



ONE FOUR ONE
L O N D O N

CREATIVE BRIEF

CLIENT:	BAT	BRIEF ISSUE DATE:	31 July 1997
PRODUCT:	PROJECT X	INTERNAL REVIEW DATE:	
JOB NO:		CLIENT PRESENTATION DATE:	
ACCOUNT HANDLER:	Ed Pugh	PRESENTATION BUDGET:	
CREATIVE TEAM:	WTA	PROJECT BUDGET:	
PRODUCTION MANAGER:			

BACKGROUND:

In September 1997 British American Tobacco (Holdings) Ltd. will formally announce their entry into Formula One. The announcement will focus on the official naming of the team "BRITISH AMERICAN RACING".

No mention will be made of brand sponsors or driver line-up.

"BRITISH AMERICAN RACING" will be launched as a separate, totally independent, division of the parent company British American Tobacco (Holdings) Ltd. with no direct association with British American Tobacco. "BRITISH AMERICAN RACING" will have its own identity with its own unique logo and typeface.

The announcement of "BRITISH AMERICAN RACING" will aim to reflect British American Tobacco (Holdings) Ltd. reorganisation, portraying the company's corporate image and personality as young, dynamic and aggressive.

WHAT EXACTLY ARE WE TRYING TO ACHIEVE?:

A positive image position for a new division of BAT (Holdings) Ltd. A division which reflects the youth, excitement and aggression of BAT (Holdings) Ltd.

- The design must define "BRITISH AMERICAN RACING"'s place relative to the competition.
- The personality must reflect the set of values (functional, expressive and philosophical) that BAT stands for.
- To leverage "BRITISH AMERICAN RACING"'s image and personality to derive greater benefits for its parent company and employees.
- To support BAT's mission statement "to become the world's number one tobacco company".

HOW DO WE PROPOSE TO DO THIS?:

By creating an impactful and unique logo which is internationally recognisable and understood.

WHO ARE WE TRYING TO TALK TO?:

- International Media
- BAT employees worldwide
- Investors/shareholders
- BAT tobacco brand consumers
- ASU 30 worldwide

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WHAT IS THE KEY MESSAGE?:

"BRITISH AMERICAN RACING" is THE new young, exciting, dynamic international Formula One racing team with a tradition of excellence.

WHAT ARE THE SUPPORTING DETAILS?:

BAT is one of the largest tobacco businesses with a rich heritage and international status.

BAT prides itself on its long and distinguished history of providing quality products to millions of consumers around the world.

BAT has recently reorganised its structure to be managed as a single entity by a new company BRITISH AMERICAN TOBACCO (HOLDINGS) LTD. The positive changes are to:

- Respond more rapidly to the demands of the consumers and customers.
- Improve the effectiveness and make better use of resources.

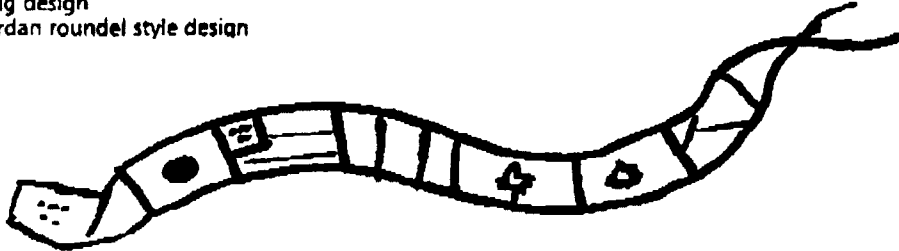
WHAT TONE OF VOICE IS APPROPRIATE?:

Young, exciting, aggressive, authoritative.

WHAT MATERIALS ARE REQUIRED?:

Colour visuals of logo recommendations plus executions of recommendations as verbally briefed by Tom Moser

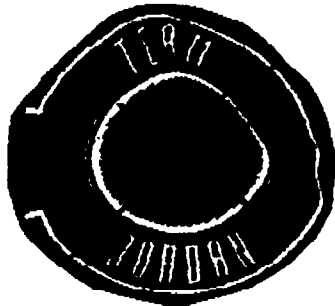
- Flag design
- Jordan roundel style design



≡ AUTOSPORT ≡

BRITISH AMERICAN

FRANCIS



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