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"CAMEL. A PICTORIAL REVIEW"

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INTRODUCTION

1 THANK YOU FOR THE COCKTAILS, LUNCH, AND THE FRIENDLY CONVERSATION I HAVE BEEN ABLE TO SHARE THIS AFTERNOON. I HOPE THAT WITHIN THE NEXT HALF HOUR I CAN RETURN YOUR HOSPITALITY BY SHARING WITH YOU **2** THE ADVERTISING HISTORY OF THIS COUNTRY'S FIRST MAJOR MANUFACTURED CIGARETTE, CAMEL.

OR

1 GOOD AFTERNOON. IT IS A REAL PLEASURE TO BE HERE TODAY TO PRESENT **2** THE ADVERTISING HISTORY OF THIS COUNTRY'S FIRST MAJOR MANUFACTURED CIGARETTE, CAMEL.

BACKGROUND

IN THIS PRESENTATION, I WILL BE TAKING YOU THROUGH **3** A PICTORIAL HISTORY OF CAMEL'S ADVERTISING, BY CAMPAIGN, BEGINNING WITH THE INTRODUCTION OF CAMEL REGULAR NON-FILTERED CIGARETTES IN 1913. IN DOING SO, **4** I WILL IDENTIFY MARKET FACTORS -- WHETHER IT BE A SHIFT IN CONSUMER WANTS OR A CHANGE IN A MAJOR COMPETITOR'S STRATEGIES -- THAT LED TO THE SUBSEQUENT DEVELOPMENT AND INTRODUCTION OF EACH CAMEL CAMPAIGN.

AT THE END, I WILL BE GLAD TO ANSWER ANY QUESTIONS YOU MAY HAVE REGARDING THE MARKETING AND ADVERTISING APPROACH WHICH R. J. REYNOLDS TOBACCO COMPANY HAS TAKEN WITH CAMEL OVER THE YEARS.

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MARKET OVERVIEW

5 PRIOR TO CAMEL REGULARS INTRODUCTION IN 1913, MOST ADULTS ENJOYED TOBACCO BY SMOKING A PIPE, ROLLING THEIR OWN CIGARETTES OR CHEWING PLUG. **6** THE BALANCE OF THE TOBACCO MARKET CONSISTED OF MANUFACTURED CIGARETTES WHICH REPRESENTED A MINOR PORTION OF TOTAL TOBACCO INDUSTRY SALES, WITH 50 SMALL BRANDS MARKETED ON A REGIONAL BASIS TAILORED TO LOCAL MARKET CONDITIONS.

7 IN SOME RESPECTS, THE MANUFACTURED CIGARETTE WAS STILL IN THE CRACKERJACK STAGE IN THAT MOST PRODUCTS WERE PURCHASED PARTLY FOR THE PRIZE ANTICIPATED. A MAN BOUGHT, NOT SO MUCH A BOX OF CIGARETTES AS A PREMIUM GOOD FOR A YALE PENNANT, A MINATURE ORIENTAL RUG, A SOAP FLAG, OR A PICTURE OF LILLIAN RUSSELL.

8 IN ADDITION, PRIOR TO CAMEL, THE PRODUCT HAD TO SMEL OF FOREIGN LANDS BEFORE IT COMMANDED RESPECT. FROM 1895 TO 1913, MOST CIGARETTES WERE MADE WITH STRAIGHT TURKISH OR TURKISH-BLENDED TOBACCOS. AS A RESULT OF THEIR HEAVY RELIANCE ON EXPENSIVE IMPORTED TURKISH TOBACCOS, **9** MOST CIGARETTES OF THE DAY COST 15¢ FOR A PACK OF 20. BY THE WAY, **10** 15¢ A PACK IN 1913 WOULD BE EQUIVALENT TO ABOUT A \$1.50 A PACK TODAY HAD THE PRICE OF CIGARETTES KEPT UP WITH THE COST OF MOST CONSUMER GOODS.

FOLLOWING THE SUCCESSFUL NATIONAL INTRODUCTION OF **11** PRINCE ALBERT SMOKING TOBACCO IN 1907, RICHARD JOSHUA REYNOLDS TURNED HIS ATTENTION TO THE IDEA OF PRODUCING HIS FIRST MANUFACTURED CIGARETTE. IN REVIEWING THE MARKET, REYNOLDS WAS IMPRESSED BY THE FACT **12** THAT BRANDS OFFERED THE CONSUMER A LIMITED RANGE OF OPTIONS.

