

THE  
**Marlboro**  
WEEKEND

Now the world's  
No.1 selling cigarette.

Leo Burnett 2 1353

The Marlboro advertising campaign is said to be one of the most brilliant advertisement campaigns of all. In the United States, where the campaign originated, it was used from 1954 to 1999. The advertisements were originally conceived as a way to popularize filtered cigarettes, which at the time were considered feminine.