

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

Theme	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 21,475	502987357-7368	Research Planning Memorandum on Some Thoughts About New Brands of Cigarettes for the Youth Market	February 2, 1973	Psychological effects that are listed as influence to/on the “pre-smoker.” (at 7360) “Self-image enhancement...” at 7360
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 67,921	500574161-4170	Memo on “What causes smokers to select their first brand of cigarette?” From D. W. Tredennick of the Marketing Research Department	July 3, 1974	Examines age of initiation (12 & under to 25 & over), reason for initiation, brand selection . . . “Initial Reasons For Smoking: [bulleted]... “Support, to gain confidence or security in stress situations (often social)... “To show off” [emphasis in original] (this list at 4162) “Reasons for Selecting a First ‘Usual’ Brand: “The more closely a brand meets the psychological ‘support’ needs (advertising or otherwise communicated brand or user image) and the physiological needs (product characteristics), the more likely it is that a given brand will be selected” [emphasis in original] (at 4165) “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 need for ‘support’ in stressful situations.” (at 4166) “Kool is often selected initially because its smoking characteristics make it appropriate for youths who feel that smoking a brand that is widely perceived as strong will satisfy their need for ‘support.’ (at 4166)

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**

U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 67,921	500574161-4170 (Continued)	Memo on “What causes smokers to select their first brand of cigarette?” From D. W. Tredennick of the Marketing Research Department	July 3, 1974	<p>“The main causes of initial brand selection, i.e., the influence of friends, the user image a brand projects and differentiated product characteristics, are logically related to the reasons a young person begins to smoke.” (at 4166)</p> <p>“Many young smokers report that they first become regular smokers at a time when a major transition occurred in their life, such as going away to college or facing an educational or social crisis. These smokers frequently say that smoking at such times helps them to overcome stress either by bolstering their self-image (and how they are perceived by others), or physiologically, by relaxing or stimulating them.” (at 4163)</p>
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 66,323	501232617-2622	November NFO Market Structure, Switching and Demographic Profile Analysis	April 8, 1980	<p><u>“Brands which differentiate/position themselves from other brands in a manner which better meets the product and/or imagery wants of the category’s users ...increase their potential...”</u> [emphasis in original] (at 2619)</p>
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 68,734	519191001-1006	Younger Adult Lifestyle Discussion with Outside Consultants	July 1984	<p>“<u>WHY</u> and in <u>WHAT WAY</u> is each of the following an important issue to 18-24 year olds?... “Upward striving, achievement, success, prestige Search for confidence (Becoming an ‘adult’) [last phrases handwritten]” [emphasis in original] (at 1005).</p>
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 66,350	501893936-4129	Presentation: Marketing Workshop for Law Department	July 18, 1984	<p>“A benefit is the personal relevancy of a brand’s image to a person’s life...” (at 4031)</p> <p>“Benefits are the overlap between an individual’s needs and the brand image.” (at 4032)</p> <p>“Brand images can help individuals correct or reinforce things in their lives.” (at 4036)</p>

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**

U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 68,422	516411324-1418	Consumer Research Studies Summary Report	January to June 1986	In Germany, “The imagery of Camel Trophy ...stresses adventure, performance/success, masculinity and activity” (at 1366). In discussing replacing Bob Beck with one of five alternative models, the “action standard” is “Parity in terms of ...competence and superiority in achievement, ...” (at 1372).
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 68,426	516411419-1607	1987 Consumer Research Summaries Annual Report	1987	In Germany, “User imagery is similar: ... self-confident...” (at 1535).
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 51,219	507531192-1258	Market Dynamics	1988	“In order to maximize a brand’s longer term performance, marketing activities should be used to: 1. Create a clear brand family image or personality that relates to its most important consumer benefit.” 507531192- 1258 (at 1233)
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 68,240	507194783-4815	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Hispanic Agencies’ Creative Exploratory. Final Report	October 1988	It was concluded that ego building was important: “...the sense of being <u>in control</u> and/or the sense of <u>mastery</u> over a number of areas... the sense of being able to deal <u>competently</u> with life, e.g., having a good job ....” [emphasis in original] (at 4788). Marlboro “Reinforces the macho aspects, sense of mastery and strength...” (at 4800)