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MOST WERE MADE OF STRAIGHT OR BLENDED TURKISH TOBACCOS WITH ENCLOSED PREMIUM OFFERS SOLD AT THE PRICE OF 15¢ FOR A PACK OF 20.

[13] REYNOLDS CONCLUDED THAT THERE SHOULD BE AN OPPORTUNITY FOR A BLENDED CIGARETTE THAT WOULD COMBINE THE BEST OF AMERICAN TOBACCOS WITH A SEASONING OF TURKISH. REYNOLDS PROCEEDED TO THOROUGHLY CHECK OUT THIS THINKING WITH A TEST MARKET OF FOUR SEPARATE BRANDS ... SETTING AN EARLY PRECEDENT FOR TEST MARKETING NEW PRODUCTS.

CAMEL TEST MARKET

[14] THE FIRST BRAND, REYNO, WAS A STRAIGHT VIRGINIA BLENDED CIGARETTE THAT SOLD 10 TO A BOX FOR A NICKEL. [15] OSMA™ WAS A TURKISH-BLENDED CIGARETTE NAMED AFTER A TURKISH WAR HERO; UNFORTUNATELY, THE PRODUCT DIDN'T LIVE UP TO ITS NAMESAKE. [16] RED KAMEL USED A STRAIGHT TURKISH BLEND WITH A CORK TIP AND SOLD FOR 10¢. THE FOURTH TEST BRAND, AND THE WINNER, WAS [17] CAMEL. CAMEL USED AN AMERICAN BURLEY BLEND WITH TURKISH TOBACCOS ADDED FOR TASTE AND AROMA, AND IT HAD A GENEROUS AMOUNT OF SWEETENING WHICH MET THE CONSUMER'S TASTE PREFERENCE.

GIVEN ITS PREDOMINANT USE OF LESS EXPENSIVE AMERICAN TOBACCOS, THE COMPANY WAS ABLE TO PRICE CAMEL AT A COMPETITIVE ADVANTAGE -- 10¢ FOR 20 CIGARETTES. FINALLY, THE QUALITY OF THE PRODUCT WAS STRESSED IN ADVERTISING [18] AND PACKAGE COPY WHICH READ (PAUSE) [19] "DON'T LOOK FOR PREMIUMS OR COUPONS, AS THE COST OF TOBACCOS BLENDED IN CAMEL CIGARETTES PROHIBITS THE USE OF THEM."

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UPON HEARING OF CAMEL'S SUCCESS IN TEST MARKET, [20] REYNOLDS, A MAN OF CONVICTION AND DETERMINATION, DECIDED TO LEAP-FRUG THE REGIONAL MARKETING PATTERN OF THE DAY AND HIRED THE N. W. AYER ADVERTISING AGENCY TO INTRODUCE CAMEL NATIONALLY IN 1914. AYER TOOK A UNIQUE ADVERTISING APPROACH BY USING A SERIES OF TEASER ADS THAT ANNOUNCED [21] "THE CAMEL'S ARE COMING," FOLLOWED BY [22] "TOMORROW THERE WILL BE MORE CAMELS IN THIS TOWN THAN IN ALL ASIA AND AFRICA COMBINED!" WHEN THE PRODUCT REACHED THE RETAIL STORES, [23] THIS AD APPEARED ANNOUNCING THAT "CAMEL CIGARETTES ARE HERE," AND THEY WERE HERE TO STAY [24] WITH SALES OVER 425M CIGARETTES IN THE FIRST YEAR.

[25] DURING THE EARLY YEARS ON CAMEL, BETWEEN 1915 AND 1920, ADVERTISING EMPHASIZED [26] CAMEL'S QUALITY AS YOU CAN SEE IN THIS EXAMPLE. THIS ADVERTISING WORKED TO ACCELERATE THE BRAND'S GROWTH DURING THESE EARLY YEARS, [27] WITH SALES IN EXCESS OF 18 BILLION CIGARETTES -- ACCOUNTING FOR OVER ONE-THIRD OF ALL MANUFACTURED CIGARETTES SOLD.

1920-1930

[28] AS CAMEL ENTERED THE 1920'S, A CONSUMER WAITING TO PURCHASE A PACK OF CAMEL'S SAID TO HIS FRIEND MARTIN REDDINGTON, [29] "I'D WALK A MILE FOR A CAMEL." REDDINGTON, WHO HANDED THE R. J. REYNOLDS' ADVERTISING AT N. W. AYER, WORKED THIS LINE INTO A POSTER, AND IN 1921 THE FAMOUS SLOGAN APPEARED IN MAGAZINES [30] AND IN NEWSPAPERS [31].

