

Demonstrative 13: Images and Themes in the Newport Campaigns That Appeal to Adolescents

U.S. Exhibit 17,567

Image	Exhibit Number	Bates Number	Document Title or Topic	Document Date	Quote/Example
Popularity, social success	U.S. Ex. 22,357	03537131-7132	Product Information	August 30, 1978	“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.” (at 7131)
Popularity, social success	U.S. Ex. 55,927	83896981-7009	An Exploratory Study for Newport Smoking and Purchase Behavior of Young Adults	October, 1981	“Adoption of current brand was very often motivated by a desire to smoke the same brand as a close friend or friends.” (at 6989)
Popularity, social success	U.S. Ex. 57,155	91949806-9831	Newport Promotional Concepts	November 11, 1993	Objectives include to “Strengthen Newport’s competitive edge as the peer brand among young adult smokers.” (at 9808) Regarding one ad, “The atmosphere of camaraderie and positive attitude collectively support the ‘Alive with Pleasure’ heritage.” (at 9813)
Popularity, social success	U.S. Ex. 74,423	91950191-0242	Final Report on Eight Focus Groups with Black and White Users of Newport, Salem, and Kool Cigarettes On Issues Related to Newport Cigarettes and its Advertising Campaign	January, 1994	Blacks smoke Newport “...because they perceive Newport as an ‘in’ cigarette that is popular among their friends and peers.” (at 0199) “Black Salem/Kool Smokers relate Newport to ...popularity...” (at 0196) “The Black Newport smokers perceive a typical Newport smoker as being <u>sporty, hip, upscale, laid back, and very modern.</u> ” (at 0195, emphasis in original)
Popularity, social success	U.S. Ex. 74,415	91840214-0311	An Evaluation of the Newport “Pleasure on Wheels” Promotion Tiers 1 and 2	July, 1994	The primary marketing objectives of the Newport Pleasure on Wheels (POW) promotion were to <ul style="list-style-type: none"> • “Generate incremental volume of the Newport brand through impulse purchase and • Reinforce Newport’s image as the ‘peer brand’ among young adult smokers.” (at 0218)

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Popularity, social success	U.S. Ex. 85,209	96290861-0869	The Menthol Market Study Reanalysis	July 15, 1996	<p>“...taste seems to be a relatively small part of the menthol smoker’s brand choice. Imagery appears to play a larger role, particularly in choices between relatively similar brands...This is key learning, providing the groundwork for future work among menthol smokers, which should focus more widely on smokers’ motivations, including personality, lifestyle, and image receptivity.” (at 0862)</p> <p>“...there is a strong relationship between image and brand. For example, 81% of those who characterize their brand personality primarily in terms of ‘Social Acceptance’ are in fact smoking Newport. Imagery thus seems to play a major role in menthol brand selection—not just, or even primarily, ‘taste’ imagery but, particularly user imagery....A large part of menthol brand choice may thus be driven by a brand’s ‘social meaning’, and its fit to motives rooted in personality and lifestyle.” (at 0866)</p>
PM Docs on the Success of Lorillard in Associating Newport with Images of Popularity	U.S. Ex. 42,897	2073308046-8067	YAM/YAF Prime Prospect Analysis	September 16, 1998	A Philip Morris document from 1998 presents data on the perceived popularity of Newport, Camel, and Marlboro. It reports that 24% of Marlboro’s prime prospects see Newport as growing in popularity. (at 8051)
PM Docs on the Success of Lorillard in Associating Newport with Images of Popularity	U.S. Ex. 42,808	2073056330-6412	Young Adult Smoker Lifestyle and Attitude Segmentation	February, 1998	A Philip Morris document from 1997 or 1998 identified segments of young adult smokers in terms of their lifestyles and personalities. The document dubbed one group, “Hollow Followers” because of their strong motivation for peer acceptance. The report stated that Newport’s “...perceived peer popularity is driving its growth among Hollow Followers.” (at 6409)

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PM Docs on the Success of Lorillard in Associating Newport with Images of Popularity	U.S. Ex. 45,389	208133899-7-8999	Marlboro Imagery Among Menthol YAS Exploratory – Final Report	February 9, 2001	“Several Newport YAS also say they choose menthol because it’s social – their friends smoke it.” (at 8998)
Fun, excitement, pleasure	U.S. Ex. 56,118	86088262-8263	Cover letter of direct mail with coupons and Newport’s Pleasure Goods Catalog	Undated	Slogan is “Newport Pleasure!” (at 8263)
Fun, excitement, pleasure	U.S. Ex. 67,671	89579662-9667	Heading is “Regression: Influences on likelihood of switching to Newport”	Undated	Whites “are more likely to identify Newport as the cigarette of ‘young’, ‘fun-loving’ smokers.” (at 9666)
Fun, excitement, pleasure	U.S. Ex. 55,927	83896981-7009	An Exploratory Study for Newport Smoking and Purchase Behavior of Young Adults	October, 1981	“They described people shown in the ads as happy, or ‘having fun’ and healthy.” (at 7003)
Fun, excitement, pleasure	U.S. Ex. 67,673	89579737-9797	Newport Image Study	September, 1988	“In all areas Newport smokers were viewed as party-goers, those that do their own thing and fun-loving” “In all areas Newport smokers were viewed younger and more fun-loving than Kool and Salem smokers.” (both at 9784)

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Fun, excitement, pleasure	U.S. Ex. 57,155	91949806-9831	Newport Promotional Concepts	November 11, 1993	Strategies outlined include: “ • Build excitement around Newport as an integral part of the urban center lifestyle. • Develop exciting innovative program concepts and overlays with involving and dynamic features that pull the consumer to the brand. • Reinforce brand image and equity in the ‘pleasure’ positioning as developed through previous advertising campaigns.” (all at 9808)
Fun, excitement, pleasure	U.S. Ex. 74,423	91950191-0242	Final Report on Eight Focus Groups with Black and White Users of Newport, Salem, and Kool Cigarettes On Issues Related to Newport Cigarettes and Its Advertising Campaign	January, 1994	“Black Salem/Kool Smokers relate Newport to fun and excitement ... Kool is perceived to be a strong, good tasting cigarette that is more of a sophisticated man’s cigarette. Its image is represented by a group of friends, together.” (at 0196) “Black Newport Smokers believe that Newport ads send strong, positive messages because they incorporate happiness, togetherness, and people taking part in fun things The favorite Newport ad is ‘couple at the drinking fountain’... The strength of ‘Alive with Pleasure’ is that it depicts settings where fun situations that could include smoking are presented”... The strength of ‘Newport Pleasure’ is that the theme centers on the benefits [fun] of a specific brand [bracketed ‘fun’ inserted in the original.] (at 0196) ‘Alive with Pleasure’ communicates: “life, energy, activities, happy times, couples, togetherness, wholesomeness, and fun.” (at 0199) ‘Alive with Pleasure’ “seems to set more of a mood of being upbeat, happy, full of life and energy.” (at 0200)

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PM Docs on the Success of Lorillard in Associating Newport with Images of Fun and Excitement	U.S. Ex. 89,186	207266158 9-1613	Qualitative Research Exploring the Popularity of Newport Among 18 to 24 Year Old Smokers	December 1987	“Participants at both sessions perceived the typical Newport smoker to range in age from older teens to mid/upper twenties. Further, the Newport smoker was outgoing, fun-loving, enjoyed partying, and was into disco and/or jazz music.” (at 1601)
PM Docs on the Success of Lorillard in Associating Newport with Images of Fun and Excitement	U.S. Ex. 45,257	207912880 1-8803	YAMScan II – Final Presentation Summary	April 14, 2000	It discusses why some YAMs may be gravitating to the Newport brand: “Newport...has a simple characterization of being fun, inclusive, parties and good times.” (at 8802)
PM Docs on the Success of Lorillard in Associating Newport with Images of Fun and Excitement	U.S. Ex. 45,389	208133899 7-8999	Marlboro Imagery Among Menthol YAS Exploratory – Final Report	February 9, 2001	Newport YAS say menthol equals ‘energy,’ ‘excitement.’ (at 8998)
PM Docs on the Success of Lorillard in Associating Newport with Images of Fun and Excitement	U.S. Ex. 70,717	208049074 0-0774	Life After Launch: Parliament Creative Development and Photo Shoot for Year 2000	August 6, 1999	Parliament “Owns fun/active ...positioning.” (at 0752)

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Sports	U.S. Ex. 74,884	04411381-1443	Lorillard's Preview '64, Dallas, Texas (Script of presentation to Sixth Annual National Sales Meeting)	January 6, 1964	Indicates that Newport will advertise on television sports shows, including <i>Wide World of Sports</i> , <i>American Football League</i> , and <i>Pre-Olympic trials</i> . (at 1409)
Sports	U.S. Ex. 56,462	89112750-2751	Newport's baseball hat promotion	March 18, 1992	"Watch your sales increase with Newport's Baseball Hat Promotion!" (at 2751)
Sports	U.S. Ex. 55,927	83896981-7009	An Exploratory Study for Newport Smoking and Purchase Behavior of Young Adults	October, 1981	In responding to models in Newport advertising, "They repeatedly described them as 'all outdoors' or 'sports.'" (at 7003)
Sports	U.S. Ex. 57,155	91949806-9831	Newport Promotional Concepts	November 11, 1993	Rationale includes, "Newport becomes synonymous with sports via an attitude of pleasure beyond the regulation limits." (at 9824)
Coping with stress/emotion	U.S. Ex. 67,673	89579737-9797	Newport Image Study	September, 1988	48% of respondents said that Newport smokers were relaxed. (at 9766)
Coping with stress/emotion	U.S. Ex. 74,423	91950191-0242	Final Report on Eight Focus Groups with Black and White Users of Newport, Salem, and Kool Cigarettes On Issues Related to Newport Cigarettes and Its Advertising Campaign	January, 1994	"Black Newport Smokers relate Newport to relaxing situations or 'chillin' in pleasant surroundings." (at 0195, quotes in original)