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 68,939	507194846-4878	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Los Angeles Creative Exploratory for Winston, Camel, Magna, and Salem Final Report	November 1988	Six focus groups done in L.A. with 18-20 year old males. Listed attributes that contribute to a person being classified as “Cool:” The list includes: <ul style="list-style-type: none"> <li>• Valid accomplishments and/or genuinely talented</li> <li>• Fame and money</li> <li>• Being in style, not old fashioned or passe...</li> <li>• A confident and in-control attitude</li> </ul> (all at 4870)
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 24,247	506867945-7957	Impact of Promotions on Brand Perceptions	March 6, 1989	“...cigarette promotions can have a very positive impact on the brand’s positioning, user imagery and overall image.” (at 7946)
Enhancement of self-image—Self-confidence, achievement, success	U.S. Ex. 71,103	513829123-9294	R. J. Reynolds Market Study Mindset Attitude, and Usage Qualitative Research Volume II Supplementary Findings	November 26, 1990	a) Huge report on the psychological characteristics and concerns of young men and women. b) Provides perceptions of the users of various brands. c) “Contemporary Camel Mindset: <ul style="list-style-type: none"> <li>• Self-confident” (at 9260)</li> <li>• Optimistic, ‘Camel makes me think of being rich, content, and successful’” (at 9261)</li> </ul>
Enhancement of self-image—Self-confidence, achievement, success			Deposition of Lynn J. Beasley, President and Chief Operating Officer	June 25, 2002	“...if you create an image that is not acceptable among the group that that person associates with, then you’re not likely to have them switch. So you want to be sure the image you create is not only acceptable to the individual but to the larger group that they associate with.” (at 151-152)

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Popularity, peer group acceptance, conformity	U.S. Ex. 21,475	502987357-7368	Research Planning Memorandum on Some Thoughts About New Brands of Cigarettes for the Youth Market.	February 2, 1973	Psychological effects that are listed as influence on the “pre-smoker”: “Group identification... Identification with valued persons...” (at 7360)
Popularity, peer group acceptance, conformity	U.S. Ex. 67,921	500574161-4170	Memo on “What causes smokers to select their first brand of cigarette?” From D. W. Tredennick of the Marketing Research Department	July 3, 1974	Examines age of initiation (12 & under to 25 & over), reason for initiation, brand selection . . . Initial reasons for smoking: [bulleted] “conformance... <u>Conformance</u> : “Men, particularly, report that ... they took up smoking because they wanted to impress and be accepted by other young men who smoked. Often the motivation is to be less the target of group aggression. Smoking is often a way to gain entrée to a group by effecting an appearance of being mature, sophisticated, sexy or manly” (at 4162)
Popularity, peer group acceptance, conformity	U.S. Ex. 67,997	502420391-0394	Early Warning System Input - Reasons for Smoking, Initial Brand Selection, and Brand Switching	October 25, 1976	”The purpose of this memo is to provide the Early Warning System Task Force with a summary of key findings from MRD investigations into the questions of: What causes smokers to (1) start smoking; (2) select their first brand of cigarettes...” “ <u>Initial reasons for smoking: Conformance</u> —Probably strongest reason for smoking is influence of close friends or peers. ...Influence strongest during teen years. Men think smoking symbolic of rugged masculinity—helps impress and gain respect of other men. Also felt to lessen being target of group aggression and gain entry into a group by appearing mature, sophisticated, sexy, or many.” (at 0391)

