

THE CAMEL COLLECTION

Action Handbook

August 21, 1979

50019 4991

WILLIAM ESTY COMPANY, INC.

GEN. 78

CAMEL COLLECTION

STRATEGY SUMMARY

The Camel Collection is a line of man's sportswear, designed and manufactured by the John Henry Division of the Manhattan Shirt Company under licensing agreement with the R.J. Reynolds Tobacco Company. The collection will be introduced to the retail trade during 4th Quarter 1979 and introduced nationally to consumers beginning 1st Quarter 1980.

Targeting

The Camel Collection will be targeted primarily to young adult males (18-40) with middle incomes, residing primarily in urban areas. 34

Positioning

The Collection will be positioned as a unique, high quality but mid-priced line of sportswear for men who enjoy outdoor activities.

Product

The Collection will include active and spectator sportswear with a variety of pants, shirts and tops. Both woven and knit fabrics will be used for the garments. A gold embroidered camel will appear in a prominent position on each of the garments.

Advertising

The advertising announcing the new Camel Collection will be introductory in tone while establishing the uniqueness of the new line of sportswear for men. The advertising will communicate the announcement of the new camel insignia line of clothing. It will also communicate that the collection includes both pants and shirts.

Spending

The Spring 1980 Collection will be supported with \$ 500,000 in net spending, to include working media, production and promotion.

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Media

National magazines, targeted to men, will be the primary vehicle to announce the introduction of the new Collection. Newspaper advertising also will be used to announce the availability of the line in specific retail stores in major U.S. markets.

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