

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Masculine, rugged, tough	U.S. Exhibit 54,346	635900092A-0117	Kool 'Biker Ad' Campaign Test Market Work Plan	Circa 1991	"A New advertising campaign for Kool is necessary to connect with "Kool's key 'target' audience: young adult males." (0094) "The 'Biker' himself is strong and masculine...a man who is confident, capable and free." (at 0094)
Masculine, rugged, tough	U.S. Exhibit 53,921	676019303-9393	Kool: 1933 -1980 A Retrospective View of Kool Book I: The Text	November 10, 1980, Revised: December 1, 1980	"...two key growing opportunity segments: Young people, particularly males, needing traditional rites of passage." (at 9331) The Kool smokers depicted in the commercials were rugged, independent, self-assured ..." (at 9331)
Masculine, rugged, tough	U.S. Exhibit 20,973, or JE200973	670624652-4705	Kool Strategic Brand Plan	Estimated 1981	"The need, then, is to revitalize KOOL as a product representing the best in relevant product and smoker image qualities in a vibrant and contemporary manner....KOOL's equity of name, product uniqueness and young male symbolism must be brought into the 1980's and exploited." (at 4656)
Masculine, rugged, tough	U.S. Exhibit 69,096	673002075-2082	KOOL Advertising Tracking Study Topline Report Five Weeks After Start of KOOL Campaign	September 1984	Cites as potential problems: "Decline in 'Masculine brand' and 'primarily for men' among young males." (at 2076) 'Decline in' appeals primarily to young across all groups. (at 2076)
Masculine, rugged, tough	U.S. Exhibit 69,097	673002083-2170	1985 Strategic Marketing Plan	Estimated 1985	"Advertising should symbolize both the best cigarette (quality) and a contemporary image of masculinity, self-assurance, confidence and control (cool)." (at 2100)
Masculine, rugged, tough	U.S. Exhibit 53,870	670660378-0420	Brown & Williamson Tobacco Corporation 1985 Kool Media Plan	October 16, 1984	"The creative property is judged to be a strong masculine proposition for the brand and as such a valuable targeting device for young male smokers." (at 0380)
Masculine, rugged, tough	U.S. Exhibit 53,694	661092913-2933	New KOOL 25's Test Market Work Plan	1985	"The 25's package may also enhance the masculine appeal of KOOL to its targeted young adult smokers." (at 2915)

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Masculine, rugged, tough	U.S. Exhibit 71,218	679010346-0391	Reactions to Four Alternative Black Models for the Kool "Biker" Campaign	August 1985	<p>"Respondents are often openly envious of the Player's imagined success with women and the easily-won affluence they think he enjoys. He is perceived as a young man whom younger respondents find it especially easy to relate to. He is sharp, street-smart, good-looking, and <u>very</u> cool. All of these are strongly admired traits." (at 0354)</p> <p>"Respondents continue to see the same themes in the motorcycle-related visuals: freedom and escape, solitude and self-sufficiency, danger, manliness, power and control." (at 0359)</p>
Masculine, rugged, tough	U.S. Exhibit 69,112	676010419-0431	Qualitative Research on New Kool Advertising Executions Final Report	September 8, 1986	<p>"Both male models project extremely masculine images. They are seen as strong men in both the physical and emotional sense. This machismo is conveyed by the presence of the motorcycle and the women who seem to be holding on to, and even grasping, the men in some of the visuals." (at 0421)</p> <p>"Additional themes are 'coolness,' 'macho men' and 'sensuality.'" (at 0420)</p>
Masculine, rugged, tough	U.S. Exhibit 67,875	465647509-7599	KOOL Impact Awareness & Usage Study Pre-Wave	May 1987	<p>"KOOL Full-Taste smokers were best described as being 'masculine' and 'rugged,' while the best descriptions for KOOL Milds included 'independent' and 'up-to-date.'" (at 7522)</p>
Masculine, rugged, tough	U.S. Exhibit 67,715	210431300-1317			Category I (confidential)
Masculine, rugged, tough	U.S. Exhibit 58,932	LB0068733-8762	Topline of Salem Focus Groups in New York	April 30, 1999	<p>Report of focus groups done in New York City among YAMS 21-29, the majority of whom were 24+. "YAMS understood this campaign to be about sex and seduction. <i>It's about a girl with her boyfriend checking out the Kool guy. The bad boy attracts the opposite sex.</i>" (at 8736)</p>