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Popularity, peer group acceptance, conformity	U.S. Ex. 48,844	501380878-0889	Share of Smokers by Age Group	October 31, 1977	Notes that younger smokers (14-18) are influenced by fads and peer pressure. (at 0878)
Popularity, peer group acceptance, conformity	U.S. Ex. 21,566	500686301-6313	Younger Adult Smokers	October 23, 1980	Kay Duffy's response to Steve Perry's analysis of younger adult smokers. She cites REAL as a new brand targeting males 18-24 and she doesn't believe a brand needs 10% share of younger smokers to "generate acceptability through peer group pressure." (at 6301)
Popularity, peer group acceptance, conformity	U.S. Ex. 68,734	519191001-1006	Younger Adult Lifestyle Discussion with Outside Consultants	July 1984	" <u>WHY</u> and in <u>WHAT WAY</u> is each of the following an important issue to 18-24 year olds? <ul style="list-style-type: none"> <li>• Belonging, fitting in</li> <li>• Sociability..." [emphasis in original] (at 1005)</li> </ul>
Popularity, peer group acceptance, conformity	U.S. Ex. 52,223	518488105-8198	Younger Adult Smokers: Strategies and Opportunities	February 29, 1984	" <u>Marlboro's key imagery was not masculinity, it was younger adult identity/belonging ...</u> "[emphasis in original] (at 8134). "Marlboro has the 'bandwagon effect' still going for it" (at 8134)
Popularity, peer group acceptance, conformity	U.S. Ex. 68,427	516411608-1846	Consumer Research Summaries Annual Report	1988	In Singapore, "...Salem's popularity will feed upon itself—new smokers would be attracted to Salem because of its taste, popularity and modern image." (at 1845)
Popularity, peer group acceptance, conformity	U.S. Ex. 68,240	507194783-4815	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Hispanic Agencies' Creative Exploratory. Final Report	October 1988	"Marlboro is probably 'THE' YAHS brand because of peer acceptance." (at 4791)

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Popularity, peer group acceptance, conformity	U.S. Ex. 71,103	513829122-9294	R. J. Reynolds Market Study Mindset Attitude, and Usage Qualitative Research Volume II Supplementary Findings	November 26, 1990	Under "Marlboro Mindset" heading, "Peer acceptance" was listed. (at 9269)
Popularity, peer group acceptance, conformity			Deposition of Lynn J. Beasley, President and Chief Operating Officer	June 25, 2002	"What it's saying is that --and it says it right here, 'Specifically advertising will be developed with the objective of convincing target smokers that by selecting CAMEL as their usual brand, they will project an image that will enhance their acceptance...' That's the exact concept that I just explained to you that--- " So specifically you're trying to create an image for Camel that will ...be accepted not rejected by the larger group. ....you need to create an image for a brand that the larger group the individual associates with will accept, not reject." (page 154) "...so you want to create an image for Camel...that if they choose it as their usual brand, they will project an image that will enhance their acceptance, be accepted by the larger group, not rejected." (at 155)
Independence, Autonomy, or Maturity	U.S. Ex. 67,940	500837415-7423	Two Focussed (sic) Group Sessions to Explore Attitudes Toward Smoking & Cigarette Brands/Advertising. Women 18-24; Women 25-34.	November 1983	"Beyond the easily recognized pressure of peers, women smoke to indicate passage into adulthood ..." (at 7417)

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Popularity, peer group acceptance, conformity	U.S. Ex. 68,734	519191001-1006	Younger Adult Lifestyle Discussion with Outside Consultants	July 1984	“ <u>WHY</u> and in <u>WHAT WAY</u> is each of the following an important issue to 18-24 year olds? <ul style="list-style-type: none"> <li>• A sense of powerlessness</li> <li>• Individuality</li> <li>• Freedom, independence...” [emphasis in original] (at 1005)</li> </ul>
Popularity, peer group acceptance, conformity	U.S. Ex. 52,223	518488105-8198	Younger Adult Smokers: Strategies and Opportunities	February 29, 1984	“Marlboro’s positioning was in tune with younger adult smokers’ enduring want to express their maturity and independence through smoking. (The Marlboro cowboy is always shown as mature, even older man)” (at 8131)
Popularity, peer group acceptance, conformity	U.S. Ex. 68,422	516411324-1418	Consumer Research Studies Summary Report	January to June 1986	In Germany, brand positioning is described as “communicating freedom...” (at 1370)
Popularity, peer group acceptance, conformity	U.S. Ex. 68,426	516411419-1607	1987 Consumer Research Summaries Annual Report	1987	Also in Germany, “...Psychological dimensions expressed more strongly by ‘Skate’ are enjoyment, freedom, ...and individualism...” (at 1535)
Popularity, peer group acceptance, conformity	U.S. Ex. 68,428	516411847-2071	1989 Consumer Research Summaries Annual Report	1989	In the Canary Islands, “Camel has a[n] ... independent user image” (at 1885). “Generally, Camel smokers like a[n] ...independent... user image” (at 1885). In Spain, “The new commercials should communicate the Camel brand positioning statement of evoking ... independence and smoking satisfaction” (at 1907)
Sex appeal, interest in sex	U.S. Ex. 68,426	516411419-1607	1987 Consumer Research Summaries Annual Report	1987	In Germany, “User imagery is similar...Psychological dimensions expressed more strongly by ... [the ad] ‘Phone’ [are] eroticism, romanticism ...” (at 1535)

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**

U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Sex appeal, interest in sex	U.S. Ex. 20,774	507241613-1838	Camel Y&R Orientation	September 19, 1988	Personality Quality Wants include: romantic. (at 1728) Under guidelines for effective marketing, they present: Hot Buttons: ... romanticism, and sex” (At 1739)
Sex appeal, interest in sex	U.S. Ex. 68,240	507194783-4815	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Hispanic Agencies’ Creative Exploratory Final Report	October 1988	It was concluded that ego building was important: “the sense of being <u>in control</u> and/or the sense of <u>mastery</u> over a number of areas; ... <u>female affirmation</u> and being seen as successful with women; recognition of his sexual capacities; the sense of being able to deal <u>competently</u> with life, e.g., having a good job ....” [emphasis in original] (at 4788)
Sex appeal, interest in sex	U.S. Ex. 68,939	507194846-4878	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Los Angeles Creative Exploratory for Winston, Camel, Magna, and Salem Final Report	November 1988	Six focus groups done in L.A. with 18-20 year old males. Listed attributes that contribute to a person being classified as “Cool:” The list includes: • The ability to attract women and romance (at 4870)
Masculinity, toughness, ruggedness	U.S. Ex. 67,921	500574161-4170	Memo on “What causes smokers to select their first brand of cigarette?”	July 3, 1974	“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 need for ‘support’ in stressful situations.” (at 4166)
Masculinity, toughness, ruggedness	U.S. Ex. 67,963	501850001-0084	Market Research Report SB “Fisherman II” and “Hidden Camera II” Placement Recall Tests	April 30, 1979	Want to appeal to younger adult male smokers without alienating women. “... desired image perceptions for the brand [are] ‘masculine, young adult, contemporary.’” (at 0053)

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**

U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Masculinity, toughness, ruggedness	U.S. Ex. 66,323	501232617-2622	November NFO Market Structure, Switching and Demographic Profile Analysis	April 8, 1980	A pro for Camel is that it “has a strong male image...” (at 2621)
Masculinity, toughness, ruggedness	U.S. Ex. 52,223	518488105-8198	Younger Adult Smokers: Strategies and Opportunities	February 29, 1984	“Marlboro: The ‘Baby Bubble’ Brand” “...Marlboro’s masculine positioning was originally directed at the nonfilter market...” (at 8131)
Masculinity, toughness, ruggedness	U.S. Ex. 68,422	516411324-1418	Consumer Research Studies Summary Report	January to June 1986	Regarding ads in Canada on Export A: “The central characters depicted in those visuals project a masculine independence that lends itself well to the image of Export “A” and it is likely that the target market would have little difficulty associating the characters with the brand.” (at 1348). In Germany, “The imagery of Camel Trophy ...stresses ... masculinity ...” (at 1366). Also in Germany, brand positioning is described as “communicating ... masculinity...” (at 1370) In discussing replacing Bob Beck with one of five alternative models, the “action standard” is “Parity in terms of overall ... masculinity ...” (at 1372).
Masculinity, toughness, ruggedness	U.S. Ex. 68,426	516411419-1607	1987 Consumer Research Summaries Annual Report	1987	In Germany, “User imagery is similar: male....Psychological dimensions expressed more strongly by ‘Skate’ are ...virility ...” (at 1535)

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Masculinity, toughness, ruggedness	U.S. Ex. 68,240	507194783-4815	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Hispanic Agencies’ Creative Exploratory. Final Report	October 1988	It was concluded that ego building was important: “the sense of being <u>in control</u> and/or the sense of <u>mastery</u> over a number of areas; <u>peer acceptance</u> and recognition; ‘macho’ aspects of being a ‘ <u>real man</u> ,’ e.g., strength, leadership; <u>female affirmation</u> and being seen as successful with women; recognition of his sexual capacities; the sense of being able to deal <u>competently with life</u> , e.g., having a good job ....” [emphasis in original] (at 4788). Marlboro “reinforces the macho aspects, sense of mastery and strength, and ability to own ‘masculine’ types of <u>power toys</u> ...represents being grown up.” [emphasis in original] (at 4800)
Masculinity, toughness, ruggedness	U.S. Ex. 68,939	507194846-4878	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Los Angeles Creative Exploratory for Winston, Camel, Magna, and Salem. Final Report	November 1988	Six focus groups done in L.A. with 18-20 year old males. Listed attributes that contribute to a person being classified as “Cool:” The list includes: “Masculine or rugged looks, (not a pretty boy or a ‘pin-up type for women.” (at 4870)
Masculinity, toughness, ruggedness	U.S. Ex. 68,428	516411847-2071	1989 Consumer Research Summaries Annual Report	1989	In the Canary Islands, “Camel has a male...user image” (at 1885). “Generally, Camel smokers like a male...user image” (at 1885). In Spain, “The new commercials should communicate the Camel brand positioning statement of evoking masculinity...” (at 1907)

**Demonstrative 17: Documents Regarding R. J. Reynolds’ Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Masculinity, toughness, ruggedness	U.S. Ex. 71,103	513829123-9294	R. J. Reynolds Market Study Mindset Attitude, and Usage Qualitative Research Volume II Supplementary Findings	November 26, 1990	a) Huge report on the psychological characteristics and concerns of young men and women. b) Provides perceptions of the users of various brands. c) “Contemporary Camel Mindset: . . . <ul style="list-style-type: none"> <li>• Strong masculinity” (at 9260)</li> </ul> “Marlboro Mindset: . . . <ul style="list-style-type: none"> <li>• Macho male, ‘a jock type.’</li> <li>• Traditional masculine roles and attitudes...</li> <li>• Rugged, strong...</li> <li>• Action-oriented...</li> <li>• Assertive” (at 9269)</li> </ul> “Respondents relate to the masculinity and poise of the traditional Marlboro Man” (at 9274)
Masculinity, toughness, ruggedness			Deposition of Lynn J. Beasley, President and Chief Operating Officer	June 25, 2002	“And you see that this document talks about masculinity. So if you had an image for Camel that isn’t masculine, and masculinity is an important want not only to the individual but to the larger group—so that’s the example if you showed up with Virginia Slims. The people you associate with are going to reject that choice. So specifically you’re trying to create an image for Camel that will ...be accepted not rejected by the larger group...” (page 154)
Relief of stress or boredom	U.S. Ex. 21,475	502987357-7368	Research Planning Memorandum on Some Thoughts About New Brands of Cigarettes for the Youth Market	February 2, 1973	Psychological effects that are listed as influencing the “pre-smoker.” “Stress and boredom relief...” (at 7360)

