



Date: 1992

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: A taste for the sensational. Capri Super Slims. Menthol

Theme: Targeting women

Key Phrase: Capri Super Slims

Key Words:

Quote:

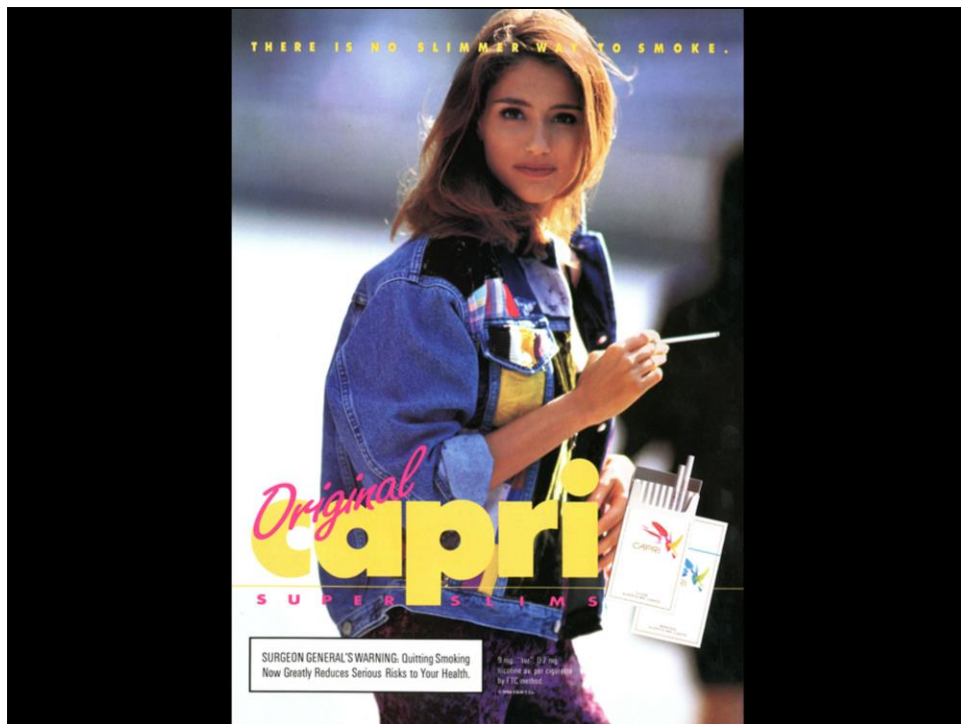
Comment:



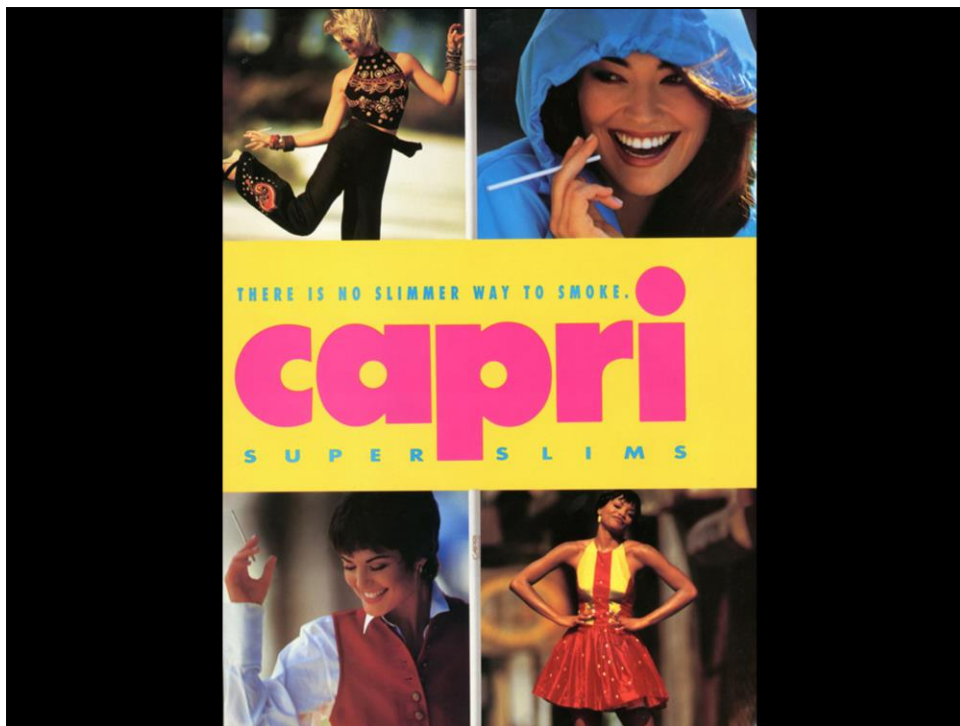
Date: 1988
Brand: Capri
Manufacturer: R.J. Reynolds
Campaign: The slimmest slim in town Capri
Theme: Targeting women
Key Phrase:
Key Words:
Quote:
Comment:













Date: 1989
Brand: Capri
Manufacturer: R.J. Reynolds
Campaign: The slimmest slim in town Capri
Theme: Targeting women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1988

