

Demonstrative 18: Themes in the Bob Beck Campaign That Appeal to Adolescents

U.S. Exhibit 17,572

Image	Exhibit	Bates #	Document Title	Doc. Date	Quote
Independence— lives by own set of rules	U.S. Ex. 50,375	503447570- 7639	1984 Camel Marketing Plan Presentation	July 27, 1983	“Camel must be viewed as the brand for the younger adult smoker who wants to attain an image of being independent, adventurous, masculine and who desires an exciting, pleasure-oriented lifestyle.” (at 7574).
Independence— lives by own set of rules	U.S. Ex. 68,358	512544519- 4537	Winston/Camel Pack Action Study, April - August, 1988 Results	November 18, 1988	“CAMEL’s current existing market image...includes aspects that are highly consistent with the wants of younger adult males, and have a strong fit with what Camel has always stood for, including: independence, doesn’t follow the crowd, lives by own set of rules, stands up for beliefs, not afraid to express individuality, enjoys being different, won’t settle for ordinary.” (at 4532).
Masculine, rugged, adventurous	U.S. Ex. 68,164	505253267- 3275	Camel World Campaign Evolution Agenda	1985	“Beck is a ruggedly masculine, independent, unemotional adventurer depicted in an exotic locale.” (at 3273).
Masculine, rugged, adventurous	U.S. Ex. 89,199	500695537- 5569	Camel Lights Hard Pack: 1980 West Coast Expansion Business Plan Overview	1980	“...the ‘HARD PACK’ smoker is seen as being as young, as contemporary and more rugged, more blue collar than the ‘Box’ smoker” (at 5547).
Masculine, rugged, adventurous	U.S. Ex. 51,279	507845383- 5386	R.J. Reynolds Tobacco Company Press Release	April 10, 1981	“...a series of rugged, adventurous trips called Camel Expeditions...” (at 5384).
Masculine, rugged, adventurous	U.S. Ex. 67,897	500144029- 4048	Camel Family (Lights) Day-After-Recall Test "Chimney"	May 11, 1981	"...the majority of respondents cited the ad as depicting a rugged, independent, self-confident, masculine individual in a quest for recreation." (at 4032).
Masculine, rugged, adventurous	U.S. Ex. 68,062	503412640- 2659	Camel “Log/Bridge/ Sunset” DAR “Free Ride” Final Report	September 20, 1982	“CAMEL’s ‘Log/Bridge/Sunset’ ad proved to be successful...in communicating CAMEL’s adventurous, masculine user imagery.” (at 2645). “...the user imagery communicated by [the ad] closely follows the objectives of CAMEL’s copy strategy and, in addition, matches previous findings from focus group research.” (at 2645).

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Masculine, rugged, adventurous	U.S. Ex. 68,369	513624899-4960	Marketing Research Report, Summary of Advertising Evaluation Camel "World" Campaign	January 18, 1983	"The CAMEL World Campaign has been designed to address primarily these psychological wants for masculinity reinforcement and the associated concepts of adventure, ruggedness, etc." (at 4902).
Masculine, rugged, adventurous	U.S. Ex. 50,398	503455432-5554	The Camel Brand Image	May 1983	"Camel is imbued with an almost indisputable masculinity." (at 5442).
Masculine, rugged, adventurous	U.S. Ex. 68,167	505310128-0185	A Qualitative Study on Settings: Camel Filters and Camel Lights	March 22, 1984	"He's a rough, rugged, masculine loner who likes being outdoors away from civilization. He's opinionated and intolerant, but also quiet, pensive, and intelligent. He likes adventure, and his work—as a geologist, archeologist, or photographer—allows him to find it in remote parts of the globe." (at 0136-0137).
Masculine, rugged, adventurous	U.S. Ex. 67,899	500145430-5450	Market Research Report, Camel Filters Hard Pack Introductory Performance: Report VI	February 23, 1983	"In terms of user imagery, perceptions of the CAMEL...user are similar [to Lucky Strikes Filters user] on likeability, independence, ruggedness...and perceived to be somewhat younger and more active..." (at 5437).
Masculine, rugged, adventurous	U.S. Ex. 68,069	503415894-5970	Camel Business Analysis	August 25, 1983	"The overall strategy will continue to be aimed at: 1) Implementing programs which satisfy the target smoker's want for psychological reinforcement of his masculine, independent and adventurous image." (at 5897).
Masculine, rugged, adventurous	U.S. Ex. 68,124	504610096-0167	Camel 1985 Annual Marketing Plan X: Advertising	September 7, 1984	"CAMEL imagery will convey an attitude of masculinity, adventure and independence, and serve as a statement of self-confidence." (at 0113).
Masculine, rugged, adventurous	U.S. Ex. 51,124	507112964-0921	Camel Promotion Concepts	May 17, 1985	Proposes to develop the Camel Adventure Team concept and to create a catalogue of adventure items.