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Relief of stress or boredom	U.S. Ex. 67,921	500574161-4170	Memo on "What causes smokers to select their first brand of cigarette?"	July 3, 1974	Smokers "frequently say that smoking at such times helps them to overcome stress either by bolstering their self-image (and how they are perceived by others), or physiologically, by relaxing or stimulating them." (at 4163)
Relief of stress or boredom	U.S. Ex. 68,240	507194783-4815	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Hispanic Agencies' Creative Exploratory Final Report	October 1988	Relief from burden also mentioned—including time off and relaxation were mentioned as important to this group. (at 4788)
Relief of stress or boredom	U.S. Ex. 71,103	513829123-9294	R. J. Reynolds Market Study Mindset Attitude, and Usage Qualitative Research Volume II Supplementary Findings	November 26, 1990	"The outdoor background in Marlboro ads is calm and serene, and complements the active, rugged, macho image of the Marlboro Man." (at 9277)
Relief of stress or boredom	U.S. Ex. 68,880	524254477-4879	1993 Work Plan	1993	Regarding Salem's "Escape to the FreshSide," "All icons symbolize <u>stress-free escapism</u> , or a way to <u>have fun and lighten up</u> " [emphasis in original] (at 4543)
Adventurousness, daring, sensation seeking, risk taking, excitement	U.S. Ex. 68,422	516411324-1418	Consumer Research Studies Summary Report	January to June 1986	In Germany, "The imagery of Camel Trophy ...stresses adventure...(at 1366). Also in Germany, brand positioning is described as "communicating ... adventure..." (at 1370)
Adventurousness, daring, sensation seeking, risk taking, excitement	U.S. Ex. 20,774	507241613-1838	Camel Y&R Orientation	September 19, 1988	Personality Quality Wants include: adventurous, risk taker, exciting, rugged, streetwise... (at 1728) Under guidelines for effective marketing to younger adult smokers, they present: Hot Buttons: Excitement (at 1739)

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**

U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Adventurousness, daring, sensation seeking, risk taking, excitement	U.S. Ex. 68,939	507194846-4878	R.J. Reynolds Tobacco Company Hispanic Focus Group Research Los Angeles Creative Exploratory for Winston, Camel, Magna, and Salem. Final Report	November 1988	Six focus groups done in L.A. with 18-20 year old males. Listed attributes that contribute to a person being classified as "Cool:" The list includes: <ul style="list-style-type: none"> <li>• "Being a risk taker and not afraid ..</li> </ul> A sense of action and adventure" (all at 4870)
Adventurousness, daring, sensation seeking, risk taking, excitement	U.S. Ex. 68,428	516411847-2071	1989 Consumer Research Summaries Annual Report	1989	In the Canary Islands, "Camel has a[n] ... adventurous, independent, young, active ... user image." (at 1885). "Generally, Camel smokers like a ... young, active, happy, modern, adventurous ... user image.": (at 1885) In Spain, "The new commercials should communicate the Camel brand positioning statement of evoking ... adventure, self-confidence ..." (at 1907)
Adventurousness, daring, sensation seeking, risk taking, excitement	U.S. Ex. 20,789	507798137-8230	U.S. Cigarette Market in the 1990's	June 21, 1990	Discusses stress, need for excitement and sensation, liking to take risk, as factors influencing smoking (at 8189)
Adventurousness, daring, sensation seeking, risk taking, excitement	U.S. Ex. 74,370	YRFM00358-0365	Presentation on RJR Smoker Trends and Brand Positioning Opportunities	July 16, 1990	"Psychographics: -Under stress; - Seek excitement/sensation; -Like to take risks; --Do on the spur of the moment; Like to be outrageous/unconventional" (at 0363)