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Excitement, fun, adventure, risk taking	U.S. Exhibit 71,120	679155993-6194	Smoker Personality Study Kool	Undated	“Personality factors which appear to have the greatest leverage for Kool in target segments are –‘Risk taking/hedonism’ and ‘inhibited conformity.’ (at 6009) To address risk taking, they recommend that "Visual cues which add flash, flair, and excitement would address the personality trait of risk taking/hedonism.” (at 6023)
Excitement, fun, adventure, risk taking	U.S. Exhibit 54,346	635900092A-0117	Kool ‘Biker’ Ad Campaign Test Market Work Plan	1984	“The ‘Biking’ experience, as depicted in the ads, provides a brief escape from the ordinary life to enjoy the freedom and excitement of the open road and the mastery of a powerful machine...a very desirable ‘macho’ fantasy.” (at 0094)
Excitement, fun, adventure, risk taking	U.S. Exhibit 53,572	660073510	Kool In-Store Presence	December 5, 1980	This is a memo regarding retail advertising in Daytona and Ft. Lauderdale, Florida beach areas during the 1981 Easter break. “Kool will be spending almost \$500M over four weeks in these two markets against the young adult vacationers. This will be a tie-in program with Playboy (and their bunnies) to conduct mass sampling in bars. (at 3510) Kool has the opportunity to conduct in-store promotions that will tie in with the entire beach mentality of these young adults.” (at 3510)
Excitement, fun, adventure, risk taking	U.S. Exhibit 69,097	673002083-2170	1985 Strategic Marketing Plan	Estimated 1985	“ <u>The Essence of the KOOL Property</u> A Strong desire to be in the places envisioned, hear the action, and see the scene in which it is taking place. A feeling or mood of pleasure, relaxation, or excitement depending on the one’s [sic] need at the time.” (at 2168)
Excitement, fun, adventure, risk taking	U.S. Exhibit 71,218	679010345-0391	Reactions to Four Alternative Black Models for the Kool “Biker” Campaign	August 1985	Relaxation is another theme that is communicated. (at 0365)

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Excitement, fun, adventure, risk taking	U.S. Exhibit 67,867	432200806-0810	Proposal for 1998 KOOL Indy Car Sponsorship study	June 1998	Proposes to "...assess the impact of the KOOL Indy Car sponsorship on perceived imagery of KOOL within the target audiences of male smokers, age 21-30 and KOOL most often brand ... smokers." (at 0807)
Membership in a young, cool in-group.	U.S. Exhibit 69,127	677058111-8235	A Study of Smokers' Perceptions of Kool Internationals Final Report	April 1978	"The major occasions volunteered for smoking Kool Internationals suggest <u>external</u> motivations: At a Party (44%); To Impress People (29%); On Social Occasions (23%); and When Out for Evening (23%)." (at 8154)
Membership in a young, cool in-group.	U.S. Exhibit 69,135	677153624-3824	KOOL Test Market Performance: Kool Ultra & Kool Lights 1 ½ Year Report	April 1983	Surveyed imagery regarding KOOL and change over time. Image items surveyed include: (1) For young people (2) For all races (3) For old-fashioned people (4) For someone like me. (5) For active, energetic people (6) Many items on taste
Membership in a young, cool in-group.	U.S. Exhibit 69,124	676101765-1824	Movie Intercept Study Kool Cigarette Commercial Analysis	August 1983	Tested an ad shown before a movie (compared with controls who didn't see it). "The 'Playing It Kool' commercial does not successfully convey a youthful image of or generate self-association with the Kool cigarette brand." (at 1776)
Membership in a young, cool in-group.	U.S. Exhibit 69,096	673002075-2082	KOOL Advertising Tracking Study Topline Report Five Weeks After Start of KOOL Campaign	September 1984	Cites as a potential problem: "Decline in 'appeal primarily to young' across all groups." (at 2076)

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Membership in a young, cool in-group.	U.S. Exhibit 20,937	554000052-0060	Kool 1985/1986 Issues	March 6, 1985	<p>Issue 1 “Is Kool able to effectively communicate its proposition to its target audience with its current marketing mix?” (at 0052) Answer is “No, because the brand has lost its ‘in-brand’ status ...” (at 0052)</p> <p>Notes the success of Newport and Marlboro is due to their being in-brands for young adult target audiences. “They have peer group acceptance and high perceived popularity.” (at 0052)</p> <p>“Marlboro built its business on the masculine Marlboro country TA campaign ... Supported by on-campus programs that helped establish the brand as a young adult brand, peer group momentum was established that has been sustained through today.” (at 0053)</p> <p>“Newport has maintained creative consistency since the early 70’s. The Newport campaign has been tightly targeted to young adults. During this time, Kool either had no user image campaigns or was depicting older models.” (at 0053)</p> <p>Recommends music events, among other things to establish Kool as “an ‘in-brand’ ... among young adults.” (at 0053)</p> <p>“...Kool must aggressively seek to re-establish itself among young adults with aggressive programs that increase identification with Kool using Newport’s approach as a road map.” (0053)</p>
Membership in a young, cool in-group.	U.S. Exhibit 67,880	465680934-0941	Review of Kool and Other Key Brands from the National Awareness and Usage Study	January 16, 1987	<p>“Kool does enjoy an image as a major menthol brand ... that appeals to the young.” (at 0934)</p>
Membership in a young, cool in-group.	U.S. Exhibit 67,875	465647509-7599	KOOL Impact Awareness & Usage Study Pre-Wave	May 1987	<p>“For the key brands, it appeared that the younger the respondents’ age group, the higher their brand awareness levels for specific brands.” (at 7529)</p>

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Membership in a young, cool in-group	U.S. Exhibit 22,490	462110343-0376	Perception of KOOL in the Milwaukee Test Market Round II	November 1997	“Many felt the B KOOL campaign was attempting to update the image of KOOL, shifting it from older to younger adult.” (at 0358)
Use of Music	U.S. Exhibit 69,080	670593796-3802	Final Report Kool Jazz Festival Sponsorship	December 1, 1975	Surveyed “300 young adult (18-35) Blacks and a total of 300 young adult (18-35) Whites.” (at 3796) Two thirds of respondents were aware of Kool's Jazz Festival sponsorship. “... two thirds (66%) of the young adult Black smokers were aware of Kool’s sponsorship.” (at 3798) The sponsorship is rated favorably.
Use of Music	U.S. Exhibit 69,169	685096913-6923	1976 Kool Jazz Festival Sponsorship Study	Estimated 1976	Awareness of Kool's sponsorship has increased among young adult Black smokers, after the second festival.
Use of Music	U.S. Exhibit 69,074	670548387-8437	“Kool Jazz Festivals” Promotion Study	1979	Interviewed 497 Black and 252 White smokers of menthol cigarettes 21 years of age or older in six markets where Kool had sponsored recent Jazz Festivals. “Among those who were aware of the concert, those who actually attended were particularly likely to perceive that Kool would appeal to people in their 20’s ... high school graduates.” (at 8401)
Use of Music	U.S. Exhibit 69,085	670601278-1284	Final Report “Kool Pacific Jazz Fair” Hawaiian Jazz Festival Study	February 1, 1979	Kool was rated as a cigarette for people in their 20s more frequently by those 21-34 than by those 35 and over. (at 1283)
Use of Music	U.S. Exhibit 69,108	675205489-5491	Final Report “Kool Country on Tour” Promotion Study	July 18, 1979	Eight events involving country music designed to “... improve Kool's product and user images among a target audience of white young-to-middle aged adults...” (at 5489)

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Use of Music	U.S. Exhibit 69,065	665070450-0468	Final Report “Kool Jazz Festivals” Promotion Study and In-Event Study	October 10, 1979	Blacks who attend are younger than average. “... the concert series is assessed as a viable promotional tool and, as such, it is recommended that it continue.” (at 0455)
Use of Music	U.S. Exhibit 69,063	665000008-0091	Final Report Kool Campaign Qualitative Evaluation	April 24, 1981	<p>“It appears that the younger the respondent, the more importance he attaches to the fact that the music is contemporary.” (at 0039)</p> <p>“Some people also use music to feel part of a special group. This is primarily done by younger people who tend to be more influenced by their peers than older people.” (at 0040)</p> <p>“Since at this age, they have few possessions to indicate status, young people seek out other symbols, among which is their preference in music.” (at 0040)</p> <p>“Based on this research, it appears that the use of music in advertising was very effective. It is doubtful whether any subject other than music could have elicited such rich imagery from people who were not in any way extraordinary.” (at 0042)</p>
Use of Music	U.S. Exhibit 69,136	677153842-3968	Kool Ad Concept Study for Brown and Williamson Tobacco Corporation	January 1983	<p>Study to determine the music preferences of smokers and what image is associated with five major forms of music - Rock, Jazz, Rhythm & Blues, Country, and Classical. Jazz image associations include “Have a Good Time With.” (at 3853)</p> <p>“Most preferred music forms among blacks are Jazz, Rhythm and Blues, and Rock.” (at 3852)</p> <p>“...degree of preference for a music form is less among older adults than younger adults.” (at 3852)</p>
Use of Music	U.S. Exhibit 69,106	675109308-9409	Special Magazine Report Kool Cigarettes <i>People</i>	February 7, 1983	A randomized design in which they varied the type of instrument the musician was pictured holding to see if it affected attention to ad and attitude. (at 9310)

Demonstrative 15: Themes and Images in Kool Marketing That Appeal to Adolescents

U.S. Exhibit 17,569

Theme or Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Use of Music	U.S. Exhibit 69,139	679012424-2527	Kool Test Market Performance 1 ½ Year Final Report	May 6, 1983	Notes share loss for Kool (down 8%) “Advertising recall centers on the music theme and, as might be expected, there is little mention of specific product benefits.” (at 2432)
Use of Music	U.S. Exhibit 69,097	673002083-2170	1985 Strategic Marketing Plan	Estimated 1985	“Music helps people feel part of a group and can symbolize their status and important lifestyle values. This is particularly important among young adults who have few possessions to communicate their status. A recurring theme ...is the perception of the musicians depicted as ‘cool’. This is defined in the research as laid-back, self-assured, individualistic, and in control.” (at 2167)
Use of Music	JD Ex. 012386; U.S. Exhibit 89,202		Kool The Road to Menthol Authority	1999	Goal of the House of Menthol campaign: “Reclaim Kool’s rightful place in the category as the Menthol Authority.” (at 0037) Indicates that House of Menthol has three pluses: “Most contemporary, ‘hip’, urban and ASU26; Kool portrayed as keeping up with times; Communicates that Kool invented category.” (at 0043) The B Kool campaign “lacks energy, excitement...gives campaign old, outdated feel ...” (at 0043)