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IN RESPONSE TO CAMEL'S SUCCESS, THE AMERICAN TOBACCO COMPANY DEVELOPED A RIVAL BRAND CALLED [32] LUCKY STRIKE. WHILE MADE OF THE SAME BASIC BURLEY TOBACCO BLEND AS CAMEL, LUCKY WAS SO CASED AND SWEETENED THAT AFTER THE TOBACCO WERE DIPPED THEY HAD TO BE RUN THROUGH A WRINGER. IN LOOKING FOR AN EFFECTIVE SALES SLOGAN TO INTRODUCE LUCKY STRIKE, THE [33] "LUCKY STRIKE. IT'S TOASTED" SLOGAN WAS HIT UPON WHEN THE VICE PRESIDENT OF MANUFACTURING REMARKED THAT THE AMOUNT OF HEAT USED IN MAKING LUCKY STRIKE WAS EQUIVALENT TO A COOKING PROCESS.

ACCORDINGLY, LUCKY STRIKE WAS INTRODUCED IN 1918 [34] WITH ADVERTISING SHOWING A PIECE OF TOAST WITH A FORK TUCK THROUGH IT -- AS YOU CAN SEE [35] IN THIS CLOSE-UP VIEW OF THE LOWER LEFT-HAND CORNER. CONSUMERS WERE TOLD THAT THE UNIQUE TOASTING PROCESS [36] "SEALED IN" LUCKY'S FLAVOR. HOWEVER, LATER IN THIS PRESENTATION, YOU WILL SEE THAT THE TOASTING PROCESS HAD OTHER "SIDE" BENEFITS ASSOCIATED WITH IT.

DURING THE 1920'S, LUCKY STRIKE WENT THROUGH SEVERAL CAMPAIGN CHANGES, ULTIMATELY LEADING TO THE CAMPAIGN SLOGAN [37] "REACH FOR A LUCKY INSTEAD OF A SWEET", HERE ENDORSED BY LIEUTENANT GENERAL ROBERT LEE BULLARD, WHO WAS IN COMMAND OF THE 2ND ARMY ON ARMISTICE DAY, NOVEMBER 11, 1918. THE FIRST PARAGRAPH OF ADVERTISING COPY READS: [38] "THE MODERN, COMMON SENSE WAY -- REACH FOR A LUCKY INSTEAD OF A FATTENING SWEET. EVERYONE IS DOING IT -- MEN KEEP HEALTHY AND FIT, WOMEN RETAIN A TRIM FIGURE."

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THE CANDY INDUSTRY WAS ALARMED AT LUCKY STRIKE'S SLOGAN AND COMPLAINED TO THE FEDERAL TRADE COMMISSION. THE FTC WARNED LUCKY THAT "CIGARETTES CANNOT BE SOLD AS WEIGHT REDUCING DEVICES." IN 1929, THE OBJECTIONAL WORD "SWEET" WAS DROPPED FROM LUCKY STRIKE ADVERTISING AND A NEW HEADLINE AND VISUAL WERE INTRODUCED. ³⁹ AS ILLUSTRATED, SILHOUETTES OF TRIM PERSONALITIES WERE FOLLOWED BY THESE DOUBLES IN THE SAME POSITION. THE COPY READS, "AVOID THAT FUTURE SHADOW -- WHEN TEMPTED, REACH FOR A LUCKY." UNDER THIS CAMPAIGN APPROACH, ⁴⁰ LUCKY STRIKE PASSED CAMEL AS THE NUMBER 1 BRAND IN 1929 -- A POSITION WHICH IT DID NOT HOLD FOR LONG.

1930-1940

⁴¹ AS CAMEL MOVED INTO THE DEPRESSION YEARS OF THE 1930'S, ⁴² REYNOLDS CONTINUED TO FEEL THE COMPETITIVE BITE OF LUCKY STRIKE AS WELL AS NEW DEPRESSION-BORN "DISCOUNT" BRANDS AND THE REVIVAL OF CHEAPER, ROLL-YOUR-OWN CIGARETTES. REYNOLDS' RESPONSE TO LUCKY STRIKE AND THE NEW ECONOMIC ENVIRONMENT WAS SLOW IN COMING, BUT IT CAME. AND IT CONSISTED MOSTLY OF ⁴³ A SIMPLE BUT MASSIVE INCREASE IN ADVERTISING AND OTHER PROMOTION ACTIVITIES. FOR EXAMPLE, IN 1934, ADVERTISING COSTS AMOUNTED TO SLIGHTLY OVER 80% OF THE COMPANY'S NET EARNINGS.

