

Antoine Blonde

Welcome and introduction

Jamie Burns Smith

Dark Market Activation



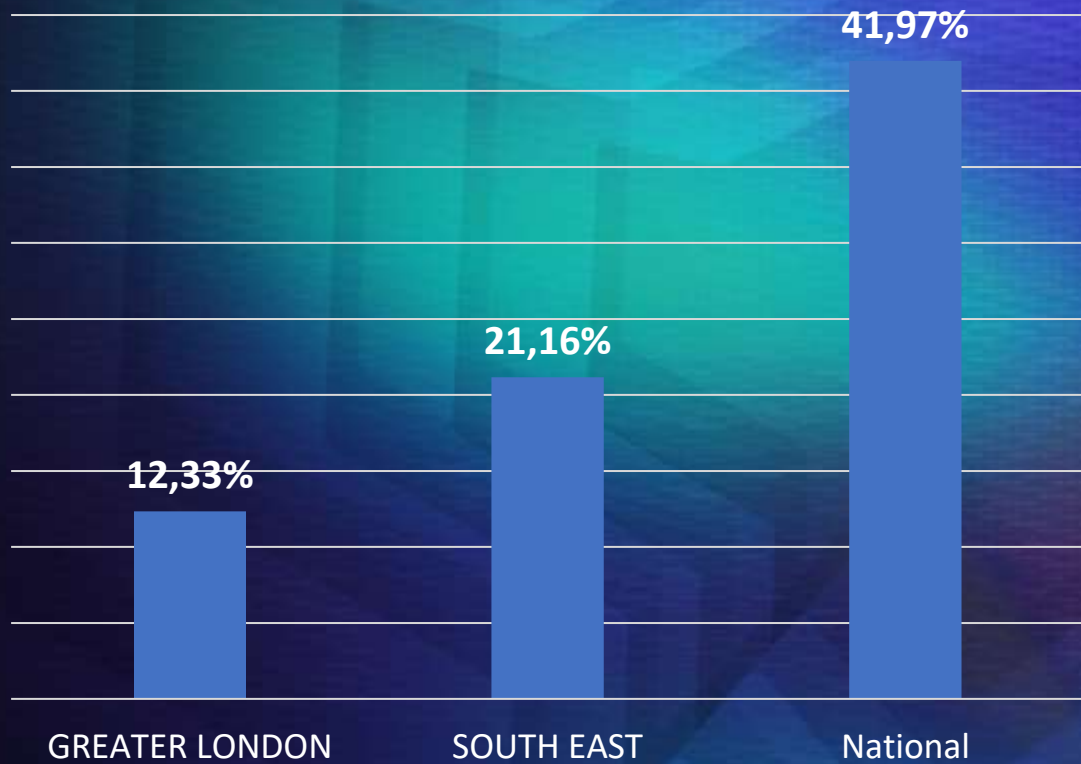
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BUSINESS CHALLENGE

GROWING SHARE IN THE SOUTH

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ITUK share heavily under-indexes in London and the South East*



