



Date: 1975

Brand: Eve

Manufacturer: Liggett & Myers

Campaign: There's a little Eve in every woman.

Theme: Targeting women

Key Phrase: Try today's Eve. Flowers on the outside. Flavor on the inside

Key Words:

Quote:

Comment:



Date: 1975

Brand: Eve

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Campaign: There's a little Eve in every woman.

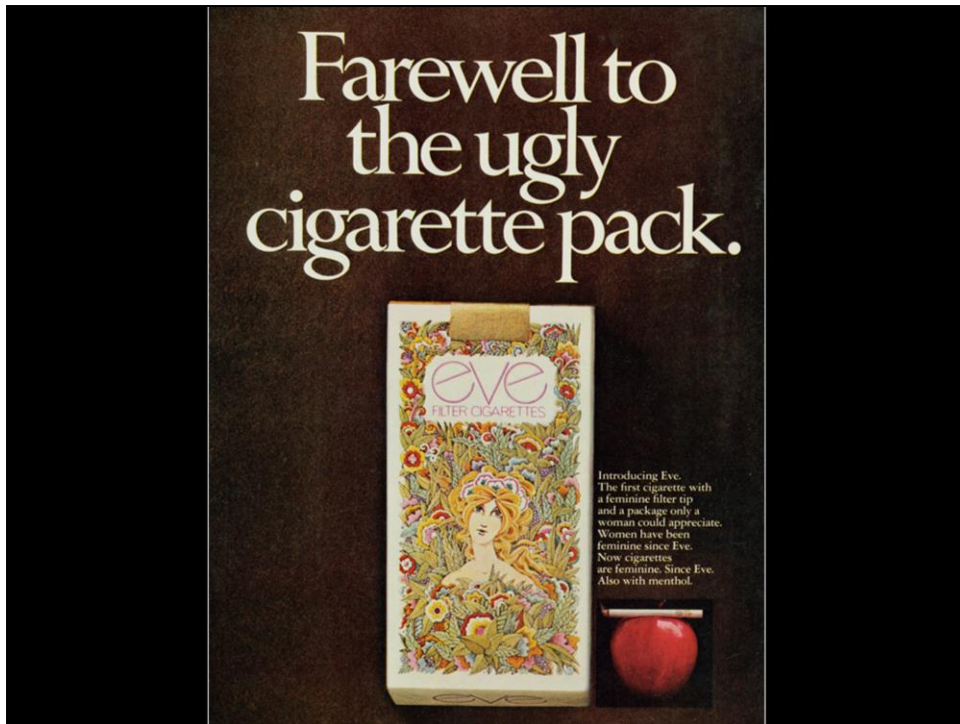
Theme: Targeting women

Key Phrase: Try today's Eve. Flowers on the outside. Flavor on the inside

Key Words:

Quote:

Comment:



Date: 1970

Brand: Eve

Manufacturer: Liggett & Myers

Campaign: Farewell to the ugly cigarette pack.

Theme: Targeting women

Key Phrase: The first cigarette with a feminine filter tip and a package only a woman could appreciate.

Key Words:

Quote:

Comment: Sounds more like they are selling birth control than cigarettes.



Date: 1971 Jan

Brand: Eve

Manufacturer: Liggett & Myers

Campaign: Farewell to the ugly cigarette pack.

Theme: Targeting women

Key Phrase: Farewell to the ugly cigarette. Smoke pretty. Eve.

Key Words:

Quote:

Comment:



Date: 1971

Brand: Eve

Manufacturer: Liggett & Myers

Campaign: Farewell to the ugly cigarette pack.

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Key Phrase: Farewell to the ugly cigarette. Smoke pretty. Eve.

Key Words:

Quote:

Comment:

Do the stars know something you don't?



Send for your own personalized computer horoscope today. \$7.50 value-only \$1.00*

Complete 10-page personalized computer horoscope - yours for only \$1.00* plus two bottom panels from Eve cigarette packs. Includes character analysis and forecast for the next 12 months. A beautiful bargain from beautiful Eve. The cigarette with beautiful tip, beautiful pack, beautiful taste to suit yours. Regular or menthol. Clip and mail the coupon today.

Filter: 17 mg. "tar," 1.2 mg. nicotine. Menthol: 18 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.

Eve Horoscope Offer
R.O. Box 579
Rosemount, Minnesota 55068
Gentlemen: Please send me my own personalized computer horoscope (retail \$7.50) (check or money order payable to Eve Horoscope Offer) plus two bottom panels from Eve cigarette packs.
Name _____
Address _____
City _____
State _____ Zip _____
My date of birth: Month _____ Day _____ Year _____
My time of birth: ☐ A.M. (check one) ☐ P.M.
My place of birth (check one): ☐ Eastern Time Zone ☐ Central Time Zone ☐ Rocky Mtn Time Zone ☐ Pacific Time Zone ☐ Foreign Time Zone (Greenwich time assumed)
Allow 5 weeks for delivery of horoscope. Offer valid only in continental U.S.A. Offer void where prohibited by law. Liggett & Myers Incorporated is not liable for any actions, thoughts or impressions resulting from the information contained in the computerized horoscope. The decision to believe or reject the report is that of the recipient. Offer expires October 31, 1971. Offer available only to adults 21 yrs. or older.

SMALL CIGARETTE 111

Date: 1971 Aug
Brand: Eve
Manufacturer: Liggett & Myers
Campaign: Do the stars know something you don't?
Theme: Targeting women
Key Phrase: Do the stars know something you don't?
Key Words:
Quote:
Comment:



Date: 1970

Brand: Eve

Manufacturer: Liggett & Myers

Campaign: Eves of the world you are beautiful.

Theme: Targeting women

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Eve

Manufacturer: Liggett & Myers

Campaign: Eve lights

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Eve

Manufacturer: Liggett & Myers

Campaign: Eve lights

Theme:

Key Phrase:

Key Words:

Quote:

Comment:



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Brand: Eve

Manufacturer: Liggett & Myers

Campaign: Eve lights

Theme:

Key Phrase:

Key Words:

Quote:

Comment:

Comment:

