

"Camel Trophy Watches" - General

1. "Camel Trophy Watches" seem to be one item of the Camel adventure shop collection having different product ranges from country to country.
2. The manufacturer of the watches is unknown.
3. The distribution of the watches seems to vary from market to market, depending also on the distribution channel (mail order or retail outlets).
4. In each case the national set up (organisation, agreements, distribution etc.) is not so clear as for instance in Germany. On the other hand RJR is always the Camel trademark owner in different classes.
5. Before starting a separate "Camel Trophy Watches" campaign in most of the covered markets the adventure-Trophy image had been at first created and successfully penetrated.

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1. *Belgium*

There is press advertising for "Camel Trophy", similar to the cigarette brand in terms of the adventure theme. A promotional offer on the part of "The Camel Trophy 90" provides a competition to join an expedition across the USSR plus the chance to win the "Camel Trophy Watch". The Camel Adventure shop is a new concept in this market, this being a well packaged mail order operation, featuring all the familiar imagery. All items carry the Camel logo and include the "Camel Trophy Watch".

2. *France*

"Camel Trophy Watches" is a new advertising line in 90 deriving from the familiar Camel Trophy advertising. Expenditures in 1-6/90: 188 TDM. The watches are distributed on a retail basis. Retail shops are mentioned in the press advertising.

3. *Greece*

All major ranges of this brand are advertised, particularly "Camel Trophy", "Camel Boots" and the "Camel Trophy Watches".

Low expenditures for watches out of Camel total:

1989 - 3,5% (= 100 TDM)
1990 - 2,1% (= 9 TDM)

4. *Holland*

"Camel Collection" and "Camel Boots" are very successful. Promotional activities are i.a. the "Camel Trophy". The Camel adventure store, also featuring in this market, might offer the watch in the next catalogue/ad. No expenditures were recorded in 90 for "Camel Watches" "Camel Trophy Watches" are (occasionally?) advertised by local watch makers shops as their own initiative.

5. *Spain*

The "Camel Trophy Watches" are advertised in "in-store" promotions where set against the familiar themes of the Camel man and mainly in TV.

Low expenditures: 89 - 4 TDM 90 - 186 TDM

6. *Switzerland*

The Camel adventure store sells the familiar accessories like watch compass and flashlight. Kind of advertising, expenditures etc. are unknown.

7. *Italy*

Camel communicates the conventional adventure theme via

- + Camel Adventures Travel
- + Camel Trophy (as an event)
- + Camel Trophy sack and - watches

1989 the main advertising platform with 41,5% (= 10 Mio DM) in press and TV had been Adventures Travel. Up to 11/90 there has been no adventures travel advertising. Most of the expenditures have been for Trophy in general in 1990 (80,7% = 14,8 Mio DM). For the watches went into media:

1989 - 5,2 Mio DM
 1-11/90 - 2,8 Mio DM

Regarding the Camel budget split and media (Camel is using for the different advertising platforms) there seems to be no clear consistent strategy from 88 to 90.

The spendings for the Camel adventures imagery in general p.a. are high:

	1988		1989		1-11/90	
	SOV%	Mio DM	SOV%	Mio DM	SOV%	Mio DM
Camel	17,6	21,6	18,7	21,6	17,3	18,4
Marlboro	31,4	39,0	18,5	24,0	9,3	10,0
<i>Market shares</i>		<i>1988</i>		<i>1989</i>		<i>1990</i>
Camel Family		1,71%		1,89%		2,01%
Marlboro Family		14,61%		15,95%		17,92%

The prices are in the low to middle category - competitive for the chronos: "Multichrono" from Lit. 260.000 (350 DM) and "Super Chrono" from Lit. 465.000 (625 DM) and cheaper for the standards like "Greenbelt" from Lit. 165.000 (220 DM). The quality is good, although it seems that all Quartz watches differ very little in terms of quality, but they are selected by people for the image of Camel appealing to the young males.

The Camel branded watches are sold in yellow branded nicely looking metal boxes. The Camel watches are widely distributed exclusively by OTO S.p.A., Roma in cheap to standard watch maker shops and high class tobacconists as well. The "Camel Trophy Watches" are also sold at the Duty Free and some time ago they have been offered also in the Postal Market Catalogue (the leading general mail-order company). RJR reps. have already used the watches for trade incentivation at retail and wholesale level.

These days it has been announced in the Italian press that Camel will start with a clothing line as well in Italy. It will be no surprise if the familiar Camel collection will be launched.

8. *Facit: "Camel Trophy"*

Although the strategy and position of the "Camel Trophy Watches" seems to be not consistent throughout Europe, the "Camel Trophy Watches" create nationally the impression of a solid TMD-particularly in Italy - in terms of turnover, distribution or availability. The origin of this TMD is not the international cigarette campaign based on the familiar jungle - adventure - lonely man theme, but on the Trophy initiated as an unique and now successful cigarette promotion for Camel. The "Camel Trophy" logo is one essential, reflecting and associating the young-male-tough/rugged - adventure - international cigarette brand image, in combination with familiar Trophy - adventure - jungle advertising scenes (but differing from market to market). In this context watches as one item might alternate with other adequate accessories.

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