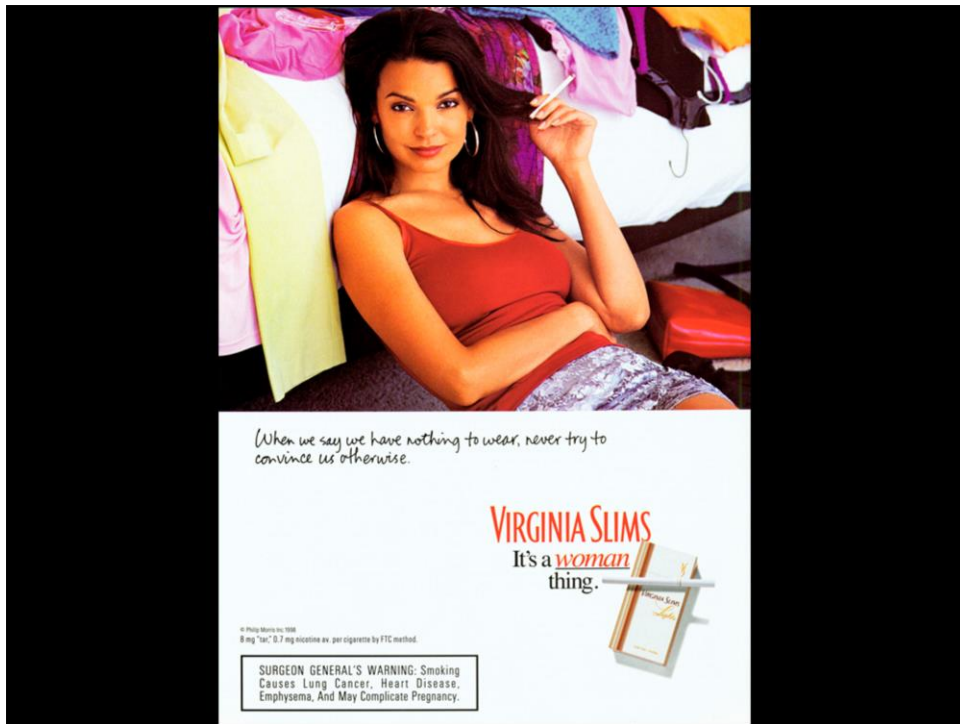
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Key Phrase:

Key Words:

Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



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Brand: Virginia Slims

Manufacturer: Philip Morris

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Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

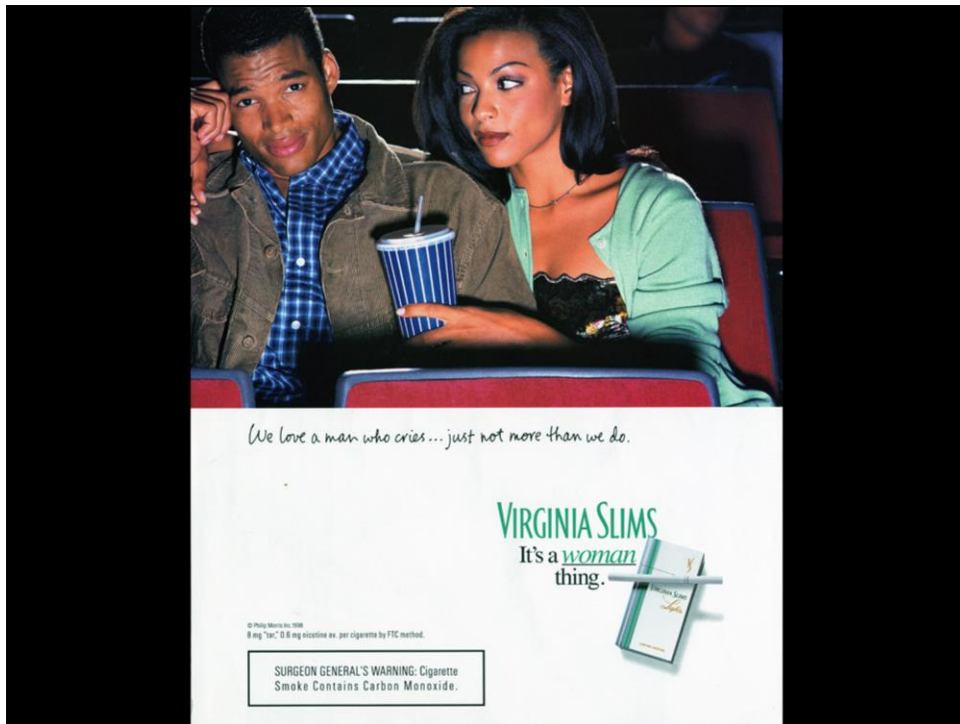
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Key Words:

Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

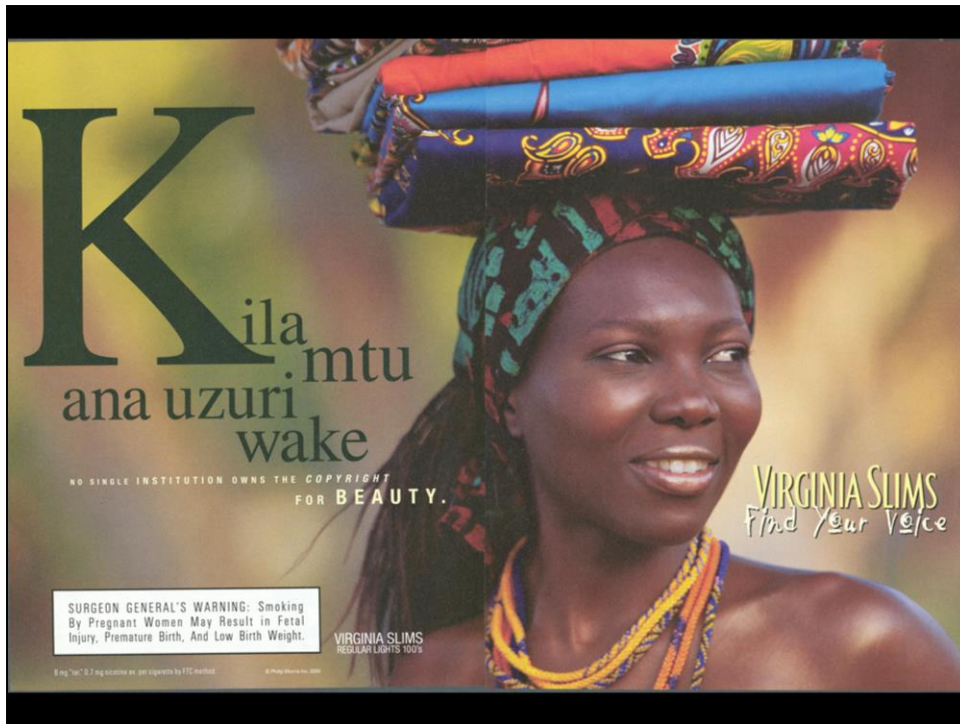
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Key Phrase:

Key Words:

Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

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Quote:

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Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

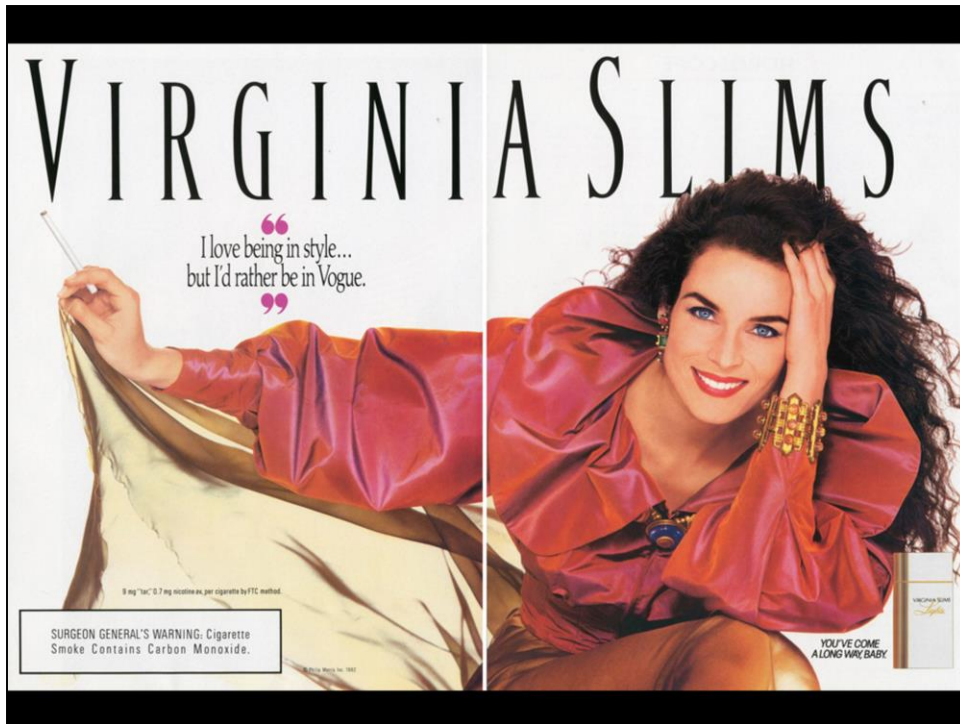
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Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

