



IDENTITIES
ADVERTISING

Q: Three dominating cigarette manufacturers have commanding control in the cigarette retail industry with a loyal consumer base, so how does Identities Advertising promote an unknown brand like Bailey's to adult smokers and make product sales successful?

A: The Bailey's product is a custom blend of fine tobaccos by "The-South's-Microtobacconist" that adult smokers will enjoy with a price point plan the dominating manufacturers can't compete with.

When Bailey's cigarettes approached Identities Advertising with the challenge of creating a branding image for their product to establish the company as a product leader and aide in the gaining of market share, Identities was worried. Dominating long-time manufacturers, fierce anti-smoking campaigns and product loyal consumers...Could there be a place for a new product in this industry?

Research clearly illustrates that adult cigarette smokers are typically loyal brand consumers. The cost of cigarettes is skyrocketing and the competitors marketing materials are out-dated. A disgruntled boredom has formed in the industry from the eyes of the consumer.

Identities went to work designing a way to differentiate the Bailey's product from the competing tobacco companies products. Bailey's spent a tremendous amount of time in their product development stage. The micro-breweries business is exploding across the country with beer mixologists creating blends of hops, barley, wheats, spices etc to create the next new taste in beer. This blending process is exactly what Bailey's did in their product development stage.

Bingo..."The South's Micro-Tobacconist" is born.

The Bailey's consumers are identified and Identities creative minds has developed one of the strongest and creative campaigns that has taken the cigarette industry by surprise. A great branding campaign and aggressive product pricing has made eyes open and they are opening fast by both the consumer and the competitors.

After the launch of the hugely successful branding campaign, Bailey's cigarettes has gained product market share and development of a new consumer base. From a small town product presence to a massive multi-state distribution, Bailey's cigarettes has experienced a triple digit growth rate annually.

