

CAMEL COLLECTION

Copy Strategy

1. Copy Objective

Convince young adult men, but particularly the prime prospect defined below, that the Camel Collection is a unique, quality line of insignia sportswear designed for masculine, urban men with middle incomes.

2. Copy Strategy

a. Focus of Sale

The Camel Collection is a unique, new insignia line of quality men's sportswear.

b. Prime Prospect

The prime prospect is a young, urban male (18-40) who cares about his appearance but does not consider himself to be trendy or a fashion crowd-follower. Instead, he considers himself an individualist. He lives an active life and particularly enjoys outdoor activities. He is a participant in and/or a spectator of sports. He is middle-income but wishes to appear affluent. He also wishes to project a highly masculine image.

c. Consumer Benefits

● Primary Benefit

The Camel Collection is a truly unique and new line of masculine sportswear.

● Product Benefit

A quality line of new insignia sportswear available at affordable prices.

● Psychological Benefit

The Camel Collection is designed to be worn by the active, urban man to help him project the masculine image he desires. The traditionally masculine camel symbol will reinforce the individualism he desires to project.

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CAMEL COLLECTION

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d. Support

Each garment in the Camel Collection is supported by the quality John Henry name and the masculine camel symbol.

e. Tone

The Camel Collection advertising will be introductory in tone as it announces the new line of masculine sportswear for the contemporary urban male. The quality and affordability of the line will be conveyed in an honest, straightforward manner.

3. Copy Plan

a. Copy Development

The introductory campaign will announce the availability of the new Camel Collection by John Henry.

b. Copy Pool

The Camel Collection pool of advertising will include the following:

Magazine -- Two 4-color executions will appear in national men's magazines.

Newspaper -- One ROP newspaper execution (in both 4-Color and B & W) will appear in newspapers in the largest U.S. markets. A store name will appear in the newspaper advertising.

EXECUTIVE
GUIDELINES

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CAMEL COLLECTION

Introductory Campaign

Executorial Guidelines: Magazine Advertising

PREFACE

The primary objective of the introductory campaign for the CAMEL Collection is to announce the availability of a unique, new line of insignia sportswear for men.

The camel insignia which will appear on each garment will be clearly identifiable with CAMEL cigarettes. The headline and body copy will emphasize that the garments are designed by John Henry, a designer of quality sportswear. The visual settings and models will be compatible with those shown in current CAMEL cigarette advertising.

At least one model will be shown smoking in each execution. A CAMEL LIGHTS 85's package will be shown in an accessory capacity in each execution. The situations will be interest-provoking to modern young adult males, while reinforcing the CAMEL Brands long-standing heritage borrowed from the rich heritage of Egypt.

I. MODEL SELECTION

A. Sex

The CAMEL Collection's two-ad pool will feature two male models in each execution.

B. Age

All models will appear to be older than 25 and younger than 40.

C. Physical Characteristics

The models will be ruggedly good-looking without appearing to be high fashion models. A range of hair color and facial tones will be represented by the models. None will resemble current CAMEL LIGHTS or CAMEL FILTERS spokesmen.

D. Facial Expression

The models' facial expressions will convey a relaxed, confident attitude. They will appear to be pleasantly at ease without displaying broad smiles.

E. Physical Attitudes

The models' body language will convey a self-assured masculine attitude.

II. WARDROBE

A. Type of Activity

The garments modeled will be appropriate for the oasis setting depicted in the advertising.

B. Style of Wardrobe

The garments, all displaying the CAMEL patch, will be as follows:

● Active Sportswear Execution

- Knit short-sleeve shirt with collar.
- Knit short-sleeve shirt without collar.
- Two different CAMEL Collection pants, both with slim cut.

● Spectator Sportswear Execution

- One short-sleeve woven fabric shirt with double pocket on left breast and epaulettes.
- One long-sleeve denim-looking woven fabric shirt with modified Western styling.
- One zipped sports jacket with pockets.
- Two different CAMEL Collection pants with slim cut.

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C. Color

Pants will be off-white and light brown. Shirts will be shown in a variety of colors appropriate with the setting.

D. Seasonality

Garments for the introductory advertising will be appropriate for the spring season.

III. SITUATIONS/SETTINGS/STAGING

A. Description

Both introductory executions will be in an oasis sand dune setting suggesting an Egyptian setting.

B. Model Placement

One model will be placed in the foreground of the sand dune setting to best display the CAMEL insignia on the garments. The second model will appear - in collage - in a secondary role.

C. Background

The background will include an oasis with a Middle-Eastern village in the distance. The setting will be in daylight hours but will not convey heat nor dryness.

D. Set Decoration

Executions will feature props appropriate to the situation/activity being depicted. No esoteric nor expensive gear will be shown.

E. Color

Natural outdoor lighting will be used.

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IV. PACKAGE TREATMENT

Both executions will display the CAMEL LIGHTS 85's pack in an accessory/secondary capacity. At least one model in each execution will be smoking.

V. COPY TREATMENT

The headline will introduce the CAMEL Collection by John Henry. When the words, CAMEL Collection appear in the headline, the typeface of the CAMEL REGULAR pack will be utilized.

Body copy will describe the Collection as a unique, new line of sportswear for men.

VI. OTHER

The CAMEL Collection/John Henry label will appear in each execution in proximity to the body copy.

The Warning and T/N line will be positioned in appropriate locations. They will never be stacked.

The copyright line will be placed in an appropriate location.

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