

Image CAMEL

The Brand, The Experience, The Historical Precedents

Strengths

- . World-wide reputation and distribution
- . A history, 67 years
- . Profitable
- . New focus
- . Manliness
- . Product quality/fine tobacco
- . Man's cigarette
- . U. S. cigarette
- . Great tasting
- . Survived, still thrives, must be good
- . A name unlike others
- . Suggests number of ways to go
- . CAMEL quality is industry standard
- . Awareness since 1913
- . CAMEL itself (animal) symbol of strength and masculinity
- . Flavor needs to be different to appeal to a wide audience
- . Independence
- . Parents smoked it
- . Exotic imagery - seems upscale
- . Ralph Bellamy image conjured up - walks through packages of cigarettes
- . Walking a Mile for a CAMEL (worth the effort)
- . Every week a new brand ... CAMEL still here, remains, lasts
- . All have heard of CAMEL
- . Bit of Americana

- . Think of 30's, 40's - Bogey, GIs, traded for sexual favors
- . Direct kind of flavor - the older brand

Free Association On

"The CAMEL Way of Life"

- |                                  |                                    |
|----------------------------------|------------------------------------|
| . Square (as in jaw)             | . GI-Joe (the action figure)       |
| . Fun/fantasy                    | . Adventure                        |
| . Brawn                          | . Danger                           |
| . Rugged (2)                     | . Soft, nostalgic characteristic   |
| . Real                           | . No frills                        |
| . Outdoor                        | . Direct                           |
| . Unsophisticated                | . More emotional than intellectual |
| . Not particularly sensitive     | . Impulsive?                       |
| . Sticking with a good thing     | . Cigarette smokers' cigarette     |
| . A choice - part of personality | . Choose because he likes          |
| . Independence                   | . Action-oriented                  |
| . Creativity                     | . Old Joe                          |
| . One-hump vs. two-hump camel    | . Lawrence of Arabia               |
| . Your own man                   | . Touch                            |
| . Craggy                         | . Outdoors                         |
| . Iwo Jima                       | . Khakis                           |
| . Tension                        | . Dark eyes                        |
| . Silence                        | . Mercenary                        |
| . Conservative                   | . Honest                           |
| . Clean-cut                      | . Risk-taker                       |
| . Doing it all well!             | . Natural instinct does it         |
| . Done it all before             |                                    |

Essential Paradox

Brawny	Creativity
Tense	Certainty
Confident	Tension
Soft	Danger
Nostalgic	Adventure
Tough	Nostalgia
Nostalgic	Risk-taker
Unemotional	Softness
Soft	Non-emotion
Conservative	Adventuresomeness
Tough	Fun
Unsophisticated	Natural Instinct
Unsophisticated	Adventure
Clean-cut	Cragginess
Rugged	Independence
Silent	Directness
Experienced	Naivete

The Way of Life Notion

Precedents we have declaring products, services, activities, as deriving from a Way of Life?

- . The whole Playboy thing
- . Fitness, jogging - shoes, magazines, new retail outlets, marathons, clubs
- . Woodstock Generation - the Event, the Look, clothing styles, music, drug culture accoutrements

- . "Dry Sack" kind of man
  - Frank Gifford, a type                      - Imagine his tastes
  - Women he knows                              - Lifestyles
- . Disco: the scene, the movies, the club, makeup, shiek, chic fashions, sound, lighting systems, affected retailing
- . Sasooning: Hair to makeup to body care, to fitness - "I deserve it" - Me Generation
- . Cuisinart: Original machine - now knives, recipes, expertise, cooking schools
- . EST: spin-offs on changing your life, belong to clubs, knowing yourself, sensitivity training
- . Music: Country/Rock, new lifestyle, fashions, new Nashville sound, "Urban cowboys", more C&W stations
- . Disneyland: not just a place - an empire, movies, watches, Americana, conservatism, controlled fantasy
- . Polo, Loren, Chaps
- . "AMF makes weekends"
- . Perrier
- . Levis, dungarees
- . Marlboro
- . Synthetics are okay
- . Pogo
- . Peanuts

Connections

Ideas, concepts, services, related to CAMEL Way of Life:

- . How to have products to survive in outdoors
  - camping    - outerwear
  - hunting, fishing gear                              - space, protection

. How to have CAMEL resorts:

- Africa
- South America
- World-wide! (Club Med, like)
- CAMEL Caravans!

. How to consider CAMEL transportation

- Motorcycles
- Boats - pleasure or sporting, fishing,
- Jeeps
- water skiing

IDEA: CAMEL Road Rallies/Boat Rallies

NB: Consider terrain

. How to build on "the place" to define the activity

- If Hawaii - surfing
- High Coast - hang-gliding

IDEA: CAMEL Sports

- out of ordinary
- daring

. How to build on Outward Bound concept (test yourself)

. How to have your own magazine: CAMEL LIFE, CAMEL WAY OF LIFE

. How to consider a CAMEL game

- Ask Parker Brothers to develop a board game

. How to have a yearly contest to find THE CAMEL MAN - have award

BUILD on Super Star Notion

. How to build on Ivory Girl - have women send in pictures of CAMEL MAN

. How to build on biathlon notion - we sponsor it

American Sportsman idea - events have element of risk to them

. Build on CAMEL Caravan idea

- Traveling music show
- Booths
- Hospitality
- The Event brings people together
- Contests at State Fairs to determine the CAMEL MAN

. How to consider daily usables - accessories:

- towels
- lighters
- sheets
- belt buckles
- shoes
- boots

NB: Consider outdoorsiing such accessories - watches

- . How to build on CAMEL Club notion to embrace upscale guy who is still the independent guy
- . How to consider "How To Do It" books
  - White water kayaking
  - Bass fishing
  - Hunting
  - Any outdoor activities
- . How to not foreclose idea of CAMEL Club in New York City
  - He feels okay there
  - He belongs

Build on CAMEL Club Idea

- . Outdoor setting indoors
- . Hang-gliding demos (VTR, film)
- . Could have lecturer "Who's been there"
- . Place for galleries?
- . Suggests a culture?
- Analogy: Explorer's Club
- Traveler's Club

The CAMEL Club as Imagined

- . Casual, quiet
- . Well-stocked library (activities)
- . Game rooms
- . Relaxed atmosphere
- . Membership required
- \* \* \*
- . Noisy!
- . Real blue collar/white collar mix
- . Variety of kinds of rooms
- . Advent TV screen
- \* \* \*
- . Noise
- . Pinball machines
- . Advent TV screen
- \* \* \*

- . A haven to exercise fantasies
- . PR social club feel - patrons make the environment
- . Not too much sophisticated type
- \* \* \*
- . Unpretentious
- . Food and drink
- . Psychographically designed
- . The market defines the design, the feel, some commonality to the Club
- different forms
- different markets
- \* \* \*
- . Good quality food and drink
- . Broad appeal market to market
- physical and intellectual exercise
- consider Health Club on premise
- Squash courts? Racquetball?
- \* \* \*
- . More white collar than blue - they need the release this would offer (mental stress is less than physical stress)
- . Film, library
- . Vicarious indulgence offered variously

NB: Remember the prime prospect - don't turn him off!

- \* \* \*
- . Membership contingent on ability
- Task, challenge-oriented
- How to do this at no risk of losing others who'd want to join
- . One group is special, an honorary membership level
- . "The Inner Hump"
- . Mugs or glasses or tankards with special members' names

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