IN ADDITION TO THE INCREASED MARKETING SUPPORT, CAMEL INTRODUCED THE ⁴⁴ "IT'S FUN TO BE FOOLED, BUT IT'S MORE FUN TO KNOW" CAMPAIGN TO ADDRESS THE HEAVY INFLUX OF "DISCOUNT" BRANDS AS WELL AS CHEAPER "ROLL-YOUR-OWN" BRANDS. ⁴⁵ THIS WAS A SERIES OF ADS

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FEATURING A MAGICIAN'S TRICK AND AN EXPLANATION OF HOW IT WAS DONE WITH THE BRAND'S SELL-LINE BEING [45] "NO TRICKS, JUST COSTLIER TOBACCO'S." THIS ADVERTISING BECAME SO POPULAR THAT THE COMPANY PRINTED AND MAILED OUT [47] OVER ONE MILLION COPIES OF "THE MAGICIAN'S HANDBOOK OF CIGARETTE TRICKS."

AS A RESULT OF CAMEL'S INCREASED SPENDING, NEW ADVERTISING, AND HELP FROM LUCKY STRIKE, [48] CAMEL WAS BACK IN THE NUMBER 1 CIGARETTE POSITION BY 1935.

BY "HELP" FROM LUCKY STRIKE, I MEAN HERE THAT THEY UNWITTINGLY HELPED CAMEL REGAIN ITS LEADERSHIP POSITION BY RUNNING [49] THIS AD IN 1931 WHICH READ: "TOASTING EXPELS SHEEP-DIP BASE NATURALLY PRESENT IN EVERY TOBACCO LEAF. THEY'RE OUT -- SO THEY CAN'T BE IN!" THE COPY GOES ON TO READ: [50] "WE SELL THESE EXPELLED IRRITANTS TO MANUFACTURERS OF CEMENTAL COMPOUNDS, WHO USE THEM AS A BASE IN MAKING SHEEP DIP, AS WELL AS POWERFUL SPRAYING SOLUTIONS FOR TREES, FLOWERS, AND SHRUBS -- ENOUGH TO PERMIT THE DAILY DIPPING OF OVER 50,000 SHEEP OR THE DAILY SPRAYING OF HUNDREDS OF THOUSANDS OF TREES. THUS, YOU ARE ASSURED THESE IRRITANTS, NATURALLY PRESENT IN ALL TOBACCO LEAVES, ARE NOT IN YOUR LUCKY STRIKE." A SQUEAMISH PUBLIC RETREATED FROM THIS "NATURE IN THE RAM" ADVERTISING, HELPING CAMEL TO OVERTAKE LUCKY -- AS I MENTIONED -- BY 1935.

FROM 1936 TO 1940, CAMEL BEGAN ADVERTISING TO WOMEN TO ADDRESS THE INCREASED INCIDENCE OF FEMALE SMOKERS. [51] ADS DIRECTED TO FEMALES WERE VERY UPSCALE AND FOCUSED ON WOMEN FROM WEALTHY AND

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PROMINENT FAMILIES -- HERE ENDORSED BY MRS. CHISWELL DABNEY LANGHORNE, AS WELL AS [52] MRS. LANGDON FOST. HOWEVER, THIS APPROACH WAS NOT SUCCESSFUL, AND WAS THEREFORE FOLLOWED BY A RETURN [53] TO COMPARING THE LESS EXPENSIVE, DISCOUNT BRANDS AND ROLL-YOUR-OWN BRANDS WHICH WERE STILL SHOWING GROWTH DURING THE EARLY POST-DEPRESSION YEARS. THE AD COPY, "5 EXTRA SMOKES PER PACK" ENDORSED HERE BY "DIT CLAPPER," CAPTAIN OF THE BOSTON BRUIN HOCKEY TEAM, SPOKE TO THE VALUE OF CAMEL'S SLOWER BURN RATE WHICH DELIVERED THE SMOKING SATISFACTION OF 5 EXTRA CIGARETTES PER PACK. THIS ADVERTISING APPROACH WAS USED ON CAMEL AS IT APPROACHED [54] THE WAR YEARS.