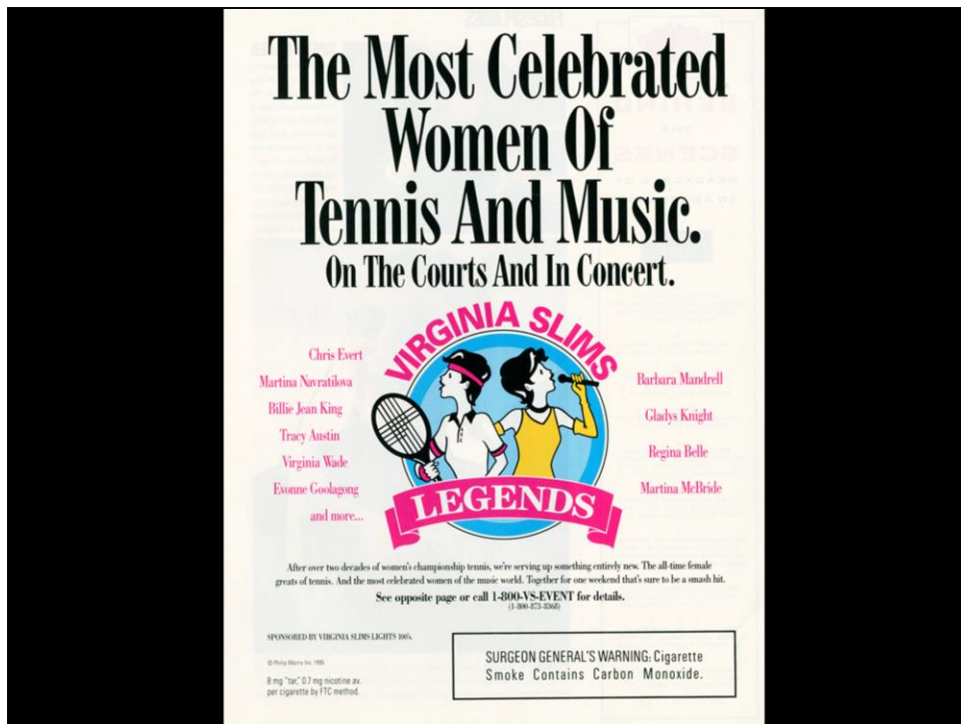
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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