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Masculine, rugged, adventurous	U.S. Ex. 79,096	503969238-9242	Camel New Advertising Campaign Development	March 12, 1986	“...to leverage positive and distinctive aspects of CAMEL’s product/user heritage including...2) masculinity and 3) non-conformist, self-confident user perceptions” (at 9238). “Reinforcement of masculinity is an important want among a large percentage of males and this is particularly true among less educated and younger adult males (i.e., Camel’s prime prospect).” (at 9240).
Masculine, rugged, adventurous	U.S. Ex. 89,200	506869076-9078	Memo regarding Camel “Posters” Campaign	March 4, 1987	Masculinity was a clear feature of the image achieved by this campaign.
Masculine, rugged, adventurous	U.S. Ex. 68,186	506860362-0422	Camel New Campaign Advertising Test	December, 1986	This test evaluated the campaign on dimensions including adventurous/ bold/daring, macho, masculine/manly/not for women, exciting, rugged, rough/tough.
Excitement, fun, danger	U.S. Ex. 68,176	505916080-6087	Camel Advertising Research Overall Conclusions/Implications	1987	Share a New Adventure [variant of Bob Beck campaign] “is particularly entertaining to target smokers and provides a ‘fantasy’ world of danger/excitement” (at 6080).
Excitement, fun, danger	U.S. Ex. 68,119	5046069837007	Marketing Research Report, Camel: Younger Adult Smokers	January 18, 1985	“The wants of this group tend to be somewhat more extreme compared to their peers and could be satisfied by CAMEL...Specifically, CAMEL would help out as a prop or symbol of belonging to a special class or group which is different from other peer groups.” (at 6988). “Overall, CAMEL is excellently positioned to appeal to FUBYAS who want to project themselves as being different from the crowd because they seek the ultimate in adventure and excitement.” (at 6988).

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Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 68,730	500695490-5534; 519190996	Camel Lights Hard Pack 1980 Test Market Business Plan Overview; and memo from Moore to Glover, Hall, and Long.	November 14, 1980	“CAMEL LIGHTS HARD PACK should also be perceived as a brand smoked by a young (18-34), contemporary man who is liked and respected by his peers because he is independent, confident and desires the most out of life.” (at 5499).
Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 68,167	505310128-0185	A Qualitative Study on Settings: Camel Filters and Camel Lights	March 22, 1984	“...easier to talk to, enjoying himself more, closer to people, more appealing to women, younger, more relaxed, and generally easier to relate to.” (at 0137)
Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 68,164	505253267-3275	Camel World Campaign Evolution Agenda	1985	“Beck is leader of a planned expedition. He is sharing an exciting enjoyable adventure in an exotic locale with two younger male companions.” (at 3273)
Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 68,408	514348455-8501	Camel Research Overview of Younger Adult Smokers	Circa 1985	“The advertising will position CAMEL as an authentic brand for smokers who are <u>admired</u> and <u>respected</u> by their peers because their attitudes and lifestyles distinguish them as <u>individuals</u> who have their own identity and make their own decisions.” (at 8477, emphasis in the original).
Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 68,168	505319520-9561	Camel Advertising Presentation	October 10, 1985	“Camel holds a potentially leverageable position among 18-20 year olds (FUBYAS).” (at 9530) Because Marlboro is so popular in the peer group, the effort will be to position Camel users as “...nonconforming younger adult smokers <u>who are at the cutting edge of an in-group.</u> ” (at 9552)

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Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 20,725	503969238-9242	CAMEL New Advertising Campaign Development	March 12, 1986	<p>“Overall, Camel advertising will be directed toward using peer acceptance/influence to provide the motivation for target smokers to select CAMEL. 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 among their peers.” (at 9238)</p> <p>One strategic direction will “address target smokers’ desire to project an image that elevates them in the eyes of their peers.” (at 9239).</p> <p>The psychological motivation is “Aspiration to an image which will make target smokers cool/accepted by their peers.” (at 9241).</p> <p>The rationale is that “Aspiration to be perceived as cool/a member of the in-group is one of the strongest influences affecting the behavior of younger adult smokers.” (at 9241)</p>
Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 68,186	506860362-0422	Camel New Campaign Advertising Test	December 1986	Compares Camel with an ideal and the effects of an ad on “respect” and “admire.”
Popular, admired, respected, liked by peers, member of the in-group	U.S. Ex. 68,176	505916080-6087	Camel Advertising Research: Overall Conclusions/ Implications	1987	‘Hanging Out’ did better than Marlboro’s advertising “...on several of the target’s most important dimensions (friend of mine, having a good time, in-group, respected by his friends, exciting to be with)...” (at 6081)
Youthful	U.S. Ex. 71,121	503414381-4431 Alternative Bates # 80M00020-80M00080	Marketing Research Report, Camel Family Positioning Strategy	January 15, 1980	Compared with Camel Lights, Marlboro Lights are “better able to attract younger smokers due to its more youthful and modern image” (at 4414)

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Cars	U.S. Ex. 68,168	505319520- 9561	Camel Advertising Presentation	October 10, 1985	Their target audience defines success to include wanting their “own set of wheels” (at 9538)