1940-1950

WITH THE BEGINNING OF WORLD WAR II, LUCKY STRIKE INTRODUCED A NEW PACKAGE, CHANGING THE COLOR FROM GREEN [55] (PAUSE) TO WHITE [56] (PAUSE). [57] THE GOLD CIRCLE WAS ABANDONED AS THE COPPER POWDER IN THE INK WAS NEEDED FOR THE WAR EFFORT AS WAS THE CHROMIUM FROM THE GREEN INK USED TO PRINT THE FAMILIAR PACK. IN FACT, AMERICAN TOBACCO ADVERTISED THAT ENOUGH CHROMIUM WAS SAVED FROM THE LUCKY STRIKE PACK CHANGE TO PRODUCE 188,900 AIR CORPS RADIOS FOR THE WAR EFFORT. HOWEVER, AN ADDITIONAL REASON FOR THE PACKAGE CHANGE VOICED INSIDE THE COMPANY WAS THAT THE ORIGINAL GREEN COLOR WAS TOO STRONG FOR WOMEN, AND A WHITE PACK WAS CONSIDERED MORE SUITABLE FOR CUSTOMERS OF BOTH SEXES. IN 1941, THE COMPANY FORMALLY ANNOUNCED THAT [58] "LUCKY STRIKE GREEN HAS GONE TO WAR." THE NET EFFECT OF AMERICAN TOBACCO COMPANY'S PATRIOTISM AND COLOR PSYCHOLOGY RESULTED [59] IN AN INCREASE OF SALES ON LUCKY STRIKE OF 38% IN 1942 ALONE. LUCKY STRIKE WAS AGAIN IN THE NUMBER 1 POSITION.

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WHILE LUCKY STRIKE CONCENTRATED ON SALES TO WOMEN IN THE U.S. WITH ITS CAMPAIGN EMPHASIZING PACKAGING AND PRODUCT QUALITY, [60] CAMEL'S ADVERTISEMENTS DURING THE 1942-1945 PERIOD ADDRESSED THE GI AND REINFORCED ITS PRODUCT QUALITY IMAGE. IN ADDITION, CONSIDERING ITS PRIMARILY MALE FRANCHISE, [61] CAMEL SENT CIGARETTES BY THE MILLIONS TO GI'S OVERSEAS WHICH IS ONE OF THE REASONS FOR THE BRAND'S POPULARITY THROUGHOUT THE WORLD TODAY.

NEAR THE CLOSE OF THE WAR, CAMEL REINFORCED ITS [62] "FIRST IN THE SERVICE" POSITION USING PERSONALITIES ASSOCIATED WITH THE WAR SUCH AS THE "RED" HULSE, WHO WAS A VETERAN NAVY FIGHTER PILOT AND CHIEF TEST PILOT FOR THE NAVY'S NEW CURTISS DIVE BOMBER. THE AD ALSO INTRODUCED THE "T ZONE" AS YOU CAN SEE IN THE LOWER RIGHT HAND CORNER. [63] THIS WAS A MNEMONIC DEVICE TO DRAW ATTENTION TO THE COPY POINT THAT CAMEL WILL SUIT BOTH YOUR "THROAT" AND "TASTE" TO A "T".

WITHIN THE "T ZONE" CREATIVE APPROACH, [64] THE AD "MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE" WAS ONE HEADLINE WHICH, IF USED TODAY, MIGHT LACK CREDIBILITY. OTHER CAMEL ADS RUN DURING THE 1940'S [65] STRESSED CAMEL'S RICH TASTE AND MILD SMOKE ENDORSED BY ATHLETES [66] SUCH AS BASEBALL GREATS ERNIE BANKS AND HANK AARON.

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REYNOLD'S CONSISTENT APPROACH IN POSITIONING CAMEL AS A QUALITY PRODUCT FOR MALE SMOKERS PAID OFF IN THE LONG RUN. [67] WHEN THE GI'S RETURNED HOME FROM THE WAR, CAMEL MAINTAINED ITS LEADERSHIP POSITION FROM LUCKY STRIKE BY 1949.

1950-1970

[68] WHEN THE CIGARETTE INDUSTRY WAS STRUCK BY THE POST WORLD WAR II HEALTH SCARE, CAMEL, THE CHOICE OF SO MANY PERSONALITIES AND ATHLETES, WAS SLOW TO FEEL ANY CRAMP IN ITS SIDES. NEVERTHELESS, CAMEL FOCUSED ITS ADVERTISING ON COMBATING THE NEWLY ESTABLISHED TREND TO FILTER CIGARETTES BY INTRODUCING ITS [69] "HAVE A REAL CIGARETTE" CAMPAIGN. THIS CAMPAIGN USED WELL KNOWN PERSONALITIES TO SELL THE BRAND... [70] SUCH AS JOHN RUSSEL, THE STAR OF LAW MAN -- A TOP RATED T.V. PROGRAM DURING ITS TIME -- AND PERSONALITIES LIKE [71] ROGER MARIS WHO HIT A RECORD 61 HOME RUNS.

TO PROGRESS FROM THE ADVERTISING CREATIVE FOR A MOMENT, WE ALL KNOW THE TREMENDOUS IMPORTANCE THAT PACKAGING PLAYS IN THE SUCCESS OF A BRAND. WHILE CAMEL'S PACKAGING WAS NO EXCEPTION, THE CONSUMERS' LOVE FOR CAMEL'S PACKAGE [72] CAME THROUGH LOUD AND CLEAR IN 1958 WHEN CAMEL ATTEMPTED TO "CLEAN-UP AND UPDATE" THE 45 YEAR-OLD DESIGN. WHILE THE GRAPHIC CHANGES AT THE TIME SEEMED TO BE MINOR WHEN COMPARING THE ORIGINAL GRAPHICS ABOVE TO THE REVISED GRAPHICS BELOW, THE CONSUMER HAD DEVELOPED A SPECIAL INTEREST IN THE ORIGINAL GRAPHICS AND DID NOT WANT THEM CHANGED.

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AS A RESULT, THE COMPANY CHANGED THE GRAPHICS BACK TO THE ORIGINAL DESIGN [73] AND RAN THIS AD INFORMING THE CONSUMERS THAT THE CHANGE WAS JUST A TEST AND THE OLD PACKAGE WAS BEING REINSTATED -- PYRAMIDS AND ALL! IN FACT, THE CAMEL REGULAR PACKAGE HAS NOT CHANGED TO THIS DATE AND CONTINUES TO HAVE UNIQUE IMPORTANCE AMONG ITS SMOKERS.

[74] FROM 1954-1965, THE TASTE OF FILTERED BRANDS BECAME MORE ACCEPTABLE TO SMOKERS AND GRADUALLY ERODED INTO CAMEL REGULAR'S SHARE, REDUCING IT BY ONE-HALF OVER THE 1954-1965 TIME PERIOD. IT WAS NOW TIME TO TAKE STRONGER MEASURES THAN TO JUST ADVERTISE CAMEL AS [75] A "REAL CIGARETTE."

CAMEL REVERTED BACK TO ITS FAMOUS SLOGAN, [76]

"I'D WALK A MILE FOR A CAMEL," AGAIN REINFORCING THE BRAND'S MASCULINE IMAGE AND PRODUCT QUALITY OF ITS REGULAR, NON-FILTER CIGARETTE. IN ADDITION TO REVERTING BACK TO THE FAMOUS CAMPAIGN FOR THE CAMEL REGULAR CIGARETTE, [77] THE BRAND INTRODUCED CAMEL FILTERS IN 1966 AS AN ADDITIONAL DEFENSIVE MOVE AND ACHIEVED ONE-HALF PERCENT SHARE OF MARKET. I MIGHT MENTION, IN TODAY'S TERMS [78], 1% SHARE IS EQUIVALENT TO APPROXIMATELY \$100 MILLION DOLLARS IN RETAIL SALES.

CONSISTENT WITH CAMEL REGULAR'S [79] "I'D WALK A MILE FOR A CAMEL" CAMPAIGN, CAMEL FILTERS WAS INTRODUCED USING THE [80] "BORN RICH" CAMPAIGN DESIGNED TO CAPITALIZE ON CAMEL'S TASTE HERITAGE AND MASCULINE IMAGERY.

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1970-1980

[81] AS CAMEL ENTERED THE 1970'S, THE BORN RICH CAMPAIGN WAS REPLACED BY [1] "CAMEL FILTERS -- THEY'RE NOT FOR EVERYBODY", INTRODUCED TO FURTHER DEFINE THE BRAND'S MASCULINE IMAGERY BY PRESENTING THE CAMEL FILTER MAN AS ONE WHO IS INDEPENDENT AND STANDS OUT POSITIVELY IN A CROWD -- [2] WHICH WAS THE THEME BEHIND THE "CAN YOU SPOT THE CAMEL FILTER SMOKER?" SERIES OF ADS INTRODUCED IN 1973. IF YOU ARE LOOKING FOR THE CAMEL FILTER MAN IN THIS AD, IT'S NOT THE GENTLEMAN SITTING IN THE FIRST ROW WITH THE BRIEFCASE, DESPITE THE FACT THAT HEROS ARE OFTEN DEPICTED WEARING WHITE HATS.

IN 1975, CAMEL FILTERS' POSITIONING WAS REFINED TO BETTER COMPETE WITH MARLBORO -- THE NEWLY EMERGED CIGARETTE LEADER. [3] A SPOKESMAN WAS INTRODUCED TO DEPICT CAMEL FILTER AS A BRAND SMOKED BY YOUNGER ADULT Males who are independent, self-confident, and admired by others.

[4] "MEET THE TURK" KICKED OFF THE NEW CAMPAIGN, THE HEADLINE OF WHICH WAS LATER CHANGED TO [5] "ONE OF A KIND." (PAUSE)

[6] THIS CAMPAIGN RAN THROUGH 1978 WITH OUT-OF-HOME [7] PLAYING A MAJOR ROLE IN THE BRAND'S MEDIA MIX DURING THE LATE 1970'S.

RESULTS OF THE 1975 POSITIONING REFINEMENT WERE FAVORABLE ON CAMEL'S IN-MARKET PERFORMANCE. [8] THE "ONE OF KIND" CAMPAIGN, COMBINED WITH AN INCREASE IN LOCAL OUT-OF-HOME EXPENDITURES, LED TO AN INCREASE IN CAMEL FILTER'S SHARE OF CATEGORY, AND THE BRAND EXPERIENCED VOLUME GROWTH.

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TO FURTHER IMPROVE CAMEL'S ABILITY TO SATISFY MALE TARGET SMOKER WANTS, [9] CAMEL LIGHTS 85'S WAS INTRODUCED IN MARCH, 1978, FOLLOWED IN TWELVE MONTHS BY THE INTRODUCTION OF CAMEL LIGHTS 100'S AS AN OFFENSIVE RESPONSE TO THE GROWING DEMAND FOR FULLER FLAVOR LOW TAR PRODUCTS. BOTH STYLES WERE POSITIONED AS THE SOLUTION TO THE LOW TAR -- LOW TASTE PROBLEM, WITH THE CAMEL TASTE HERITAGE SUPPORTING THIS POSITION. CAMEL LIGHTS ACHIEVED A 1.0% SHARE OF MARKET BY THE END OF 1979 -- MAKING IT ONE OF THE MOST SUCCESSFUL LOW TAR INTRODUCTIONS IN CIGARETTE HISTORY.

[10] THE CAMEL LIGHTS INTRODUCTORY CAMPAIGN FOCUSED ON THE PACK AND THE CIGARETTE ... USING A STAR BURST TO HIGHLIGHT THE CAMEL AND DRAW ATTENTION TO THE AD. [11] THE CAMEL LIGHTS HEADLINE CLEARLY COMMUNICATED THE BRAND'S POSITIONING AS THE SOLUTION TO THE LOW TAR -- LOW TASTE DILEMMA WHICH WAS A KEY PROBLEM EXPRESSED BY SMOKERS AT THAT TIME.

FOLLOWING ITS INTRODUCTION IN 1978, [12] CAMEL LIGHTS CAMPAIGN WAS DESIGNED TO PLACE EMPHASIS ON MASCULINE IMAGERY TO CAPITALIZE ON THE OPPORTUNITY TO ATTRACT YOUNGER ADULT, MALE SMOKERS, WHO WERE NOW STARTING TO SWITCH FROM FULL FLAVOR TO LOWER TAR CIGARETTES. WHILE THE PRODUCT BENEFIT REMAINED "SATISFACTION," THE KEY VISUAL WAS THE MODEL, ACTING AS CAMEL LIGHTS SPOKESMAN, AS WELL AS THE CAMEL BEAST AND PYRAMID WHICH CREATED A SYMBOLIC HERITAGE FOR THE BRAND. CAMEL LIGHTS WAS ONE OF THE FIRST LOW TAR BRANDS TO GO TO IMAGERY ADVERTISING, AND DID SO IN A MANNER CONSISTENT WITH [13] ADVERTISING EMPLOYED BY ITS PARENT CAMEL FILTER.

