

CAMEL

1990 OVERVIEW

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CAMEL 1990 OVERVIEW

I. BACKGROUND

A. RECENT MARKETING HISTORY

- **MOVED TO YOUNGER ADULT SMOKER EMPHASIS IN LATE 1987 - CURRENT**
- **75TH BIRTHDAY CELEBRATION IN 1988 (ADVERTISING/PROMOTION)**
- **"SMOOTH CHARACTER" CAMPAIGN INTRODUCED IN JULY 1988**
- **INTEGRATED PROMOTIONAL THEME ("SMOOTH MOVES") IN 1989**

CAMEL 1990 OVERVIEW

I. BACKGROUND

B. KEY FACTORS

- OLDER FRANCHISE IS DRIVING DECLINES
 - QUITTING
 - PRICE SENSITIVITY

- NEGATIVE CONSUMER PERCEPTIONS INHIBITS NEW BUSINESS
 - IMAGE PERCEPTIONS OF OLD, OUTDATED, DOWNSCALE
 - PRODUCT PERCEPTIONS OF HOT, HARSH, TOO STRONG, NON-FILTERED

- RECENT POSITIVE PERFORMANCE DRIVEN BY FOCUSED YAS STRATEGY
 - IMAGE ENHANCEMENT
 - TRIAL ORIENTED
 - BROADER GEOGRAPHIC SCOPE

- YAS PROVIDE LOWER SHORT-TERM VOLUME CONTRIBUTIONS
 - LOWER CONSUMPTION
 - LESS LOYAL

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II. BUSINESS OBJECTIVES

A. CORPORATE ROLE

- IDENTIFIED GROWTH BRAND

- BEST CORPORATE OPPORTUNITY AGAINST YOUNGER ADULT SMOKERS
- PROVEN PERFORMANCE/ESTABLISHED MOMENTUM

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II. BUSINESS OBJECTIVES

B. SHORT TERM

- GROWTH AMONG YOUNGER ADULT MALE SMOKERS
- SHARE OF MARKET STABILITY

C. LONG TERM

- CONTINUED GROWTH AMONG YOUNGER ADULT SMOKERS
- SHARE OF MARKET GROWTH

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III. POSITIONING

CAMEL IS THE NEW BRAND OF CHOICE AMONG YOUNGER ADULT MALE SMOKERS.

IV. CREATIVE STRATEGY

POSITION CAMEL AS A SMOOTH-TASTING BRAND FOR YOUNGER ADULT MALE SMOKERS WHOSE ATTITUDES AND LIFESTYLES DISTINGUISH THEM AS INDIVIDUALS WHO HAVE THEIR OWN IDENTITY AND MAKE THEIR OWN DECISIONS.

- **FRESH, CONTEMPORARY CREATIVE FORMAT**
- **POSITIVE EMOTIONAL RESPONSE**
- **OWNABLE BY CAMEL**

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V. KEY OPPORTUNITY

**ACCELERATE GROWTH AMONG YOUNGER ADULT SMOKERS BY LEVERAGING THE BRAND'S
UNIQUE PERSONALITY.**

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VI. MANAGING THE BRAND PERSONALITY

A. CAMEL'S SUCCESS AGAINST YOUNGER ADULT SMOKERS IS DRIVEN BY THE ESTABLISHMENT OF A UNIQUE "BRAND PERSONALITY" THAT IS RELEVANT/APPEALING AMONG 18-24 YEAR OLD SMOKERS.

- CONTEMPORARY
- LIGHTEARTED
- FUN
- IRREVERENT
- UNEXPECTED
- ON THEIR TERMS/AT THEIR LEVEL

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VI. MANAGING THE BRAND PERSONALITY

B. WHAT MAKES THE "BRAND PERSONALITY" OWNABLE TO CAMEL IS THE UTILIZATION OF THE "SMOOTH CHARACTER" HIMSELF, JOE CAMEL.

JOE "THE ULTIMATE SMOOTH CHARACTER" CAMEL IS:

- **CONTEMPORARY/UP-TO-DATE**
- **LARGER THAN LIFE**
- **SMOOTH AND SELF-CONFIDENT, BUT NOT PRETENTIOUS**
- **A MAN'S MAN WHOSE ATTITUDE/LIFESTYLE IS ATTRACTIVE TO WOMEN**
- **ENERGETIC AND ENJOYS LIFE TO THE FULLEST**
- **INTO CHALLENGES AND LIKES TO TAKE RISKS**
- **INDEPENDENT, YET ADMIRER AND RESPECTED BY PEERS**

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VII. STRATEGIC VISION

SINGLE-MINDED FOCUS AGAINST YOUNGER ADULT SMOKERS 18-24, WITH EMPHASIS AGAINST MALES 18-20.

