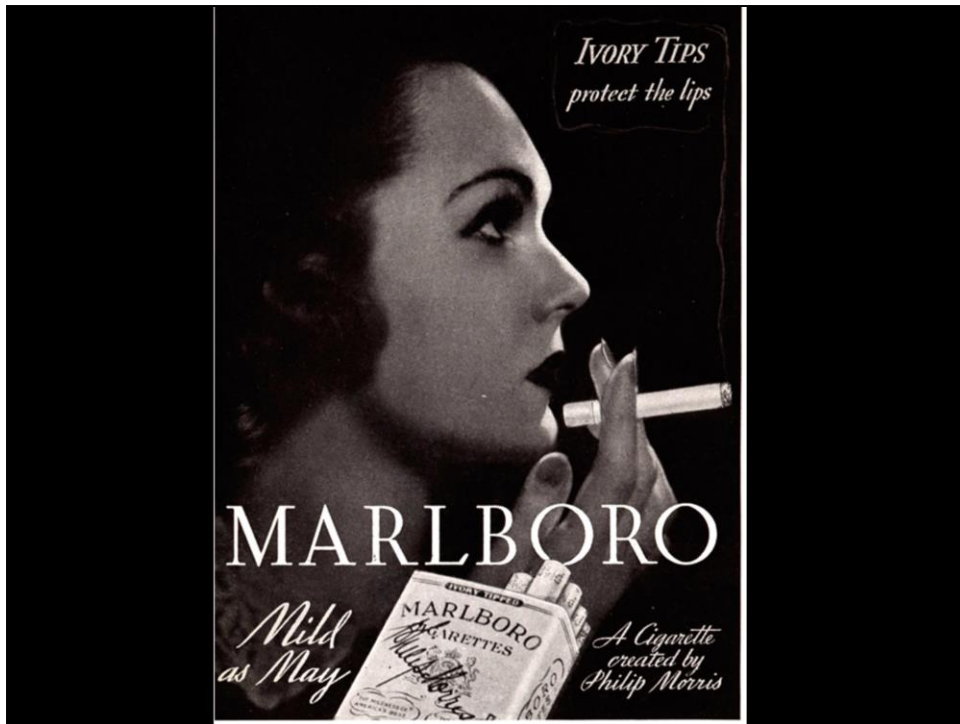




Date: 1935

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Mild as May

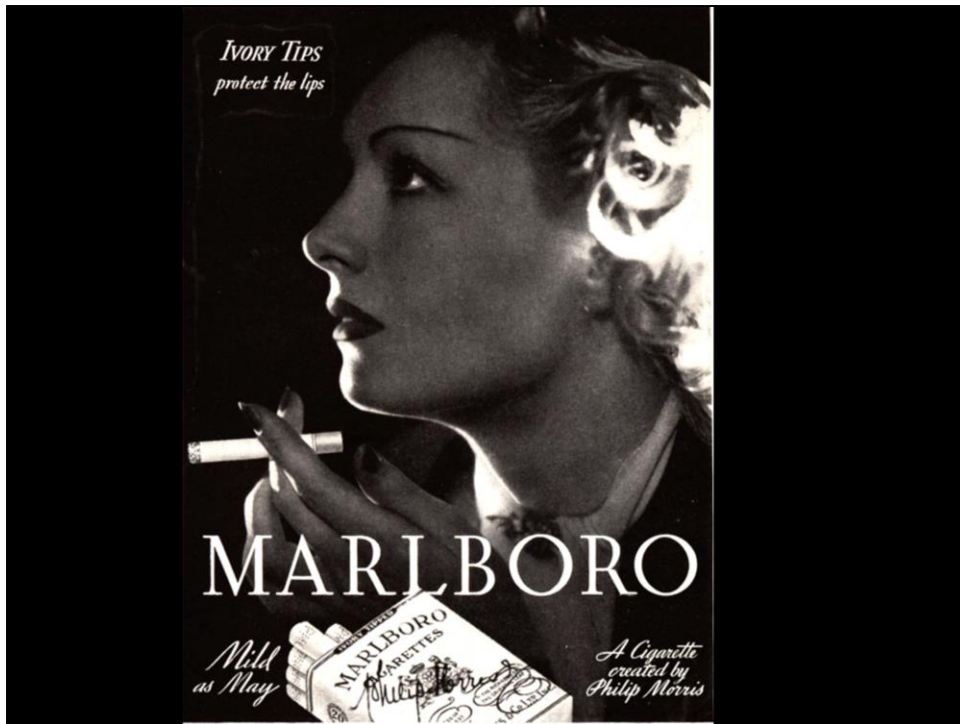
Theme: Targeting women, beauty

Key Phrase: Mild as May

Key Words:

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1935

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Mild as May

Theme: Targeting women, beauty

Key Phrase: Mild as May

Key Words:

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1935

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Marlboro America's Luxury Cigarette

Theme: Targeting women, beauty

Key Phrase:

Key Words: Ivory Tips

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1935

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Marlboro America's Luxury Cigarette

Theme: Targeting women, beauty

Key Phrase: Ivory tips – Plain ends – Beauty tips

Key Words: Ivory tips

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1943

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Marlboro America's Luxury Cigarette

Theme: Targeting women, beauty

Key Phrase: Ivory tips – Plain ends – Beauty tips

Key Words: Ivory Tips

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1943

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Marlboro America's Luxury Cigarette

Theme: Targeting women, beauty

Key Phrase: Ivory tips – Plain ends – Beauty tips

Key Words: Ivory Tips

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1926

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Mild as May

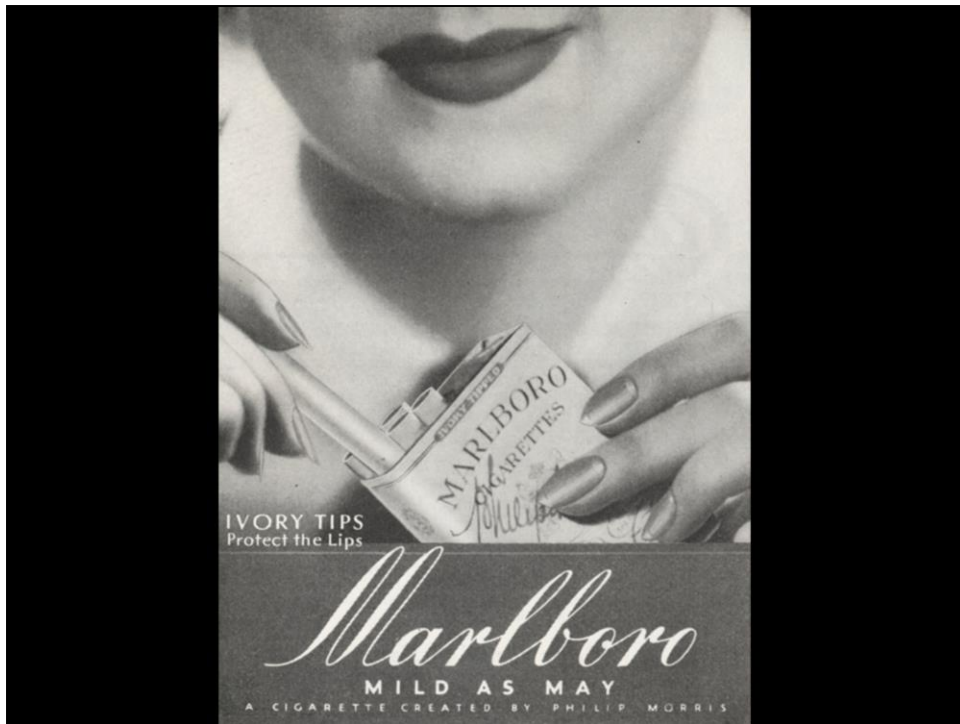
Theme: Targeting women, Beauty

Key Phrase: They lend an added charm to smoking

Key Words:

Quote:

Comment:



1935

Date:

Brand:

Manufacturer:

Campaign:

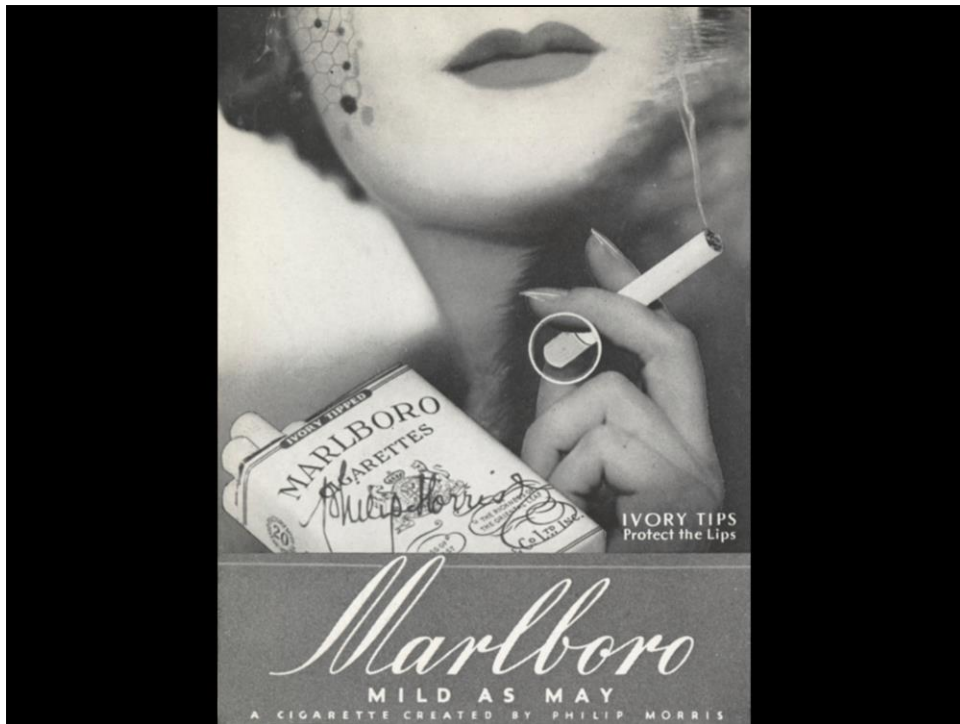
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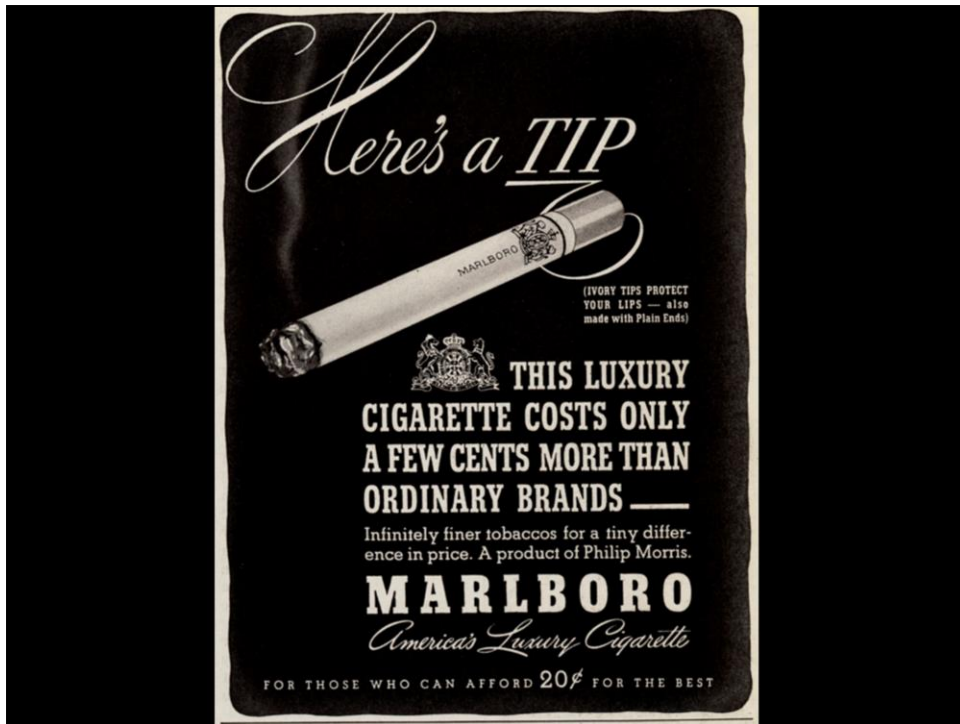
Key Words:

Quote:

Comment:



Date: 1935
Brand: Marlboro
Manufacturer: Philip Morris
Campaign: Mild as May
Theme: Targeting women, beauty
Key Phrase: Mild as May, Ivory Tips protect the lips
Key Words:
Quote:
Comment:



Date: 19??

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: America's Luxury Cigarette, Ivory tips protect your lips

Theme: Targeting women, beauty

Key Phrase: Mild as May

Key Words:

Quote:

Comment:



Marlboro Woman Collage

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: America's Luxury Cigarette, Ivory tips protect your lips, Mild as May

Theme: Targeting women, beauty

Key Phrase: Key Words:

Quote:

Comment:

