

Seattle

7-13-81

XII. CAMEL Way of Life

A. CAMEL Way of Life Program

1. Objective

CAMEL Way of Life programs are designed to enhance the perception of CAMEL as the cigarette for the younger adult male smoker who wants to attain an image of being independent, adventurous, masculine, and who desires a pleasure-oriented, exciting lifestyle.

2. Strategies

- Develop CAMEL Way of Life products and marketing programs which are:
 - Consistent with, and an extension of the CAMEL imagery and lifestyle.
 - Appealing to the target audience.
 - Coordinated with a reputable company in the product category.

3. Tactics

a. CAMEL Collection

1. Program Summary

- The CAMEL Collection is a rugged, high quality line of men's sportswear that suits the contemporary CAMEL smoker. It is designed and manufactured by reputable men's apparel concerns such as Boston Traders.
- A CAMEL Collection Direct Response Program has been developed to shorten distribution channels, generate awareness and stimulate sales.
- CAMEL Collection advertising enhances the masculinity and sense of adventure of the CAMEL Brand and has been designed to extend the imagery of the CAMEL advertising campaign.

2. Timing for 1982 CAMEL Collection

Approval of Advertising
Begin Trade Advertising
Begin Consumer Advertising

50477 5222

XII. CAMEL Way of Life (Continued)

A. CAMEL Way of Life Program (Continued)

3. Tactics (Continued)

a. CAMEL Collection (Continued)

3. Cost Summary for 1982 CAMEL Collection

\$ (000) 8

Consumer Magazine
Advertising

Co-Op Newspaper
Advertising

Trade Advertising

Total Cost

b. CAMEL Expeditions

1. Program Summary

CAMEL Expeditions will reinforce the excitement of the CAMEL advertising campaign by enabling the participant to actually experience the "CAMEL Way of Life". CAMEL Expeditions advertising and brochures will broaden communication of CAMEL imagery toward the target prospect. The following three CAMEL Expeditions have been selected for 1982:

● "Maine's Allagash Wilderness"

A ten-day canoeing trip down the wild and awesome and profoundly majestic Allagash.

● "The Windwards and Leewards"

A ten-day windjammer expedition in the Caribbean where participants will handle the seas, take the helm and sail windward and leeward.

● "The Jungles of Ecuador"

Fifteen days under the Ecuadorian jungle, where the participants will trek and canoe the virgin jungle territory.

2. Timing for 1982 CAMEL Expeditions

Brochures Ready for
Distribution

CAMEL Expeditions Trade
Advertising Begins

CAMEL Expeditions Consumer
Advertising Begins

*merchandise
media
sponsor*

XII. CAMEL Way of Life (Continued)

A. CAMEL Way of Life Program (Continued)

3. Tactics (Continued)

b. CAMEL Expeditions (Continued)

3. Cost Summary for 1982 CAMEL Expeditions

	<u>\$(000)</u>	<u>¢</u>
Brochures		
Trade Advertising		
Consumer Advertising		
 Total Cost		

c. CAMEL GT

1. Program Summary

The CAMEL GT program amplifies CAMEL's image as a brand for pleasure-seeking, adventurous and independent males. It is utilized to induce quality trial while surrounding the prospect with the desired imagery of the event. Newspapers, out-of-home and national sport magazines focus on generating attendance while building brand identification and a desired lifestyle around the event.

Seattle

7-13-81

XIII. Other Marketing - Vending Sales

A. Objective

Brand's objective is to establish CAMEL LIGHTS as the brand necessary to complete a vendor's optimal product mix.

B. Strategies

To increase vending awareness and profit potential with vendor executives, Brand will:

- Develop programs designed to capitalize on current field marketing activities.
- Coordinate CAMEL Way of Life programs with the vending trade.
- Provide placement and maintenance bonus programs that are superior to competitive offerings.
- Communicate updated information regarding share and trends of CAMEL vending business in appropriate trade journals as well as to field sales.

C. Tactics

50477 5225

Rank	Market	% U.S.	Advertising			Younger Adult Market	Areas of Concentration
			LIGHTS 85's/ FILTERS	LIGHTS 85's/ HARD PACK	LIGHTS 85's/ LIGHTS 100's		
1	Los Angeles Metro	5.20	X	X	X	X	Los Angeles, Long Beach, Northridge
2	Seattle Metro	1.32	X	X	X	X	Seattle
3	Portland, Oregon	1.16	X	X	X	X	Eugene, Corvallis
4	Salt Lake City	.98	X	X	X	X	Salt Lake City, Provo.
5	Denver Metro	1.34	X	X	X	X	Denver, Ft. Collins, Boulder
6	New York Metro	4.46	X	X	X	X	New York City
7	Chicago	3.48	X	X	X	X	Chicago, Evanston
8	San Francisco Metro	2.61	X	X	X	X	San Francisco, Berkley, Palo Alto
9	Spokane	.62	X	X	X	X	Spokane, Pullman, Ellensburg
10	Alaska	.19	X	X	X	X	
11	Phoenix	1.13	X		X	X	Tempe, Tucson
12	Billings	.35	X	X	X		
13	Minneapolis-St. Paul	1.64	X	X	X	X	Minneapolis-St. Paul
14	Newark Metro	2.13	X	X	X		
15	Sacramento	.99	X	X	X	X	Sacramento, Chico, Davis
16	Boston Metro	1.80	X	X	X	X	Boston, Lowell
17	Indianapolis	.76	X				
18	Peoria	.68	X		X	X	Urbana-Champaign, Normal
19	Grand Rapids	.72	X		X	X	Kalamazoo
20	Cleveland	1.17	X				
21	Des Moines	.65	X		X	X	Ames
22	Washington, DC	1.51	X			X	College Park
23	Ft. Wayne	.76	X		X	X	W. Lafayette, Muncie
24	Philadelphia	2.76	X	X		X	Philadelphia
25	Cincinnati	.66	X		X	X	Cincinnati, Oxford