- CONTINUE TO IMPROVE PERCEPTIONS
 - EFFECTIVE CREATIVE
 - BIG BRAND PRESENCE
 - "NEW NEWS"

- AGGRESSIVELY IMPACT CONSUMER BEHAVIOR
 - TARGETED TRIAL OPPORTUNITIES
 - CONTINUITY/INVOLVEMENT
 - IMPROVED PRODUCTS
 - PROJECT FC

- INTEGRATED MARKETING PLAN
 - CONSISTENT COMMUNICATION
 - EFFECTIVELY TARGETED
 - BROADER BASE PLAN
 - SPECIAL INTEREST ASSOCIATION
 - SIGNIFICANT RESOURCE ALLOCATIONS

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VII. STRATEGIC VISION

MEDIA

- INCREASED OOH PRESENCE NATIONALLY
 - BROAD EXPOSURE, WITH YAS HEAVY-UP
 - SPECTACULAR UNITS/~~INCREASED~~ PANOGRAPHICS
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- STRONG PRINT PLAN
 - TARGETED BOOKS (MASS/SPECIALTY)
 - SPECIALIZED UNITS
 - MEDIA-DELIVERED PROMOTIONS
- UNIQUE/INNOVATIVE OPPORTUNITIES
 - SPECIAL INTEREST
 - NEW TECHNIQUES

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VII. STRATEGIC VISION

PROMOTION

- IMAGE ENHANCEMENT UTILIZATION

- CONSISTENT WITH BRAND PERSONALITY
- BIG BRAND PRESENCE
- RELEVANT/APPEALING OFFERS

- AGGRESSIVELY IMPACT CONSUMER BEHAVIOR

- BREAKTHROUGH MARKET-PLACE CLUTTER
- TARGETED TRIAL OPPORTUNITIES
- CONTINUITY/INVOLVEMENT
- KEY PROMOTION CHANNELS

- RETAIL
- DIRECT MARKETING

- GENERATE NEW NAMES

- SPECIAL/TARGETED INTEREST EMPHASIS

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VII. STRATEGIC VISION

DIRECT MARKETING

- IMPACT CONSUMER PURCHASE PATTERNS
 - INTEGRATED WITH TOTAL PLAN
 - PROVIDE CONTINUITY

- PROVIDE PERSONAL CONTACT/INVOLVEMENT
 - IMAGE ENHANCEMENT VEHICLE
 - PERSONALIZATION
 - SPECIAL INTEREST CAPITALIZATION

- EXPAND/UPDATE NAME LIST
 - 21-24 MALES/FEMALES
 - COMPETITIVE AND FRANCHISE
 - RE-QUALIFY ALL NAMES

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VII. STRATEGIC VISION

PACK ACTION

- CONSISTENT CREATIVE APPROACH
- RELEVANT/APPEALING OFFERS
- CONTINUITY/NEW NAMES
- EVOLVE TO PREFERRED PRESENCE FORMAT

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VII. STRATEGIC VISION

SPECIAL EVENTS

- BRAND PERSONALITY INTEGRATION
- LEVERAGE SPONSORSHIPS
 - PRE-EVENT PROGRAMS
 - AT-EVENT ACTIVITIES
 - NAME GENERATION
 - POST-EVENT CONTINUITY/INVOLVEMENT
- INCREASED AWARENESS/OPTIMIZATION
 - OOH
 - PRINT
 - OTHER

(CAMEL GT; CAMEL PRO, CAMEL SUPERCROSS; MONSTER TRUCKS)

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VII. STRATEGIC VISION

FIELD MARKETING

- IMAGE ENHANCEMENT EMPHASIS
 - HIGH IMPACT
 - OWNABLE
 - CONSUMER INVOLVEMENT/INTERACTION

- PROVIDE CONTINUITY
 - REACH/FREQUENCY
 - NAME GENERATION/FOLLOW-UP

- SPECIAL INTEREST OPTIMIZATION

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VII. STRATEGIC VISION

SPECIAL MARKETS (HISPANIC/MILITARY)

- CONSISTENT WITH GENERAL MARKET
- HIGHLY TARGETED
 - GEOGRAPHICALLY
 - DEMOGRAPHICALLY
- STRONG LOCAL PRESENCE
 - RETAIL
 - FIELD MARKETING

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VIII. NEXT STEPS

- INDIVIDUAL MEDIUM BREAK-OUT MEETINGS
 - FINALIZE STRATEGIES
 - DETERMINE TACTICAL OPPORTUNITIES
- INTEGRATED MARKETING PLAN APPROVAL
- FINALIZE TACTICAL PROGRAMS/BUDGETS