

Creative Brief

Creative Strategy Statement

Ads will target worldly, strong women seeking serious relationships in today's city environment and exemplify how the Cigar and Scotch Club lets women display their independence and place in a masculine world. A role-reversal depiction of women deciphering romance in a big city will convince them.

Advertising Plan

Key Fact: Women are graduating from higher education institutions at a rate greater than men, correlating with gender reversals with careers. A study found that 87% of single men would date a woman more intelligent and earning considerably more than themselves.

Advertising Problem: It is difficult for independent, career women to find serious marital prospects in large cities that are predominantly male-driven.

Advertising Objective: To portray the exclusivity and social benefits of women joining the Cigar and Scotch Club.

Target Consumers: Middle to upper income, educated women, 30 to 49, with careers who are looking for a serious relationship with an equally educated and driven partner, in Small Indulgences, Egonomics and 99 Lives.

Competition: Casual and local bars, especially those who feature "ladies night," dating apps, dating mixers and other social events to help people meet others looking for relationships.

Support: In the United States, between a third and half of women at the midpoint in their lives with successful careers do not have children. Relationships that begin online are 28% more likely to break down in the first year when compared to those who meet face-to-face. National TV, digital display, national magazines, newspapers, POP.

Tone Statement: Sophisticated, awestruck, intimate

Mandatories and Limitations: \$13 million for media, \$1 million for production, 30 second TV, full page, full color newspaper, full page, full color magazine, banner in digital. Legal disclaimer about the health warnings associated with using cigars and consuming alcohol (get from Legal). Logo, slogan, URL.