

Demonstrative 19: Images and Themes in the Joe Camel Campaign That Appeal to Adolescents

U.S. Exhibit 17,573

Image	Trial Exhibit	Bates Number	Document Title or Topic	Document Date	Quote/Example
Popular, admired, member of the peer group	U.S. Ex. 68,384	513846614-6712	“Heroic Camel” Advertising Test	March 1988	Heroic Camel did better than Bob Beck on image of the Camel smoker, including adventurous, attractive with women, cool people smoke Camel. “The Heroic Camel has a more fun personality, is more a part of a group and is more of a younger adult smoker (at 6628) Additional images conveyed by the Heroic camel: “...coolly self-confident,...friendly, helpful, a nice guy...” (at 6630)
Popular, admired, member of the peer group	U.S. Ex. 20,774	507241613-1838	Camel Y&R Orientation	September 19, 1988	Reviews data on how the “heroic Camel” outperformed Bob Beck and the Winston and Salem campaigns Heroic Camel outperformed Bob Beck on the following user attributes: Someone I’d like to know; Has a lot of personality; Knows how to have fun. (at 1791)
Popular, admired, member of the peer group	U.S. Ex. 68,222	506868077-8082	Marketing Research Report: “Heroic Camel” Advertising Focus Groups	October 14, 1988	Words used to describe Heroic Camel: cool, sophisticated, ladies man, together, unique, well-liked, adventurous, approachable, worldly, independent, brave, debonair, self-made, suave, stud, classy, successful, out-going, wealthy, confident, attractive, dashing, popular, famous, untouchable, happy (at 8080).
Popular, admired, member of the peer group	U.S. Ex. 89,196	506864145-4153	Marketing Development Intelligence Center Advertising Research Report: Final Report - DAR Test of Two Advertisements	October 28, 1988	“...the ‘Hollywood’ executions had a significantly higher percentage of respondents that labeled CAMEL as a cigarette that is smoked by ‘hip,’ ‘cool,’ ‘casual,’ and ‘groovy’ people” (at 4152).
Popular, admired, member of the peer group	U.S. Ex. 68,244	507244164-4184	“Smooth Character” Campaign	1989	Smooth Character outperformed Bob Beck on “could be one of my friends” “someone I’d like to know,” “has a lot of personality” (at 4171).

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Popular, admired, member of the peer group	U.S. Ex. 20,774	507241613-1838	Camel Young & Rubicam Orientation	1989	“Belonging is enormously important to FUBYAS [First Usual Brand Young Adult Smokers]” (at 1651).
Popular, admired, member of the peer group	U.S. Ex. 68,205	506866004-6031	Camel Qualitative Research in Dallas	February 3, 1989	“Camel Joe’s car and style of clothing quickly portrayed him as cool, sophisticated, debonair, and attractive. The fact that he was with an attractive female helped him to appear as leading a lifestyle of ladies man that was well-liked, approachable, outgoing, confident, and popular. Many respondents mentioned that they would like to live this lifestyle” (at 6008).
Popular, admired, member of the peer group	U.S. Ex. 68,243	507229159-9161	Camel Advertising Qualitative Research II	December 14, 1989	Summarizes focus groups with 18-20 and 21-to-24-year-old Marlboro smokers showing that the Joe Camel campaign is very well received. Discusses how to dimensionalize Joe further. “Camel Joe needs to be portrayed as the hero, someone who is in control of his situation to maximize his appeal and relevancy to the target.” (at 9159)
Popular, admired, member of the peer group	U.S. Ex. 66,470	507211964-2061	Camel Advertising	January 1, 1994	Smooth Character improved on Bob Beck on key user perceptions, including “could be one of my friends,” “someone I’d like to know,” “younger adult smoker,” “has a lot of personality,” and “knows how to have fun” (at 1976). Marlboro still had numerous advantages in terms of people’s perceptions of Marlboro and Camel, including, “a brand my friends would smoke,” “for adventurous people,” “for active/exciting lifestyles,” and “for people respected/admired by friends” (at 2005).