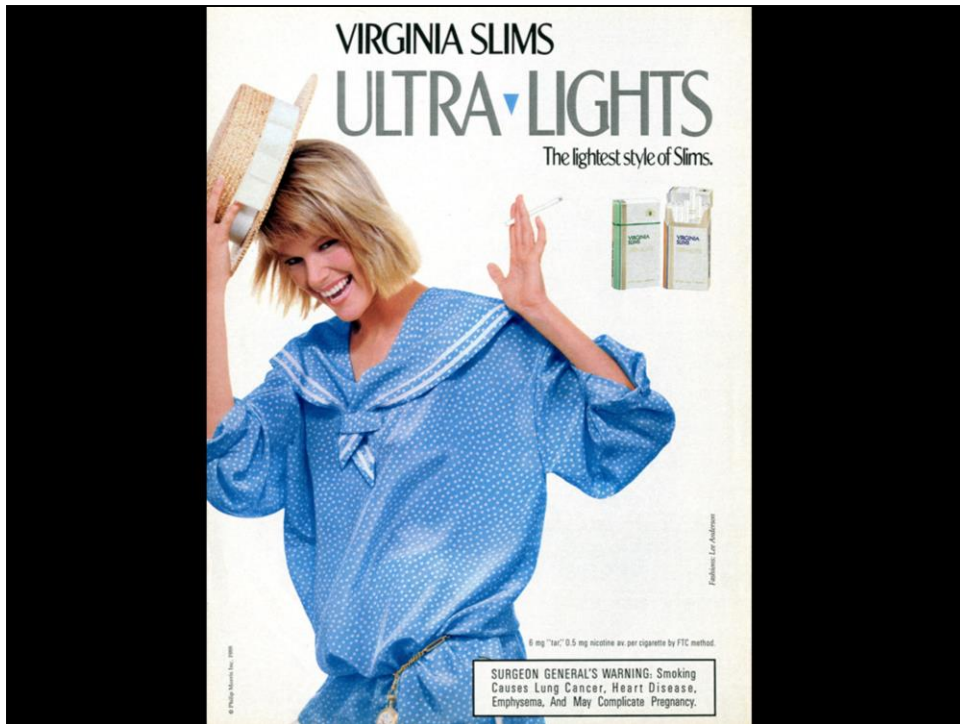
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Quote:

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Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

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Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

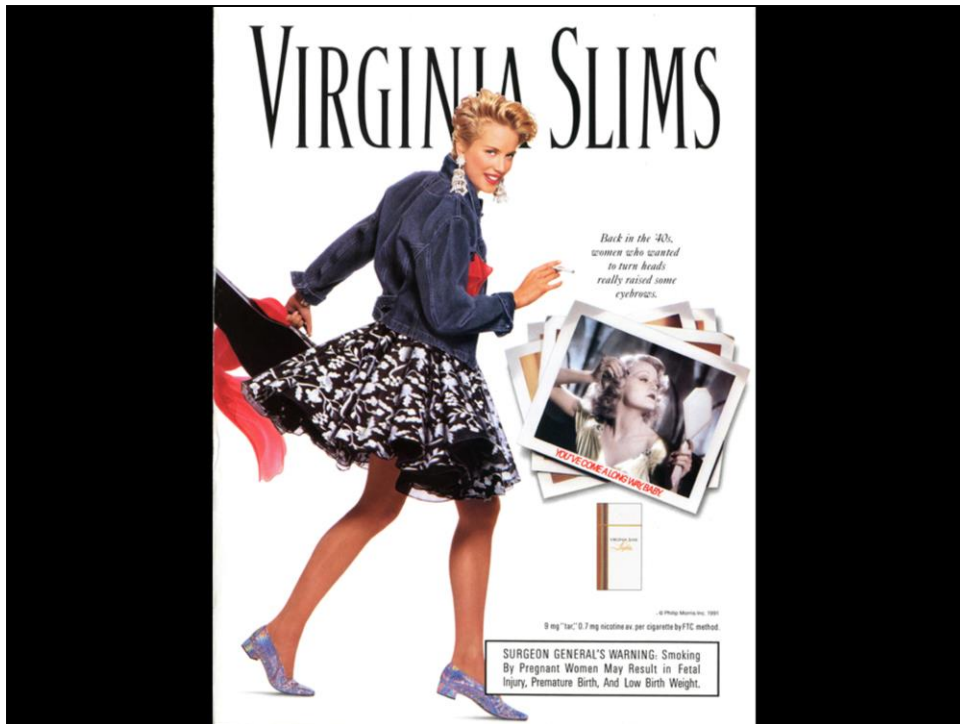
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Key Words:

Quote:

Comment:



Date:

Brand: Virginia Slims

Manufacturer: Philip Morris

Campaign:

Theme:

Key Phrase:

Key Words:

Quote:

Comment:

“
Laundry is
the only thing
that should be
separated
by color.”

**VIRGINIA
SLIMS**

YOU'VE COME A LONG WAY, BABY.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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