Over indexes in brands with premium image

Imperial historically not has any SKUs in the top 30 for share

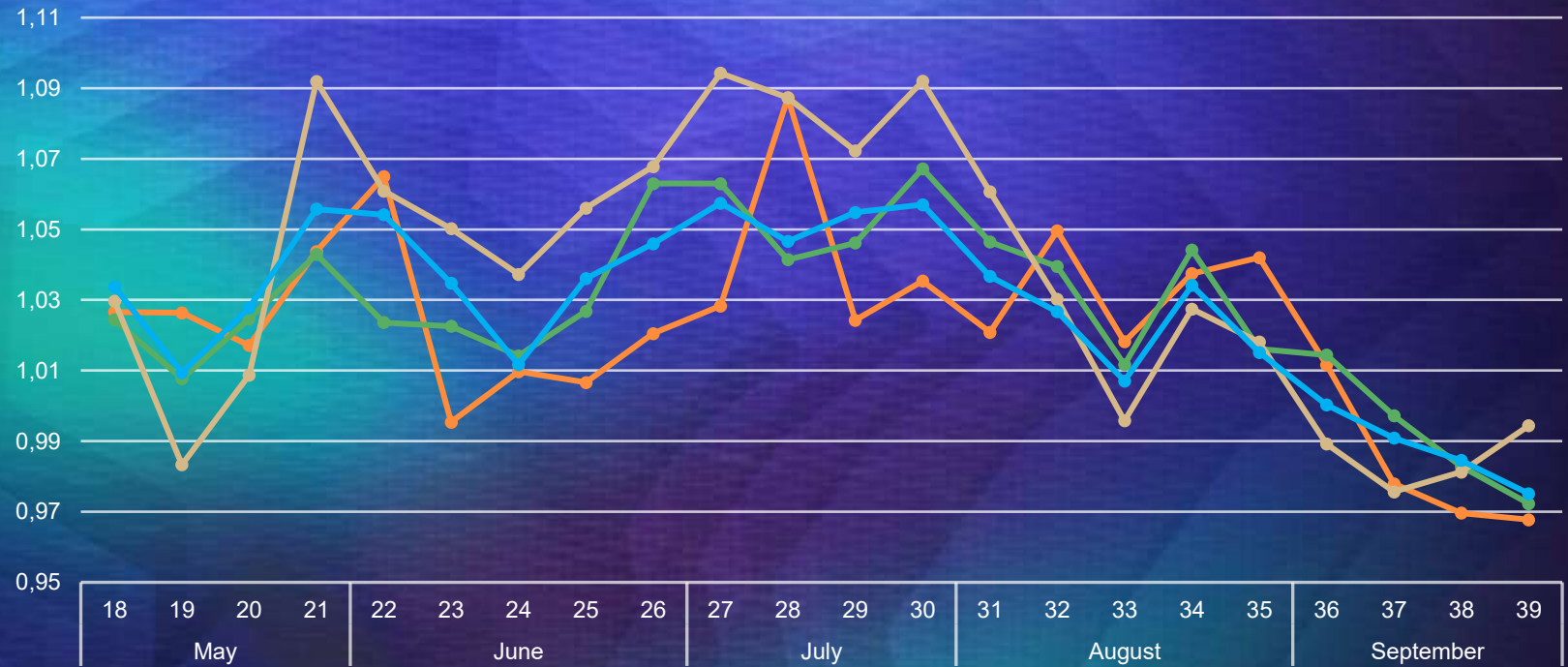
BUSINESS CHALLENGE

CAPTURING OCCASIONAL SMOKERS

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IN SOUTH
VOLUME INCREASES
UP TO

9%



BUSINESS CHALLENGE

PLAIN PACK AND DARK MARKET

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TARGET CONSUMER

YAS AND OCCASIONAL SMOKER

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- <35 image seekers, enjoy smoking
- Unisex, no kids
- Very socially active, love going out with friends and peers
- Open to new innovations which add to their experience (WOM opportunity)
- Warmer weather gives more enjoyable smoking opportunities with more people outside to mix with – work, night time & weekends
- There is a buzz with being outside with peers looking for fun experiences and sharing good times that count – smoking is a big part of this
- Likely to chose brands that there peers smoke

CURRENT GO-TO CIGARETTE BRANDS



AFTER WORK



LUNCH WITH FRIENDS
OR COLLEAGUES



OUTDOOR EVENTS



PARTIES IN THE PARK

FOCUS ON THIS CONSUMER

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35.7%

HIGH % OF IMAGE
SEAKERS IN LONDON

8.03%

Vs REST OF UK



31.2%

HIGH % OF YOUNGER
SMOKERS IN LONDON

21.5%

Vs REST OF UK

BUILD BRAND THROUGH FEATURES

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FILTER SHAPE DRUMBEAT & OTHER FEATURES CONSUMERS CAN SEE AND FEEL

LESS
SMELL



SOMETHING
NEW OR
DIFFERENT



GOOD
VALUE

SOMETHING
PREMIUM

FY22



FY23



FY24



FY25



SILVER HAS BIGGEST POTENTIAL

LARGER DIFFERENTIATION THAN FULL STRENGTH Vs OM FOR CONSUMERS



	REDUCED SMOKE SMELL PAPER	MODERN FILTER	RESEALABLE FOIL	PREMIUM PACK	WATER MARKED PAPER	TEXTURED TIPPING PAPER	OUR FINEST BLEND
	✓	✓	✓	✓	✓	✓	✓
	X	X	X	X	X	X	?
	X	✓	X	X	X	X	?
	X	X	X	X	✓	X	?

WHAT DOES THE TARGET CONSUMER THINK

LEVERAGING CONSUMER RESEARCH

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For Tobacco Traders Only.

For Imperial e-presenter use only —
not to be transferred or shared wider.

ENGAGE SALES, TRADE AND CONSUMER

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EMPOWER SALES



MOTIVATE TRADE



CONNECT WHERE CONSUMER PLAYS



RESULTS

SILVER ACTS AS A TRIGGER FOR THE GROWTH OF THE WHOLE BRAND

Additional 18 bps
for Silver in the
last quarter in
London post
codes

Silver moved
from 80th place to
33 – the first time
ITL has had a LS
brand with this
share

Gold moved from
32nd to 13th best
selling SKU – the
first time ITL has
had brand share in
the top 20
performing brands
in London

OVERVIEW

TOOLS TO BUILD AND GROWN BRANDS IN A DARK MARKET

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Validation of brand & product by the target consumer



Endorsed by an engaged sales force and retailers



Low strength segment provides more differential than Full Strength



Silver acts as a trigger for overall **BRAND GROWTH**

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SILVER

Ambition to be larger than Marlboro Gold in 5 years