

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Masculinity, ruggedness, toughness	U.S. Ex. 39,453	2062310887-1016	Men's vs. Women's Attitudes [may not be the first page]	Undated	Marlboro images endorsed by more than 40% of men included "masculine." (at 0912)
Masculinity, ruggedness, toughness	U.S. Ex. 39,414	2062149175-9240	Marlboro Ultra Lights Consumer Research Review	January 24, 1990	"Respondents saw traditional Marlboro imagery of ruggedness and independence." (at 9178)
Masculinity, ruggedness, toughness	U.S. Ex. 40,490	2071581345-1365	Marlboro/Camel Consumer Research (Project Cost \$39,800)	February 6, 1991	Analysis of perceived attributes of Joe Camel & Marlboro Man (in context of respective campaigns) by young males 18-24 via telephone interviews nationwide. "Marlboro owns valuable image dimensions quite different from Camel. Marlboro is 'Rugged and Macho' ... (at 1345)
Masculinity, ruggedness, toughness	U.S. Ex. 20,459	2045060177-0203	The Viability of the Marlboro Man Among the 18-24 Segment	March 1992	The Marlboro Man was quite successful in conveying a mature image: "All-American; hardworking/trustworthy; rugged individual, man's man (experienced, sure of self, confident, in charge, self-sufficient, down to earth, cool/calm, get the job done); admire his strength ..." (at 0186)
Masculinity, ruggedness, toughness	U.S. Ex. 23,993	2048881371-1409	Marlboro Region 5 Image Study	July 18, 1995	"Nationally the brand has a tougher, more rugged image as well as being perceived as popular and contemporary." (at 1371)
Masculinity, ruggedness, toughness	U.S. Ex. 89,187	2047134293-4297	Male Marlboro Smokers Review	December 21, 1995	Reports on 16 focus groups with male Marlboro smokers. "The most common associations with the brand [Marlboro Red] were 'rugged,' 'tough,' 'masculine,' 'cowboy,' 'outdoors,' and the 'West.'" (at 4293)
Masculinity, ruggedness, toughness	U.S. Ex. 39,533	2062311988-1994	Marlboro Menthol Overview	July 25, 1996	"For all smokers, there is a conflict between the rugged, masculine image of Marlboro Red and the cool refreshing feelings they associate with Menthol." (at 1991)

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U.S. Exhibit 17,565

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Masculinity, ruggedness, toughness	U.S. Ex. 45,353	2080929994-0053A	IT Marketing Overview	1999	The Marlboro Image is “Described as male, well built, casually dressed, single, in his late 20’s-early 30s. His rugged masculinity is reflected in his affinity for the outdoors.” (at 0011) “The Marlboro image is unique in the way it combines aspirational and approachable qualities - The aspirational dimension is comprised of traits such as individualism, adventurousness, freedom, confidence, excitement and mastery - Represents the masculine ideal; - He’s in charge of himself and his destiny; - <i>He usually gets what he wants;</i> - <i>You go to him, he doesn’t come to you</i> (all at 0013). These are the core values of Marlboro Country ... Masculinity, Freedom, Adventure, Limitless Opportunities, Self-sufficiency, Mastery of Destiny, Harmony with Nature.” (at 0017)
Masculinity, ruggedness, toughness	U.S. Ex. 42,965	2073318205-8466	Marlboro Direct Mail Equity Study	November 1999	Direct mail efforts (Unlimited Magazine, YAS equity, YAS promotional, Savings/coupons/mainline mailing, and gear) contribute higher ratings on “masculine.” (at 8229)
Masculinity, ruggedness, toughness	U.S. Ex. 41,549	2072468442-8550	1999 Marlboro Mainline Pool Research Among YAMS	December 1999	Cowboy/Smoking “Communicates who the Marlboro Man is: Aspirational: masculine, rugged, self-confident, in-control, and individualistic”... (at 8539)
Masculinity, ruggedness, toughness	U.S. Ex. 46,161	2703204524-4539	Marlboro Mediums Review of Learnings	January 2002	“Reinforce equities of the flagship: Masculinity/flavor. The red color.” (at 4533) Medium smokers perceptions of Reds: Tough/rugged man; ... Somewhat aggressive. (page 4539)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

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Masculinity, ruggedness, toughness	U.S. Ex. 67,921	500574161-4170	Memo from Donald Tredennick	July 3, 1974	Noted that, “Marlboro is often selected initially because ... its advertising has consistently communicated a manly, tough confident user image and smoking characteristics consistent with this image. This image conforms closely with many young smokers (sic) need for ‘support’ in stressful situations.” (at 4166)
Masculinity, ruggedness, toughness	U.S. Ex. 20,937	554000052-0060	Memo from A. G. Forsythe (Brown and Williamson)	March 6, 1985	Stated that, “Marlboro built its business on the masculine Marlboro country TA campaign.” (at 0053)
Independence, autonomy, freedom	U.S. Ex. 39,453	2062310887-1016	Men’s vs. Women’s Attitudes [may not be the first page]	Undated	Marlboro images endorsed by more than 40% of men included: “independent.” (at 0912)
Independence, autonomy, freedom	U.S. Ex. 89,188	2703203355-3370		Undated	Graphs showing the rating of various brands on “Personality ratings.” “Independent” and “Leader” are sixth and fifth most important attributes. (at 3360)
Independence, autonomy, freedom	U.S. Ex. 78,341	2071385650-5658	Letter to Jeanne Bonhomme regarding questionnaire to be used to assess smokers	June 23, 1989	One aspect to be assessed is “Self-confidence” (e.g., “I usually express my opinion even if I disagree with most of the group”). (at 5655) Another was “Leadership/Independence” (e.g., It’s very important for me to be independent.” (at 5656)
Independence, autonomy, freedom	U.S. Ex. 20,459	2045060177-0203	The Viability of the Marlboro Man Among the 18-24 Segment	March 1992	“The Cowboy as a symbol ... desire to be independent, self-sufficiency ... the ability to be a man (risk taker, vigor, vitality, rugged, stand up and be counted) Desire for Freedom...sense of adventure ...” (at 0184)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

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Independence, autonomy, freedom	U.S. Ex. 45,906	2501174579-4584	Marlboro Worldwide Creative Issues and Guidelines	May 18, 1993	“From an image standpoint, Marlboro stands for self-confidence, freedom of choice, leadership, strength, independence. The advertising proposition is: ‘Come to Where the Flavor Is ... Come to Marlboro Country’ Marlboro country is about fantasy and escape—a mythical place and state of mind where you are who you choose to be, command your own destiny and do what others only dream about.” (at 4583)
Independence, autonomy, freedom	U.S. Ex. 23,899	2040910847-0848	Female Marlboro Focus Groups	June 23, 1995	“[M]any of these smokers described themselves as ‘bold,’ ‘outspoken,’ ‘independent,’ and ‘strong.’ Further, they view Marlboro as representing these qualities and therefore immediately identify with the brand image.” (at 0847)
Independence, autonomy, freedom	U.S. Ex. 42,825	2073298480-8559	1997 Marlboro Mainline Pool Research Among YAMS	August 1997	Among key findings: “Core brand values of freedom (openness of the land), independence, lack of restraints/limits, strong-willed, ruggedness continue to be underscored by the Big Country group as a whole.” (at 8497)
Independence, autonomy, freedom	U.S. Ex. 41,549	2072468442-8550	1999 Marlboro Mainline Pool Research Among YAMS	December 1999	“[C]ore brand values of freedom, independence/self-sufficiency, and ruggedness clearly come through.” (at 8465)
Independence, autonomy, freedom	U.S. Ex. 45,398-45,399	2081339427-9434	YAS Dialogue Qualitative Focus Groups	February 14, 2001	“Road Trip [one of proposed direct mailings] tapped into emotions of freedom and adventure. ‘It’s about escaping from the day-to-day worries and stress.’ ‘It’s being free and easy. You’ve got no commitments and you can relax.’” (at 9427)
Peer influence and the role of popularity	U.S. Ex. 46,131	2703203702-3745		Undated	Presents ratings of Marlboro by different age groups. Among the ratings are a set on the popularity of the brand (most popular brand, most popular in country, best-known brand in world, etc.). (at 3702)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Peer influence and the role of popularity	U.S. Ex. 89,188	2703203355-3370		Undated	Graphs showing the rating of various brands on 13 dimensions. The most important rating is “Popular with friends.”
Peer influence and the role of popularity	U.S. Ex. 39,453	2062310887-1016	Men’s vs. Women’s Attitudes [may not be the first page]	Undated	Marlboro images endorsed by more than 40% of men included “nice guy, follows the crowd, and popular/leader.” (at 0912)
Peer influence and the role of popularity	U.S. Ex. 22,357	03537131-7132	Lorillard Memo from Ted Achey, Director of Sales in the Midwest – Subject: Product Information	August 30, 1978	Observed that “Newport in the 1970’s is turning into the Marlboro of the 60’s and 70’s. It is the ‘In’ brand to smoke if you want to be one of the group.” However, it noted that, “Our problem is the younger consumer that does not desire a menthol cigarette. If that person desires a non-menthol, but wants to be part of the ‘In-group’, he goes to Marlboro.” (at 7131)
Peer influence and the role of popularity	U.S. Ex. 22,334	1000390803-0855	Young Smokers: Prevalence, Trends, Implications, & Related Demographic Trends: Memorandum by Myron Johnston, Senior Economist for Research & Development at Philip Morris	March 31, 1981	“At least a part of the success of Marlboro Red during its most rapid growth period was because it became <u>the</u> brand of choice among teenagers ... ” [emphasis in the original] (at 0808)
Peer influence and the role of popularity	U.S. Ex. 68,359	512544528-4537		1985	A 1985 R.J. Reynolds document notes that younger adult smokers “... are still driven by peer pressure and are surrounded by Marlboro smokers.” (at 4535)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

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Peer influence and the role of popularity	U.S. Ex. 20,937	554000052-0060	Memo from Brown and Williamson Brand Assistant, A.G. Forsythe	March 6, 1985	Memorandum concerning issues surrounding the marketing of Kool and the success of Newport and Marlboro. “They have peer group acceptance and high perceived popularity.” The success of Marlboro was “...supported by on-campus programs that helped establish the brand as a young adult brand [and] peer group momentum was established that has been sustained through today.” (at 0052-0053)
Peer influence and the role of popularity	U.S. Ex. 78,341	2071385650-5658	Letter to Jeanne Bonhomme regarding questionnaire to be used to assess smokers	June 23, 1989	One aspect to be assessed is “Aspirational” (e.g., “I like to imagine how it would be to be rich and famous”). (at 5656)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

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Peer influence and the role of popularity	U.S. Ex. 85,185	2044895379-5484	Worldwide Marlboro Monitor – Five Year Trends: 1988-1992	1992	<p>“Thus, the vitality and development of the Marlboro Red franchise depends on a growing share of young adult smokers.” (at 5388)</p> <p>“In markets where Marlboro Red’s share of young adult smokers has declined, share of starters was also down. Thus, the ability to attract new smokers and develop them into a young adult franchise is key to brand development.” (at 5389)</p> <p>“If the young adult smoker franchise is not growing, the brand profile ages over time, which means a smaller proportion of its smokers are in the prime target. As a result, the brand is less visible and impactful among our target smokers and their peer group.” (at 5389)</p> <p>“However, in Marlboro Red’s growth markets, the key indicators—share of starters, share of YAS, young brand profile and high image—are all positive and contributing towards building a strong franchise.” (at 5390)</p>
Peer influence and the role of popularity	U.S. Ex. 20,459	2045060177-0203	The Viability of the Marlboro Man Among the 18-24 Segment	March 1992	<p>“Any changes to the Marlboro Man’s persona must be done slowly, in incremental steps, with consumer feedback to validate it. Otherwise, it could be viewed as unwarranted tampering with a significant tradition. However to ignore the impudence of the Camel could also be gambling with the entry level smoker and the future of the Marlboro franchise.” (at 0180)</p> <p>“ ... Marlboro should act to minimize the effectiveness of Camel’s appeal to the values of the 18-24 segment ... Belonging is important to the 18-24 segment ... Broaden the advertising to make him ... less aloof, less severe and tough, more accessible.” (at 0200)</p>

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

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Peer influence and the role of popularity	U.S. Ex. 66,785	2048735500-5604	Profile of the Young Adult Marlboro Smoker Part 1: Males, 18-24 Years Old	August 1994	Reasons Marlboro Full Flavor Smokers gave "... for first buying regular brand: Popular with my friends (46%) ... An 'in' brand ..." (24%) (at 6405)
Peer influence and the role of popularity	U.S. Ex. 89,208	2071596141-6191	untitled	circa 1995	"The Majority of Marlboro YAS and Newport Black YAS perceive Their Respective Brands as Being the Most Popular" (at 6151) "Excluding discount YAS, popularity and share among YAS are highly correlated." (at 6152) "Marlboro's perceived popularity among YAS exceeds all other brands combined." (at 6155) "Marlboro is the dominant brand among young adult smokers both in terms of the share and popularity levels." (at 6163)
Peer influence and the role of popularity	U.S. Ex. 39,533	2062311988-1994	Marlboro Menthol Overview	July 25, 1996	"Newport is perceived as the most popular menthol brand and one of the most popular brands overall. It is seen as a hip, cool, social cigarette that is especially popular among African Americans." (at 1990)
Peer influence and the role of popularity	U.S. Ex. 39,742	2063515175-5197	Marlboro Marketing Mix Monitor	January 1996	Top ten attributes that come to mind "...when you think of Marlboro" (at 5178): "High quality," "good tasting," "most popular," "all-American brand," "My friends would smoke it," "Dependable," "Popular with both men and women," "Growing in popularity," "Values its smokers," "Best known brand in the world." (at 5182)
Peer influence and the role of popularity	U.S. Ex. 39,532	2062311984-1986	Marlboro YAMScan: A proposal	July 1996	Proposes study to see if Marlboro is still being seen as "growing in popularity" among urban white YAMS. Concern is due to growth by Newport in Northeast urban areas. (at 1985)

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U.S. Exhibit 17,565

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Peer influence and the role of popularity	U.S. Ex. 42,882	2073298448-8478A	1997 Marlboro Mainline Pool Research Among YAFS	1998	“[N]early all YAFS found aspects of the campaign that were both relevant and appealing to them. They sparked particularly to: Themes that are relevant to all YAS, such as social situations, friendship, relaxation, enjoying nature/escape from stressful urban life....” (at 8450)
Peer influence and the role of popularity	U.S. Ex. 42,808	2073056330-6412	Young Adult Smoker Lifestyle and Attitude Segmentation.	February 1998	Marlboro’s strength is among two groups: Hollow followers—who are high on their desire for acceptance and at the midpoint on the security-excitement dimension. Macho materialists are high on excitement and acceptance. (at 6335)
Peer influence and the role of popularity	U.S. Ex. 42,957	2073308392	Metro YAS+ Tracking	June 29, 1998	“Marlboro is perceived as the most popular brand among 21-29 year olds, with Newport a distant second.” It is also seen as “growing in popularity ...” (all at 8392)
Peer influence and the role of popularity	U.S. Ex. 42,956	2073308359-8378	Metro YAS Tracking Study - Post Wave I - Final Report	August 1998	Evaluating retail visibility promotion programs and bar programs as ways of counteracting decrease in Marlboro’s market share among young adult smokers. These programs were implemented to increase Marlboro’s “... perceived popularity” and “to improve the brand’s relevance by increasing its association with YAS’ lifestyles and self images in these Metro areas.” (at 8360)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

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Peer influence and the role of popularity	U.S. Ex. 42,921-42,955	2073308307-8358	Untitled. Presents ratings of brands on popularity from the YAS Tracking Survey	Sept. 1998	“The programs [retail promotion and bar program] were implemented to increase Marlboro’s top-of-mind awareness and perceived popularity.” (at 8357) “Marlboro was recognized as a growing brand by both its own smokers and competitive smokers.” (at 8309). Retail visibility program increased awareness of Marlboro promotions. “Marlboro continues to be the ‘Most visible brand’ in stores but Newport and Camel mentions are increasing among competitive smokers.” (at 8348)
Peer influence and the role of popularity	U.S. Ex. 42,906-42,912	2073308055-8067	Untitled tables involving percent of Core, Prime Prospects and Other Prospects who endorsed various items	September 16, 1998	51% of “prime prospects” described themselves as popular. (at 8055)
Peer influence and the role of popularity	U.S. Ex. 43,390	2073970827-0848	Retail Prominence In-Store Test	February 1999	Summary of findings from survey conducted in 119 convenience stores: “Marlboro is clearly the leading brand in terms of perceived retail visibility, not only compared to other brands of cigarettes, but across categories as well. The Retail Masters program is an effective vehicle for enhancing Marlboro’s perceived retail prominence ... On Counter product displays are more effective in driving visibility than signage.” (at 0831)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