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[14] COMING INTO THE HOME STRETCH, THREE MAJOR PROGRAMS WERE IMPLEMENTED ON CAMEL OVER THE LAST TWO YEARS TO FURTHER ENHANCE THE BRAND'S IN-MARKET POSITION. [15] THESE PROGRAM REFINEMENTS INCLUDED A BRAND "FAMILY" MARKETING APPROACH TO BOTH PACKAGING AND ADVERTISING. REFINEMENTS WERE ALSO INCORPORATED INTO THE BRAND'S FIELD MARKETING EVENTS.

IN THE AREA OF PACKAGING, [16] THE BRAND MODIFIED ITS ORIGINAL CAMEL FILTERS AND CAMEL LIGHTS PACK DESIGNS SHOWN ACROSS THE TOP TO INCORPORATE MANY OF THE DESIGN ELEMENTS THAT MAKE THE REGULAR NON-FILTER CAMEL PACK SO POPULAR. [17] AS ILLUSTRATED HERE FOR CAMEL LIGHTS, A "STRIPTease" EFFECT WAS USED TO GRAPHICALLY DISPLAY THE CHANGE TO THE MORE WELL-KNOWN, AUTHENTIC CAMEL LOOK.

[18] THE "CAMEL WORLD" CAMPAIGN WAS INTRODUCED IN THE FALL OF 1980 TO REINFORCE THE BRAND'S INDEPENDENT, MASCULINE IMAGERY TO YOUNGER ADULT, MALE TARGET SMOKERS. THE "CAMEL WORLD" CAMPAIGN [19] IS USED ON A CONSISTENT BASIS ACROSS ALL THREE BRAND STYLES -- REGULAR, FILTER, AND LIGHTS, AS SHOWN IN THIS AD -- TO PROVIDE FOR A TRUE FAMILY APPROACH. AS A RESULT, THE BRAND ACHIEVED INCREASED COMMUNICATION EFFICIENCIES THROUGH THE CONSISTENT PRESENTATION OF ONE CAMPAIGN AND ONE PACKAGING DESIGN ACROSS ALL BRAND STYLES.

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FINALLY, FIELD MARKETING EVENTS ARE USED TO REINFORCE AND EXTEND CAMEL'S YOUNGER ADULT MALE IMAGE TO TARGET SMOKERS. [20] THE CAMEL GEAR CATALOGUE ADVERTISES FOR SALE POPULAR CAMEL EQUIPMENT AND APPAREL. [21] CAMEL EXPEDITIONS RECRUIT VOLUNTEERS, THROUGH ADS SUCH AS THESE, TO PARTICIPATE IN RUGGED CAMEL ADVENTURES RANGING FROM A 10-DAY VOYAGE ACROSS THE CARRIBEAN TO [22] FORAGING THROUGH THE JUNGLES OF ECUADOR. ADDITIONALLY, [23] CAMEL SPONSORS A SERIES OF GT AUTO PACES WHICH TAKE PLACE ACROSS THE COUNTRY. [24] SAMPLES OF CAMEL CIGARETTES ARE GIVEN AWAY AT RACING [25] EVENTS WHICH ALSO EXHIBIT CAMEL GT RACING MEMORABILIA.

[26] NET, MAJOR PROGRAMS IMPLEMENTED SINCE 1980 HAVE EFFECTIVELY ADDRESSED TARGET SMOKER WANTS FOR MASCULINITY REINFORCEMENT, ADVENTURE, AND INDEPENDENCE, WITH A YOUNGER ADULT, MALE ORIENTATION. ACCORDINGLY, TOTAL CAMEL SHARE IS UP ONE-HALF OF ONE PERCENT WITH THIS MOMENTUM EXPECTED TO CONTINUE OVER THE FORESEEABLE FUTURE. SOMEDAY SOON, [27] YOU MAY SEE CAMEL BACK IN THE NUMBER 1 LEADERSHIP POSITION. [28]

NOW, IF SOMEONE WILL BRING THE LIGHTS UP, I'LL BE HAPPY TO ANSWER ANY QUESTIONS YOU MAY HAVE.

	1981	Vs. 1980	
INDUSTRY	627B	+1.6%	VOLUME CHANGE
TOTAL CAMEL	4.8%	+ .5%	} SOM CHANGI
REGULAR	2.3%	NC	
FILTER	1.1%	+ .2%	
Lts. 85	1.0%	+ .2%	
Lts. 100	.3	+ .1%	
Lts. HP	.1%	NC	

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