Brand: Capri

Manufacturer: R.J. Reynolds

Campaign: The slimmest slim in town Capri

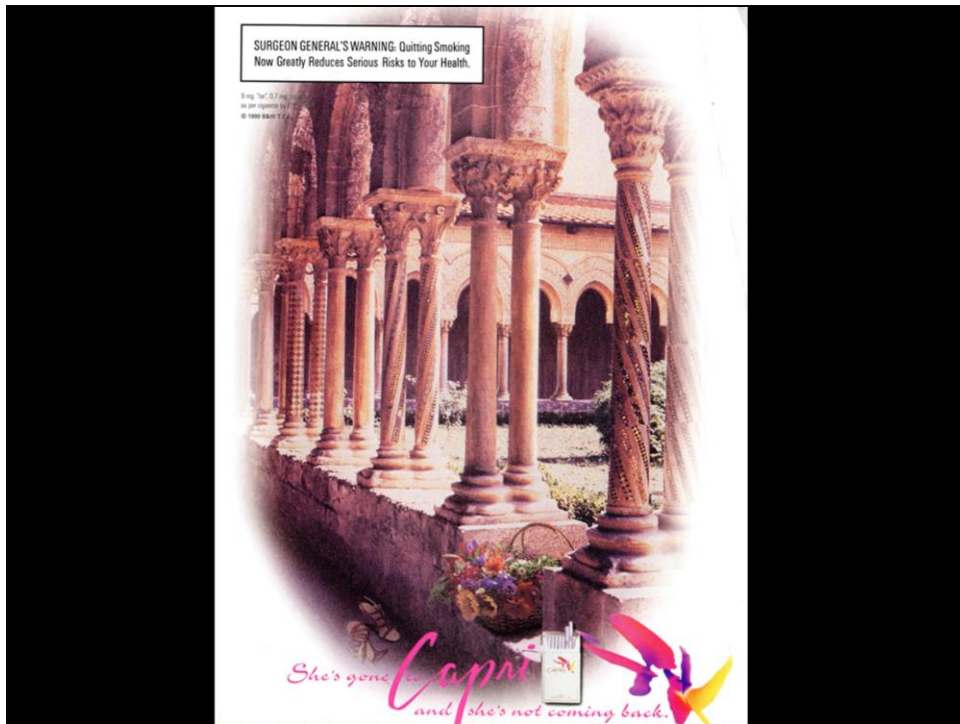
Theme: Targeting women

Key Phrase:

Key Words:

Quote:

Comment:



Date: 1999

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

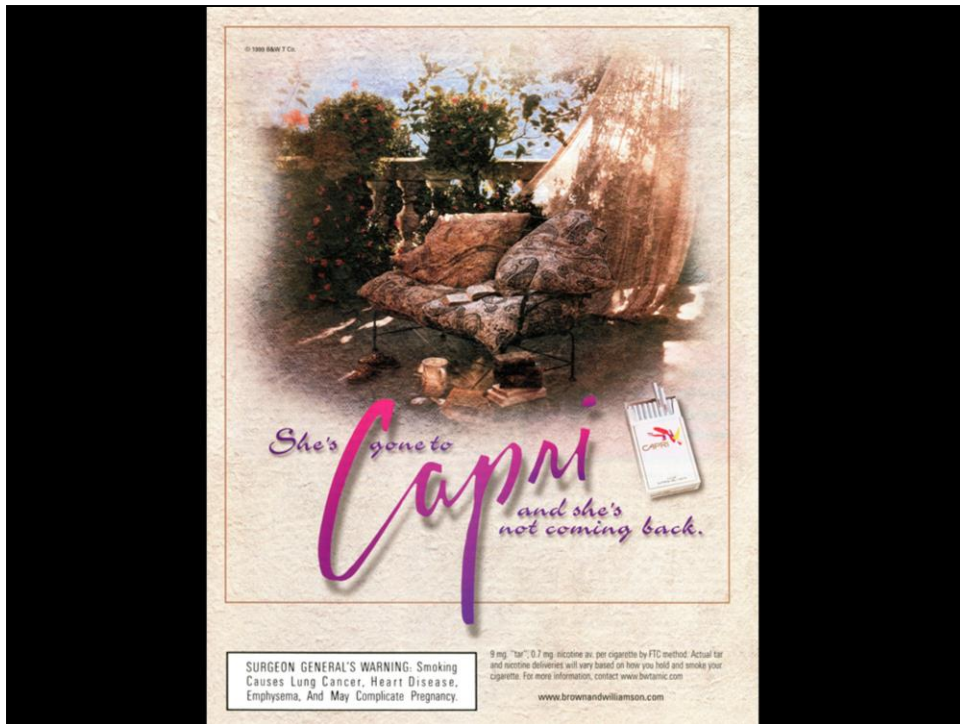
Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1999