Rank	Market	% U.S.	Advertising			Younger Adult Market	Areas of Concentration
			LIGHTS 85's/ FILTERS	LIGHTS 85's/ HARD PACK	LIGHTS 85's/ LIGHTS 100's		
26	Evansville	.66	X			X	Bloomington
27	Davenport	.49			X	X	Iowa City
28	Albuquerque	.73	X		X	X	Albuquerque
29	Kansas City	1.01	X		X	X	Lawrence, Manhattan
30	Duluth	.42		X			
31	Omaha	.83	X		X	X	Lincoln
32	Oklahoma City	.89	X	X		X	Stillwater, Norman
33	Atlanta	1.12	X		X	X	Atlanta
34	Detroit	1.67	X		X	X	Detroit
35	Charlotte	.51			X		
36	Dayton	.75	X		X		
37	Akron	.80	X			X	Akron, Kent
38	Syracuse	.60	X		X	X	Syracuse
39	Springfield, MO	.50	X		X	X	Columbia
40	Portland, Maine	.50	X	X			
41	Greenville, SC	.59			X		
42	Charleston, WV	.56	X				
43	Las Vegas	.32	X	X	X		
44	Nashua	.70	X	X			
45	Winston-Salem	.56			X		
46	Harrisburg, PA	.85	X	X		X	University Park
47	Lexington, KY	.49	X			X	Lexington
48	Ft. Smith, Ark.	.41	X		X	X	Fayetteville
49	Pittsburgh	1.53	X			X	Pittsburgh, Morgantown
50	Milwaukee	.92	X		X	X	Milwaukee

Rank	Market	% U.S.	Advertising			Younger Adult Market	Areas of Concentration
			LIGHTS 85's/ FILTERS	LIGHTS 85's/ HARD PACK	LIGHTS 85's/ LIGHTS 100's		
51	San Diego	.87	X	X	X	X	San Diego
52	Fargo, ND	.43			X		
53	Rockford	.75	X			X	Madison, Dekalb
54	Wichita	.63	X		X		
55	Springfield, MA	.58	X	X		X	Amherst
56	Sioux Falls	.37	X				
57	Fresno	.65	X	X	X	X	Fresno
58	Houston	1.57	X		X	X	Houston
59	Columbus, OH	.94	X			X	Columbus
60	East St. Louis	.78	X				
61	Dallas	1.01	X		X		
62	Louisville, KY	.59	X		X	X	Louisville
63	Green Bay	.55	X				
64	Amarillo	.60	X		X	X	Lubbock
65	Orlando	.57	X	X	X		
66	Tulsa	.45	X		X		
67	Toledo	.75	X			X	Bowling Green
68	Raleigh	.55			X	X	Raleigh, Chapel Hill
69	Lansing	.75	X		X	X	East Lansing, Ann Arbor, Ypsilanti
70	Austin	.65	X		X	X	Austin, San Marcos, College Station
71	Little Rock	.59			X		
72	Youngstown, OH	.65	X				
73	Paducah, KY	.28	X		X		
74	Knoxville	.51	X		X	X	Knoxville
75	Yonkers, NY	.86	X		X		

Rank	Market	% U.S.	Advertising			Younger Adult Market	Areas of Concentration
			LIGHTS 85's/ FILTERS	LIGHTS 85's/ HARD PACK	LIGHTS 85's/ LIGHTS 100's		
76	St. Louis	1.14	X		X	X	St. Louis
77	Flint, Mich.	.87	X		X		
78	Nashville	.55	X		X		
79	Birmingham, AL	.63	X		X	X	Tuscaloosa
80	Tyler, TX	.41			X	X	Tyler
81	Huntsville, AL	.59	X		X		
82	Roanoke, VA	.45	X				
83	Bristol, VA	.38	X				
84	Buffalo	.80	X			X	Buffalo
85	Rochester	.72	X		X		
86	Baltimore	1.25	X	X	X		
87	Providence	.59	X	X	X	X	Providence
88	Memphis	.67	X		X	X	Memphis
89	Reading, PA	.82	X	X			
90	Jacksonville	.59	X	X	X	X	Gainesville
91	Hartford	.67	X	X	X		
92	Fort Worth	.53			X		
93	San Antonio	.68			X		
94	Richmond	.59	X		X		
95	Miami	.66	X	X	X		
96	Fayetteville, NC	.63	X		X		
97	Tampa	.70	X	X			
98	Albany, NY	.61	X		X		
99	Shreveport	.51	X		X		
100	W. Palm Beach	.89	X	X	X		

Rank	Market	% U.S.	Advertising			Younger Adult Market	Areas of Concentration
			LIGHTS 85's/ FILTERS	LIGHTS 85's/ HARD PACK	LIGHTS 85's/ LIGHTS 100's		
101	Montgomery, AL	.46	X		X	X	Auburn
102	New Haven, Conn.	.74	X	X	X	X	New Haven
103	Macon, GA	.66	X		X	X	Athens
104	Hattiesburg, Miss.	.46	X		X		
105	Mobile, AL	.53			X		
106	Jackson, Miss.	.55	X		X		
107	New Orleans	.71	X		X	X	New Orleans
108	Sarasota, FL	.34	X	X	X		
109	Charleston, SC	.59	X		X		
110	Norfolk, VA	.65	X		X		
111	North Philadelphia		X	X	X		
112	Albany, GA	.35	X		X	X	Tallahassee
113	Lafayette, LA	.60	X		X		
114	Corpus Christi	.45	X		X		
115	Columbia, SC	.64	X		X	X	Columbia
116	Trenton, NJ	.58	X	X	X		