



Date: 1977
Brand: Max
Manufacturer: Lorillard Inc.
Campaign: Wear a Max today.
Theme: Targeting women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1980
Brand: Max
Manufacturer: Lorrillard Inc.
Campaign: Wear a Max today.
Theme: Targeting women
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1977

Brand: Max

Manufacturer: Lorrillard Inc.

Campaign: Say hello to Max. The maximum 120mm cigarette.

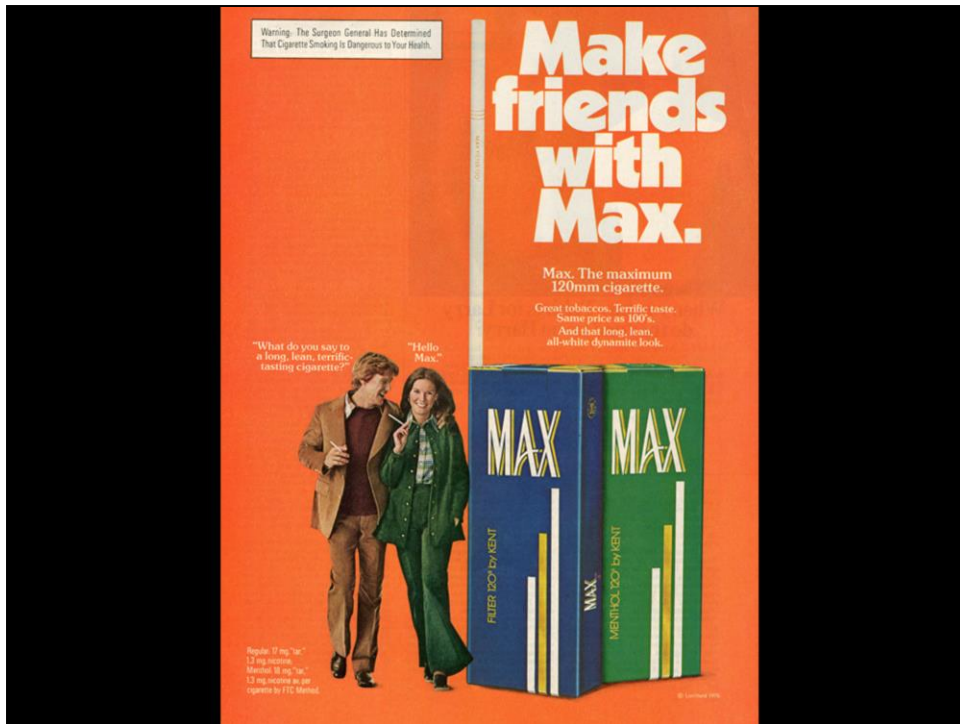
Theme: Targeting women

Key Phrase:

Key Words:

Quote: "Hello long, lean and delicious."

Comment:



Date: 1977

Brand: Max

Manufacturer: Lorillard Inc.

Campaign: Make friends with Max.

Theme: Targeting women

Key Phrase: The maximum 120 mm cigarette.

Key Words:

Quote:

Comment:

