

**Demonstrative 12: Themes and Images in Parliament Marketing That Appeal to Adolescents**

U.S. Exhibit 17,566

<b>Topic or Image</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Decision to Reposition Parliament	U.S. Ex. 37,530	2040737361-7378	Parliament Lights Recommended 1988 Media Plan	September 21, 1987	<p>“Advertising will be targeted towards smokers aged 18-49 with primary emphasis against those aged 18-24, evenly split males vs. females.” (at 7362)</p> <p>“Magazines were then selected in rank order of efficiency against Adults 18-49, and rank of composition against Adults 18-24, after judging editorial appropriateness.” (at 7364)</p>
Decision to Reposition Parliament	U.S. Ex. 38,409	2045291173-1223	Parliament Lights Recommended 1988 Media Plan	March 2, 1988	<p>“Utilize media that can most impactfully deliver advertising message to the target.” (at 1174)</p> <p>“Target advertising to smokers 18-49 with emphasis against 18-24.” (at 1174)</p>
Decision to Reposition Parliament	U.S. Ex. 89,211	2061704295-4296			Category I (confidential)
Decision to Reposition Parliament	U.S. Ex. 40,460	2071446465-6482	A Consumer Perspective Fundamentals of Young & Rubicam’ Approach to the Tobacco Category	July 12, 1996	<p>“Significant choice moments in cigarette smoking trends to coincide with critical transition stages in life First brand of choice - youthful conformity/rebellion.” (at 6472)</p> <p>“Seizing the Window of Opportunity Necessary to fully understand the complex issues and conflicts that today’s smokers are dealing with, especially young adult smokers</p> <ul style="list-style-type: none"> <li>-Young adult years (20’s and 30’s) are always a time of great intensity with respect to identity formation</li> <li>-Usual turmoil exacerbated by a broader climate of profound volatility and uncertainty</li> <li>-Clarity of brand identity is more important than ever before – for all brands</li> <li>-Enduring brand images are forged in the young adult years” (at 6476)</li> </ul> <p>“The YAMS Challenge: Masculinity and Spontaneity are the Defining Issues.” (at 6481)</p>

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Decision to Reposition Parliament	U.S. Ex. 45,449	2081804781-4820	Untitled <i>Partial Document, Notes of Speech</i> Shelby Rafferty Senior Brand Manager	January 5, 1999	“establish this brand as a legitimate competitor to Camel, Winston & Newport ....”(at 4785) Philip Morris chose to compete against these brands because “... they are all vital and growing...particularly among young adult smokers.” (at 4786)
Decision to Reposition Parliament		Deposition	Shelby Jean Rafferty	July 8, 2003	“It was my job responsibility to develop a young adult smoker alternative for Philip Morris.” (at 61:20-22) PM identified the target audience for Parliament advertising as “young adult smokers,” defined as “Smokers of legal age to 24.” (at 67) Shelby Rafferty testified that in developing the campaign she looked at the brand positioning of Newport, Marlboro, Winston, and Camel. (at 66) She stated that it was “Because they were other young adult smoker brands.” (at 67)
Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 89,193	2061704297-4298			Category I (Confidential).
Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 89,191	2063726582-6584	Parliament Menthol Lights - Exploratory Qualitative Phase Two & Three - Final Report	November 13, 1995	“...both creative campaigns...share certain commonalities—water, couples, green and ‘Escapism’ theme. As a result, they both were found to communicate a general sense of vacation, relaxation, enjoyment, romantic relationships and menthol identity....” (at 6582)

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Association of the Brand with Images of Escape	U.S. Ex. 24,572	2071441043-1044	Parliament Menthol Advertising Exploration	March 6, 1992	Focus groups with 18-24 year old menthol smokers. Evaluated five possible campaigns. "Horizon had a young adult, active, upbeat feeling that is appealing to these smokers." (at 1043) "...a relaxing moment (after activity, hanging-out, etc.) would be more appealing to this group and may have greater potential." (at 1043)
Association of the Brand with Images of Escape	U.S. Ex. 70,315	2063726836-6866	Untitled ( <i>concerns test of New Pack design</i> )	Estimated 1995	New Pack design clearly preferred by Parliament and competitive smokers. (at 6838)
Association of the Brand with Images of Escape	U.S. Ex. 70,345	2063727013-7015	Parliament Blue Packaging Quantitative Study - Final Report	October 19, 1995	"...the New Pack was overwhelmingly preferred to the Current Pack..." (at 7013) The New Pack has "...stronger signals of class, style, trendiness, elegance, expensive and high quality than the Current Pack." (at 7014) "The New Pack is also more likely to be perceived as modern, innovative and contemporary which lead it to being less often described as traditional versus the Current Pack." (at 7014)
Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 70,315	2063727032-7074	Parliament Packaging Study	December 1995	Attributes of the New Pack noted by more than 50% of 18-34 year old Parliament Smokers: Modern, classy looking, stylish, trendy. (at 7037)

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Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 43,343	2073454502-4595	Parliament Blue Image Study Research Proposal	Circa 1996	<p>Parliament "...is the fourth largest brand among 18-34 year old lights smokers in [Region 1]..." (at 4503)                      Region 1 is the only region in which it is "supported."                      The research objectives included: "To explore young adult smokers' (YAS) perceptions of Parliament Lights..." (at 4504)                      "More than half of Parliament blue's smoker share falls in the 18-34 year old age bracket in Region 1." (at 4509)                      "Young adult women smokers (18-24) view the typical Parliament Lights smoker ...as someone who is more adventurous, lives life to the fullest." (at 4521)                      "Parliament Blue has the highest smoker share among 18-24 year old females." (at 4529)                      "Parliament Lights advertising suggest wealth to all smokers." (at 4535)                      Other attributes that respondents indicated were communicated by Parliament Lights ads: "'Likes to travel;' 'upscale/sophisticated/classy;' 'free spirited;' 'has a lot of leisure time.'" (at 4537)                      Comments about Parliament Light smokers include:                      "'They are beautiful people who have lots of money;' 'Rich, famous, and relaxed;' 'Successful, confident, somewhat snobbish' 'A Relaxed person that enjoys life.'" (all at 4539)</p>

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Association of the Brand with Images of Escape	U.S. Ex. 43,343	2073454502-4595 (continued)			<p>“Parliament smokers are more likely than competitive smokers to say they have style and are sophisticated, while competitive smokers describe themselves as more everyday and hardworking.” (at 4542)</p> <p>Self-descriptions of Parliament smokers: fun, down-to-earth; mature; independent; confident; adventurous; popular; cool/with it.” All these descriptive characteristics were endorsed by more than 50% of Parliament smokers. (at 4543)</p> <p>Aspirations of Parliament Lights smokers that were endorsed by more than 30% of respondents include: successful, attractive, honest, has style, fun, popular, sophisticated. (at 4545)</p>
Association of the Brand with Images of Escape	U.S. Ex. 70,717	2080490740-0774	Life After Launch: Parliament Creative Development and Photoshoot for Year 2000	August 6, 1999	<p>Deep emotional elements of smoking include “escape, adventure; independence, personal expression; edgy, exciting.” (at 0745)</p> <p>The document presents a ‘Creative Framework:’ to “create a place that connects with YAS on an emotional level -provides escape with a sense of mysterious adventure; -edgy and exciting feel and look; -gives a feel of detachment and control; -independent and personal.” (at 0765)</p>
Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 40,401	2071186648-6693	Project PXB update	Circa 1999	<p>“Advertising... Connotes relaxation, ‘vacation from ordinary’ and fun.” (at 6670). “Brand essence consistent yet evolved - Escape/getaway is still aspirational but not as sophisticated and potentially ‘out of reach.’” (at 6671)</p>

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Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 89,194	2080496256-6267		May 3, 2000	Confidential.
Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 45,340	2080534400-4483	Parliament Image Study Final Report	August 2000	<p>Interviewed smokers 18-34 years of age. Got unaided imagery for Parliament and then showed campaign boards for Parliament, Marlboro, Newport, and Camel. (at 4404)</p> <p>Sample overweighted to 18-24 year olds.</p> <p>“Parliament’s current image appears to be more appealing to Camel brand smokers and to smokers 18-24.” (at 4412)</p> <p>Sociable, fun and easy-going young adults who seek the most out of life...” (at 4415)</p> <p>Compared with the image of Parliament in 1996, the typical Parliament smokers is “...perceived to be more young-adult...” (at 4416)</p> <p>Exposure to the current Parliament advertising raised perceptions on the following attributes: advertising you like, up-to-date; part of good times; modern, contemporary; popular; cool, hip brand; trendy, changes with times; and prestigious. (at 4422)</p> <p>Exposure to Parliament advertising led to more than 50% of respondents to describe the Parliament smoker as: fun; relaxed; lives life to the fullest; unique, individual style; always looking for a good time. (4435)</p>

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Association of the Brand with Images of Escape, Relaxation, and Luxury	U.S. Ex. 45,340	2080534400-4483 (continued)	Parliament Image Study Final Report	August 2000	<p>Imagery of Parliament: “‘Sophisticated Fun Seekers’ The typical Parliament smoker is a man or woman living in an urban area who enjoys listening to current rock/pop, classical, or jazz. ... They are perceived as fun, easy-going and having a unique individual style. The brand image is portrayed as stylish, part of the good times and social.” (at 4428)</p> <p>Under summary of findings it states that Parliament advertising conveys an image of Parliament that is “Sophisticated &amp; Aspirational” and “Fun &amp; Attainable.” (at 4459)</p> <p>“Young adult smokers are more likely to find Parliament appealing.” (that is, 18-24 vs. 25-34 year olds) (at 4479)</p>

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Association of the Brand with Images of Escape	U.S. Ex. 45,332	2080496161-6169	Parliament Communication Strategy	August 11, 2000	<p>“Communication Objective: To build ...awareness and trial through appealing, differentiated imagery which speaks relevantly to YAS - especially those who are considering a change from Camel, Winston, Newport, or other premium brands.” (at 6163)</p> <p>“Parliament offers YAS an alternative mainstream choice, a brand that makes a unique statement.” (at 6165)</p> <p>Under Advertising Strategy: “Parliament is for those...who are looking for more -- something that makes more of a statement of who they are ... it offers a fun, never boring, never ordinary, smooth smoking experience.” Hand written next to this, are the words: confident; self-assured; self-defined; independent thinking; open-minded. (at 6166)</p> <p>“The Parliament brand is the perfect destination for discerning YAS who seek excitement and satisfying smoking pleasure.” (at 6166) [Notes: “Pleasure” deleted and replaced with “experience” and handwritten at bottom of page is: “excitement—fun anticipation/expectation.” (at 6166)</p>
Association of the Brand with Images of Escape		Deposition	Robert Mikulay	July 1, 2002	<p>“And so the whole positioning, from the marketing statement, was the double entendre of ‘The Perfect Recess,’ recessed filter, and perfect recess, relaxation, laid back kind of attitude.” (at 82, lines 8-11)</p>
Association of the Brand with Images of Escape	U.S. Ex. 89,201	2061702941-2941			Category I (confidential)
Association of the Brand with Images of Escape		Deposition	Susan Lauinger, Parliament Brand Manager, 1995-2001	July 2, 2003	<p>The things Philip Morris tried to communicate about Parliament were “... that Parliament was about relaxation ... Parliament was about getaways or destinations ... Parliament was about sociability.” (at 88)</p>

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Romance	U.S. Ex. 70,309	2063709628-9842	Parliament Direct Mail Telephone Research	August 1994	Parliament Smoker Profile attributes endorsed by more than 20% included: sophisticated people, romantic people, friendly people. (at 9646)
Romance	U.S. Ex. 89,191	2063726582-6584	Parliament Menthol Lights - Exploratory Qualitative Phase Two & Three - Final Report	November 11, 1995	“The look and action of the couples was found by many respondents to convey a fantasy romance.” (at 6582)
Romance	U.S. Ex. 43,343	2073454502-4595	Parliament Blue Image Study Research Proposal	Circa 1996	Attributes that respondents indicated that Parliament Lights advertisements communicated: Likes to have fun; in love/romantic. (at 4537)
Romance	U.S. Ex. 45,340	2080534400-4483	Parliament Image Study - Final Report	August 2000	Exposure to Parliament advertising led to more than 50% of respondents to describe the Parliament smoker as romantic. (at 4435)
Sociable	U.S. Ex. 45,340	2080534400-4483	Parliament Image Study - Final Report	August 2000	Parliament Advertising portrays “Sociable, fun and easy-going young adults who seek the most out of life ...” (at 4415) Exposure to Parliament advertising led to more than 50% of respondents to describe the Parliament smoker as: social; fun; friendly; confident; and easy going. (at 4435) “The brand image is portrayed as stylish, part of the good times and social.” (at 4428) The percent of respondents who say that Parliament is “growing in popularity” increased to 23% from 16% in 1996. (at 4475)
Sociable	U.S. Ex. 70,718	2080490882-0912			Category I (confidential)