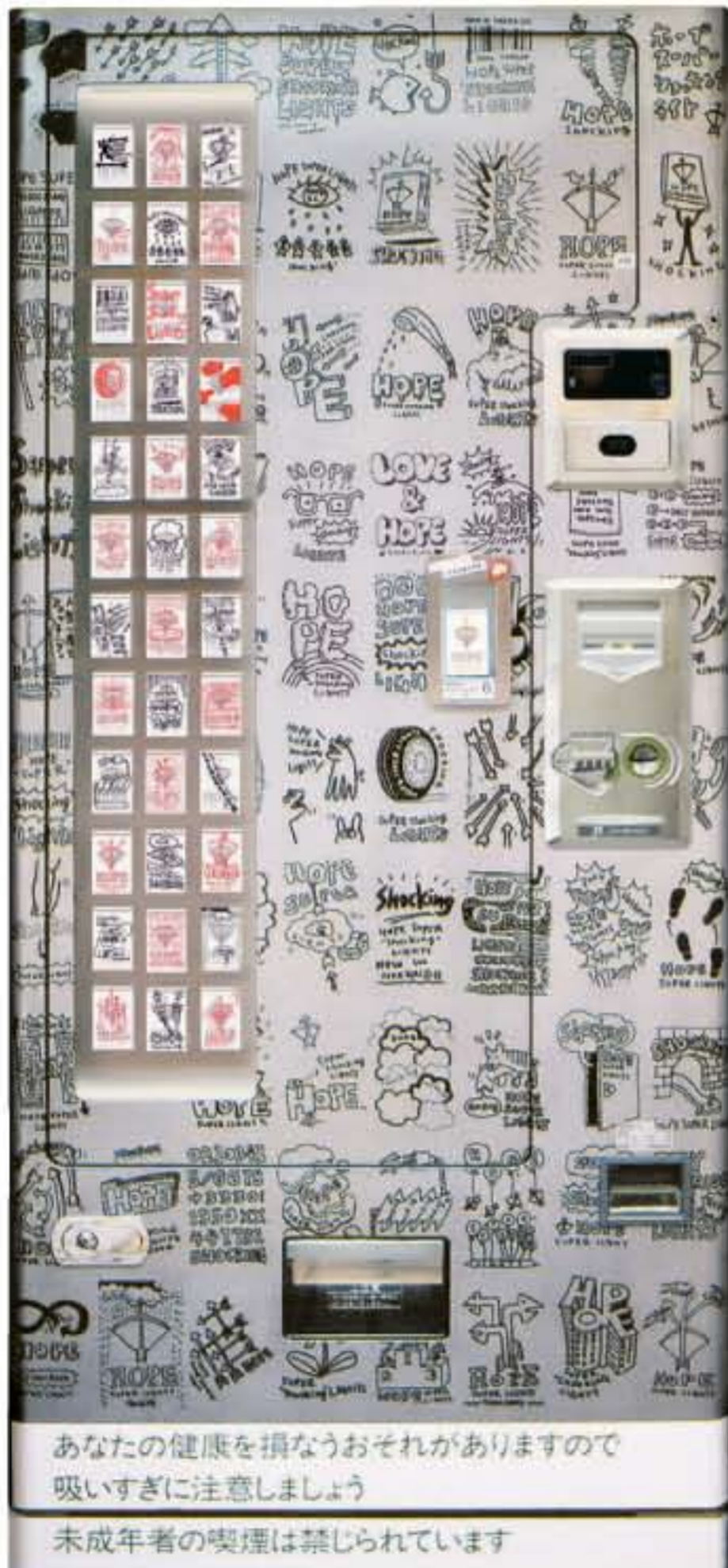


HOPE SUPER LIGHTS



These are “ad sleeve” package covers designed when Japan Tobacco launched Hope Super Lights. They are targeted for younger customers. The basic concept behind the ad sleeves is rough graffiti that matches moods found in their lifestyles. Graffiti-design ad sleeves are sold on top of the original package. There are 20 graffiti packages in all. Graffiti on the front and back of the package is different, to create a total of 40 designs. That variety of designs adds fun for the target customers when they buy cigarettes. It also stimulates a desire to collect the ad sleeves. Japan Tobacco is also releasing items such as original vending machines, posters, and Zippo lighter promotional gifts with same graffiti designs as the packages.

ORIGINAL VENDING MACHINE



DESIGN COVER



OOH



STICKER



ORIGINAL ZIPPO