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1997

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1995

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

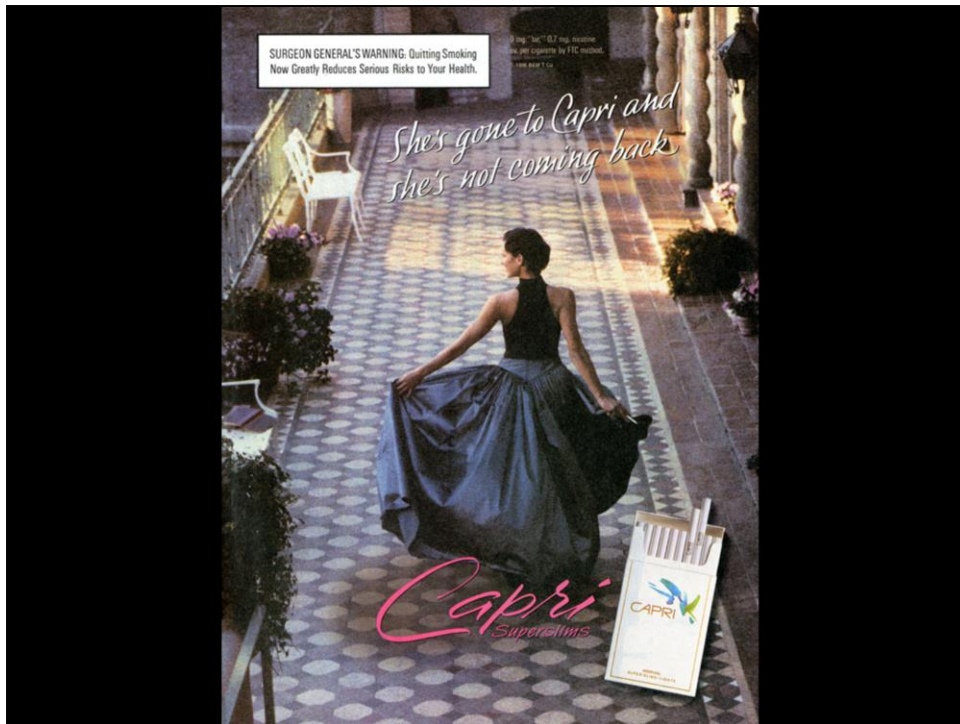
Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1995

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1995

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1995
Brand: Capri
Manufacturer: R.J. Reynolds Tobacco Co.
Campaign: She's gone to Capri and she's not coming back
Theme: Targeting women
Key Phrase: She's gone to Capri and she's not coming back
Key Words:
Quote:
Comment:



Date: 1995

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

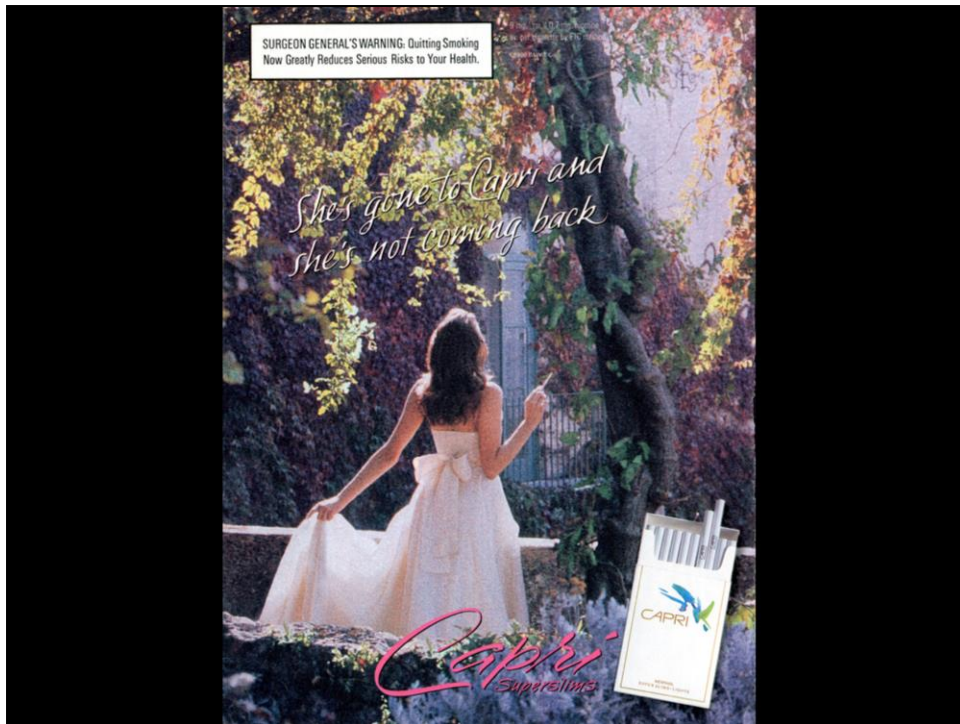
Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1995

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1995

Brand: Capri

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: She's gone to Capri and she's not coming back

Theme: Targeting women

Key Phrase: She's gone to Capri and she's not coming back

Key Words:

Quote:

Comment:



Date: 1989

Brand: Capri

Manufacturer: R.J. Reynolds

Campaign: The slimmest slim in town Capri

Theme: Targeting women

Key Phrase:

Key Words:

Quote:

Comment:

