

Kapik “Mad Men” Branding

May 23, 2016



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<http://www.kapik.com>

1 Cool, Creative, Classic

2 Issues



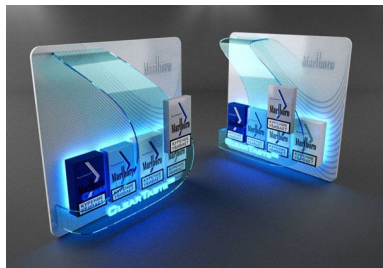
The Mad Men Look



The Core of the Look



Deco or Tech?



Vending or Free?



Dispenser Type?



Premium passengers will be able to order a shisha from their seat, before retiring to the Signature Shisha Room where it will be prepared by an expert. Pictures: Emirates

Arty?



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Health: What's the Science?

20,679* Physicians

say "LUCKIES are
less irritating"

"It's toasted"
Your Throat Protection
against irritation against cough

* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

© 1946 The American Tobacco Co. Inc.

Healthy and Slim

FACE THE FACTS!
When tempted to over-indulge
"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow of the smoking man. Everyone would maintain the same, ever-prob-ful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—"The Cream of the Crop"—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."

SAY HEY!
THESE CHESTERFIELDS
ARE GREAT
Willie Mays
N.Y. GIANTS STAR



CHESTERFIELD
BEST FOR YOU

Not Just Willie Mays



"Chesterfields are much milder. Smoke a pack, you'll see what I mean."
Lou Boudreau

MOST VALUABLE PLAYER IN THE AMERICAN LEAGUE



"Take it from me Chesterfields are really milder and they satisfy."
Ben Hogan

NATIONAL OPEN AND P.G.A. CHAMPION



"Here's the one I'm really glad to put my name on. It's my cigarette."
Joe Di Maggio

STAR OF THE NEW YORK YANKEES



"Milder, much milder—and they're really satisfying. It's my cigarette!"
Jack Kramer

WORLD'S PROFESSIONAL CHAMPION TENNIS PLAYER



"Chesterfields have what I want in a smoke, real mildness and better taste."
Frankie Albert

STAR BACK OF THE SAN FRANCISCO 49ERS

The
TOP MEN
in
America's
Sports
tell you *WHY*
every smoker should
smoke Chesterfield

← READ WHAT THEY SAY

MAKE YOURS THE MILDER CIGARETTE

Always Buy CHESTERFIELD
- much MILDER... They Satisfy

Copyright 1964, B&W T Co. Inc. Chesterfield

It's Normal, it's Home

I'M SENDING CHESTERFIELDS to all my friends.
That's the merriest Christmas any smoker can have —
Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

see RONALD REAGAN
starring in "MOM AND DAD" a Film
Thomas Panamael Production
Enter by Telephone

CHESTERFIELD Buy the beautiful
Christmas-card carton

www.whitehouse.org

I Remember
Momma and
Poppa!

Love from Mike
CHESTERFIELD

**FOR
MOTHER'S DAY
FATHER'S DAY - ANY DAY**

People Want It



"Us Tareyton smokers would rather fight than switch!"

Join the Unswitchables. Get the filter cigarette with the taste worth fighting for!

Tareyton has a white outer tip
...and an inner section of charcoal.
Together they actually improve
the flavor of Tareyton's fine tobaccos.

Tareyton
Product of The American Tobacco Company Inc.



**Come to
where the
flavor is.**



11 mg. "tar," 1.1 mg. nicotine av. per cigarette. FTC Report: Oct. '75

**Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.**

Comfortable



Pleasant

Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests — confirmed by three independent consulting laboratories — prove Lucky Strike is mildest of six major brands tested!

PHIL HARRIS says to ALICE FAYE:
"Lucky's sure taste mild and smoke smooth!"

For the rich taste of fine tobacco — for smoothness and mildness...
THERE'S NEVER A ROUGH PUFF IN A LUCKY!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco
So round, so firm, so fully packed — so free and easy on the draw

The advertisement features a man in a grey polo shirt and a woman in a purple dress on a boat. A pack of Lucky Strike cigarettes is prominently displayed in the foreground. The background shows a scenic view of a lake and trees.



Work and Play

Great day in the morning! Flavor in a filter cigarette!

WINSTON tastes good...
like a cigarette should!

IT'S GOT REAL FLAVOR!

AND DRAWING SO EASY!

Winston brings flavor back to filter smoking!

- No wonder Winston has changed America's mind about filter cigarettes! Winston tastes good – like a cigarette should! It's got real flavor – the full, rich flavor real smokers want. You're sure to enjoy Winston's finer flavor!
- Winston also introduced a finer filter that works so effectively, yet doesn't "thin" the taste. The fine tobacco flavor comes clean thru to you because Winston's are easy-drawing. You'll really appreciate Winston's finer filter!

Smoke WINSTON the easy-drawing filter cigarette!



Family doctor, surgeon, diagnostician, nose and throat specialist... doctors in every branch of medicine were asked: "What cigarette do you smoke, Doctor?"

Three nationally known independent research organizations did the asking.

The answers came in by the thousands. Actual statements from doctors themselves. Figures were checked and re-checked! The result? Conclude... convincingly!



Modern and Professional



Addictive



Sitting is The New Smoking



How Sitting Too Long Affects the Body

Head

Blood clots that form after sitting too rigidly can travel to the brain, causing strokes.

Lungs

In individuals who experience heart failure, fluid first backs up in the lungs.

Arms

Physical activity reduces the risk of hypertension, or high blood pressure.

Stomach

Sitting too much contributes to obesity and colon cancer. Enzymes in the blood vessels of muscles responsible for burning fat get shut off, and the body's method of metabolizing fuels such as glucose and lipids gets disturbed.

Neck

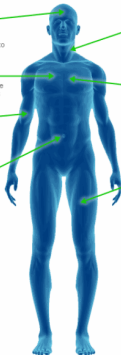
Fluid retained in the legs during the day moves to the neck at night and contributes to obstructive sleep apnea.

Heart

A sedentary lifestyle contributes to cardiovascular disease. In people who suffer from heart failure and obstructive sleep apnea, fluid collects in the lungs and neck at night.

Legs

Fluid collects in the legs during sitting. Walking helps pump it out before it causes problems.



Medicine & Science in Sports & Exercise:

[May 2009 - Volume 41 - Issue 5 - pp 998-1005](#)

doi: 10.1249/MSS.0b013e3181930355

Basic Sciences

Sitting Time and Mortality from All Causes, Cardiovascular Disease, and Cancer

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Results: There were 1832 deaths (759 of cardiovascular disease (CVD) and 547 of cancer) during 204,732 person-yr of follow-up. After adjustment for potential confounders, there was a progressively higher risk of mortality across higher levels of sitting time from all causes (hazard ratios (HR): 1.00, 1.00, 1.11, 1.36, 1.54; P for trend <0.0001) and CVD (HR:1.00, 1.01, 1.22, 1.47, 1.54; P for trend <0.0001) but not cancer. Similar results were obtained when stratified by sex, age, smoking status, and body mass index. Age-adjusted all-cause mortality rates per 10,000 person-yr of follow-up were 87, 86, 105, 130, and 161 (P for trend <0.0001) in physically inactive participants and 75, 69, 76, 98, 105 (P for trend = 0.008) in active participants across sitting time categories.

Conclusions: These data demonstrate a dose-response association between sitting time and mortality from all causes and CVD, independent of leisure time physical activity. In addition to the promotion of moderate-to-vigorous physical activity and a healthy weight, physicians should discourage sitting for extended periods.

Biswas et al.

- Prolonged sitting was associated with higher mortality from all causes, as well as increased incidence of cancer, cardiovascular disease, and type 2 diabetes, even among people who exercise regularly, according to a meta-analysis published in the January 20 issue of the Annals of Internal Medicine.
- ...
- Sedentary lifestyle was linked to a hazard ratio (HR) for all-cause mortality of 1.240 in the meta-analysis (95% confidence interval [CI], 1.090 - 1.410). Further, sedentary behavior was associated with an increase in cardiovascular disease mortality (HR, 1.179; 95% CI, 1.106 - 1.257), cardiovascular disease incidence (HR, 1.143; 95% CI, 1.002 - 1.729), cancer mortality (HR, 1.173; 95% CI, 1.108 - 1.242), cancer incidence (HR, 1.130; 95% CI, 1.053 - 1.213), and type 2 diabetes incidence (HR, 1.910; 95% CI, 1.642 - 2.222).

Which One Dies?