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**  
U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Adventurousness, daring, sensation seeking, risk taking, excitement	U.S. Ex. 71,103	513829123-9294	R. J. Reynolds Market Study Mindset Attitude, and Usage Qualitative Research Volume II Supplementary Findings	November 26, 1990	a) Huge report on the psychological characteristics and concerns of young men and women. b) Provides perceptions of the users of various brands. c) "Contemporary Camel Mindset: . . . <ul style="list-style-type: none"> <li>• Exciting</li> <li>• Pizzazz</li> <li>• Adventuresome</li> <li>• Active" (at 9260)</li> </ul>
Sports	U.S. Ex. 20,654	500863242-3272	13-30 Corporation. R..J. Reynolds Session. June 29, 1983. The Cloister, Sea Island, Georgia	June 29, 1983	Brainstorming materials on RJR media for convenience stores. "Additional Ideas to Personal Youth Analogy " Some of the ideas include game or contest with a weekly winner. "Could be video game –high school sports quiz." (at 3269).
Sports	U.S. Ex. 68,426	516411419-1607	1987 Consumer Research Summaries Annual Report	1987	In Germany, "User Imagery is similar: sporty . . ." (at 1535).
Sports	U.S. Ex. 68,264	507407399-7426	Sports Marketing Efforts Evaluation and Recommendation	August 10, 1990	"Sporting events are very effective....in delivering positive perceptions because of the association of the brand with the sport." (at 7425)
Rebellion, Irreverence	U.S. Ex. 67,921	500574161-4170	Memo on "What causes smokers to select their first brand of cigarette?" From D. W. Tredennick of the Marketing Research Department	July 3, 1974	Examines age of initiation (12 & under to 25 & over), reason for initiation, brand selection . . . "In addition, two less prevalent reasons are to rebel against authority...or to satisfy a 'habit' which is developed from occasional smoking." (at 4162).

**Demonstrative 17: Documents Regarding R. J. Reynolds' Knowledge of Factors Influencing Adolescents to Smoke**

U.S. Exhibit 17,571

<b>Theme</b>	<b>Exhibit Number</b>	<b>Bates Number</b>	<b>Document Title</b>	<b>Document Date</b>	<b>Quote or Example</b>
Rebellion, Irreverence	U.S. Ex. 67,997	502420391-0394	Early Warning System Input - Reasons for Smoking, Initial Brand Selection, and Brand Switching	October 25, 1976	This memo is about brand performance and relates findings as to why smokers begin smoking, what influences initial brand selection, and why smokers switch brands. Initial reasons for smoking include “to show off, “ and “Rebellion against authority” (at 0392)
Rebellion, Irreverence	U.S. Ex. 67,940	500837415-7423	Two Focussed (sic) Group Sessions to Explore Attitudes Toward Smoking & Cigarette Brands/Advertising. Women 18-24; Women 25-34	November 1983	“Beyond the easily recognized pressure of peers, women smoke . . . , as part of this transitional period, to exhibit anti-authoritarian behavior: . . .” (at 7417).
Rebellion, Irreverence	U.S. Ex. 20,789	507798137-8230	U.S. Cigarette Market in the 1990's	June 21, 1990	Discusses stress, need for being outrageous/unconventional as factors influencing smoking (at 8189) Regarding Camel: Indicates that irreverence/less seriousness is growing trend that will help Camel. Notes Camel's “significant share of smoker growth among adult smokers (18-24) the demographic group within which the irreverence trend is most concentrated” (at 8209).
Rebellion, Irreverence	U.S. Ex. 74,370	YRFM00358-0365	Presentation on RJR Smoker Trends and Brand Positioning Opportunities	July 16, 1990	Indicates that those most likely to smoke are “Punkers” and “Burnouts.” (at 0361) “Irreverent – currently represents 14% of smokers.” (at 0362)