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Peer influence and the role of popularity	U.S. Ex. 46,169	2703811701-1762	Marlboro Marketing Mix Monitor 1999	circa November 1, 1999	Whereas Marlboro had been promoted through advertising and country music in 1985, by 1999 there were eight marketing programs. In addition to Advertising and General Music” there were Racing School, Direct, Gear Programs, Party at the Ranch, Marlboro Bar Nights, and New Ways to Use Miles. (at 1702). The core personality of Marlboro includes Leadership (popular, is a leader, confident, successful). (at 1720)
Peer influence and the role of popularity	U.S. Ex. 43,350-43,351	2073578573-8694	National Market Structure Study	May 1999	“Both YAMS and YAFS value peer popularity of a brand very highly compared to older menthol smokers.” (at 8605)
Peer influence and the role of popularity	U.S. Ex. 20,536	2080499829-9896	1999 Philip Morris Print Leadership Initiative Overview	1999	Philip Morris would select magazines to place advertising in, in part, in terms of a “magazine’s perceived leadership value” and whether or not the magazine is a “dynamic/growing publication.” Advertisements should “Achieve a certain degree of unexpectedness.” (at 9849, 9854)
Peer influence and the role of popularity	U.S. Ex. 43,349	2073578509-8570	Marlboro Marketing Mix Monitor	November 1999	The top ten attributes of Marlboro’s core brand personality include popular, is a leader, confident, successful. (at 8528)
Peer influence and the role of popularity	U.S. Ex. 46,131	2703203702-3745		May 2001	Among the top ten attributes of Marlboro’s core brand personality: popular, is a leader, confident, successful. (at 3727) Again, as in previous years, “... females stress the sociability and popularity of the brand.” Focus more on sociability. (at 3728)

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Peer influence and the role of popularity	U.S. Ex. 45,669	2085231513-1535	POSiTrack Wave II	June 30, 2001	A study of the impact of point of sale marketing. “Although the Mainline Cowboy theme was last at retail in October 1999, it continues to be the most recognized theme among both Marlboro and competitive smokers. Respondents are aware that it has been some time since Mainline appeared at retail.” (at 1513) This document also shows that the Mainline theme projects a positive image among Marlboro smokers; 55% associated the theme with the brand being “one of the most popular in country” and 43% associated it with it being popular with friends and growing in popularity. (at 1523)
Adventure and excitement	U.S. Ex. 39,453	2062310887-1016	Men’s vs. Women’s Attitudes [may not be the first page]	Undated	Marlboro images endorsed by more than 40% of men included: “adventurous.” (at 0912)
Adventure and excitement	U.S. Ex. 89,188	2703203355-3370		Undated	Graphs showing the rating of various brands on “Personality ratings.” “Exciting” is the fourth most important attribute. (at 3360)
Adventure and excitement	U.S. Ex. 39,520	2062311535-1551	Marlboro Marketing Mix Study	February 1996	“The scope of marketing exposures had exploded over the past 10 years.” (at 1536) “A qualitative study among young adult male Marlboro Red smokers which provides a rich ‘portrait’ of this most image conscious segment’s view of the key Marlboro equities.” (at 1538) “Racing is a rich source of excitement, energy, and competitive spirit for Marlboro.” (at 1549)

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U.S. Exhibit 17,565

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Adventure and excitement	U.S. Ex. 42,897	2073308046-8067	tables involving percent of Core, prime prospects and other prospects who endorsed various items	September 1998	77% of “prime prospects” described themselves as fun loving; 67% as exciting. (at 8055)
Adventure and excitement	U.S. Ex. 46,169	2703811701-1762	Marlboro Marketing Mix Monitor 1999	circa November 1, 1999	The core personality of Marlboro included “adventurous, active, likes action/excitement, lives life to fullest.” (at 1720)
Adventure and excitement	U.S. Ex. 43,352	2073578697-8699	Unlimited Magazine Research	June 18, 1999	“The magazine has an action/adventure format and tries to represent the core equities of the brand.” (at 8697)
Adventure and excitement	U.S. Ex. 43,349	2073578509-8570	Marlboro Marketing Mix Monitor - 1999	November 1999	The top ten attributes of Marlboro’s core brand personality include adventurous, active, likes action/excitement, lives life to the fullest. (at 8528)
Adventure and excitement	U.S. Ex. 42,965	2073318205-8466	Marlboro Direct Mail Equity Study	November 1999	Direct mail efforts (Unlimited Magazine, YAS equity, YAS promotional, Savings/coupons/mainline mailing, and gear) contribute higher ratings on “active, likes action/excitement, lives life to fullest.” (at 8229)
Adventure and excitement	U.S. Ex. 45,329	2080458289-8291	Marlboro Road Warriors Creative Brief	February 28, 2000	Trying to “Generate NEWS & excitement about Marlboro among young adult smokers.” (at 8289)
Adventure and excitement	U.S. Ex. 45,389	2081338997-8999	Marlboro Imagery Among Menthol YAS Exploratory—Final Report	February 9, 2001	“Newport YAS say menthol equals ‘energy’ ‘excitement.’” (at 8998)
Adventure and excitement	U.S. Ex. 46,131	2703203702-3745		May 2001	Among the top ten attributes of Marlboro’s core brand personality: adventurous, active, likes action/excitement, lives life to the fullest. (at 3727)
Adventure and excitement	U.S. Ex. 46,161	2703204524-4539	Marlboro Mediums Review of Learnings	January, 2002	Medium smokers’ perceptions of Reds: “... Action/excitement ...” (at 4539)

Demonstrative 11: Themes and Images in Marlboro Marketing That Appeal to Adolescents

U.S. Exhibit 17,565

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Sports	U.S. Ex. 38,934	2058205647-5648	Memo: Capital Appropriation for \$4,953,000 to Purchase a Diamond Vision Scoreboard System and Advertising Panels	February 4, 1983	Discusses appropriation for a Marlboro sign at Three Rivers Stadium in Pittsburgh, the home of the Pittsburgh Steelers and the Pittsburgh Pirates.
Sports	U.S. Ex. 38,706	2048639501-9517	Marlboro Motorsports Program 1990 Marketing Plan	circa 1990	Describe the history of Marlboro’s involvement in CART Indy Car racing “Marlboro’s presence in Indy Car racing provided the brand with significant increases in visibility and awareness.” (at 9504)
Sports	U.S. Ex. 39,520	2062311535-1551	Marlboro Marketing Mix Study	February, 1996	Summary cites "rugged masculine positioning" with racing adding "exciting contemporary layer of masculine imagery" (at 1551)
Sports	U.S. Ex. 41,558	2072516263-6267	Summary of a meeting regarding Marlboro Racing for 1997	July 22, 1996	“Racing adds a contemporary overlay to Marlboro Country, emphasizing mastery, challenge and adventure, and supports the quality and leadership of the brand.” (at 6263) “Ads should first serve the purpose of image extension, and <i>secondarily and selectively</i> serve the purpose of race promotion.” [emphasis in original] (at 6266)
Sports	U.S. Ex. 43,349	2073578509-8570	Marlboro Marketing Mix Monitor	November 1999	“Racing school brings excitement and masculine appeal to the brand.” (at 8543)
Sports	U.S. Ex. 70,716	2079137073-7137	Untitled presentation. Starts with PMUSA Mission Statement. Focuses on “marketing’s role in supporting the mission.” (at 7073)	March 2, 2001	Marlboro Racing School will “Dimensionalize Marlboro’s core equities: independence, adventure, etc.” (at 7101)

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Relaxation	U.S. Ex. 46,310	2073178927 A- 8956	Summary of Findings (regarding Marlboro Milds)	Undated	“The laid back tone of the advertising is clearly recognized.” Ratings on “Relaxed/Laid Back,” “Tranquil” ... (at 8944)
Relaxation	U.S. Ex. 89,209	2071596383-6434	Profile of the Young Adult Marlboro Smoker Part 1: Males, 18-24 Years Old	August 1994	They agree with: “I feel relaxed when I smoke.” (at 6404)
Relaxation	U.S. Ex. 39,366-39,367	2061701079-1088	Marlboro Milds Research Findings	September 15, 1998	Six focus groups (among Africa-American smokers, 21-29) on two creative executions under consideration (“Chair” and “Campfire”) “[T]he ads strongly communicated that Marlboro Milds would leave them with a ‘mellow feeling’ and a sense of ‘relaxation...’” (at 1079)
Relaxation	U.S. Ex. 43,236	2073373190-3196	Topline of Project Blue In-depth Interviews in Chicago	May 12, 1999	Point of Sale ad, “Boots” evoked statements such as: “Kick back, relax. Enjoy life.” (at 3192) The Ad, Windmill “seemed to convey a strong sense of relaxation...” (at 3193)
Relaxation	U.S. Ex. 43,235	2073372904-2912	Qualitative Research on Marlboro Milds Creative	November 1999	Ads evoke “relaxing,” “kicking back,” “taking it easy,” “calm,” and “serenity.” (at 2908)
Relaxation	U.S. Ex. 41,549	2072468442-8550	1999 Marlboro Mainline Pool Research Among YAMS	December 1999	“Commonly, YAMS are thought to crave excitement and novelty. But, based on their reaction to ‘relaxing’ imagery, they also seem to be looking for escape from daily stress.” (at 8453)