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Popular, admired, member of the peer group	U.S. Ex. 51,198	507403799-3801	1990 Camel Motorsports Big Idea: Creative Strategy	January 29, 1990	“CORPORATE/BRAND PERSONALITY: I am CAMEL; I am cool. I'm the ultimate 'Smooth Character.' I'm my own person; self-confident, independent but approachable; a leader. I'm single and in my mid-late 20's. I'm larger than life, not just "one of the guys," cocky; studly yet sensitive. I epitomize the best life has to offer a young man - excitement, risk, thrills, fantasy and fun." (at 3800)
Popular, admired, member of the peer group	U.S. Ex. 68,249	507302620-2687	CAMEL Review	April 6, 1990	Improvement on “A brand my friends would smoke.” (at 2634, 2635)
Popular, admired, member of the peer group	U.S. Ex. 68,249	507302620-2687	CAMEL Review	April 6, 1990	Comments about Joe Camel from Marlboro smokers 18-24: “He’s a smooth character. He’d get along with anybody.” “The guy’s got a charm. Look at him!” “It’s kind of like being cool. The guy is sitting there with a cool attitude with a chic [sic] in the background.” (at 2650)
Popular, admired, member of the peer group	U.S. Ex. 68,312	509042482-2493	1990 Perception Tracking Study Camel: 18-24 Emphasis and Opportunity Markets	July 19, 1990	Indicates that, especially in the emphasis markets, the perception is widespread that CAMEL is “a popular brand” and “a brand my friends would smoke.” (at 2490)
Popular, admired, member of the peer group	U.S. Ex. 20,789	507798137-8230	U.S. Cigarette Market in the 1990’s	June 21, 1990	Regarding Camel: Graph on 8208 shows that Smooth Character does better than Marlboro Country on admired by friends, and could be friend of mine.

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Popular, admired, member of the peer group	U.S. Ex. 23,010	507490339-0354	Camel Advertising Overview by Young and Rubicam	December 4, 1990	Joe is "...the larger-than-life personification of all that we, in our moments of playful fantasy, aspire to be. Always the winner, on top of the situation, beating the system, and covering the scene, whatever he does he does with a style and <u>joie de vivre</u> all his own. The twinkle in his eye and that 'cat that ate the canary' expression on his face say it all." (at 0349)
Popular, admired, member of the peer group	U.S. Ex. 68,313	509042745-2841	Camel Evolved Smooth Character Advertising Evaluation Study	January 2, 1991	The evolved smooth campaign continues to communicate that Camel smokers are "smooth/cool" and used by "smooth/cool people." (at 2756)
Popular, admired, member of the peer group	U.S. Ex. 68,318	509043734-3776	Summary of Findings on Reactions to Camel Advertising and Pack Exchange Program Among Competitive Exchange Initiative Smokers	November 1990	Further discussion of how Joe is "cool, self-confident, and somewhat irreverent." (at 3739)
Popular, admired, member of the peer group	U.S. Ex. 68,402	514340409-0453	Qualitative Assessment of Camel Advertising Equity, Prepared by Ellison Qualitative Research, Inc.	October, 1991	"... He's what guys really want to be—a man's man but not super macho . . . He's a natural leader—not pushy, but people just sort of follow his lead . . . never gets stressed out—always real relaxed and easygoing . . . Best of all—he only does what he enjoys doing—the ultimate" (at 0430). "He's someone you can hang out with—He makes you feel comfortable... That's a real knack... I wish I could be so easy to talk to . . . I guess it's 'cause he's done and seen everything—He's got nothing to prove, so he never puts people off" (at 0431). "Seeing him do all these things... gives guys hope—that one day, if they make it—they can do whatever they enjoy most..." (at 0438)

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Popular, admired, member of the peer group	U.S. Ex. 68,350	509613395-3502	Camel Menthol Image Evaluation	November, 1993	Evaluation outlines performance of Joe’s Place vs. the Camel Portfolio. Joe’s Place performs better on friendly, classy, makes me feel good, confident, and romantic. (at 3416)
Popular, admired, member of the peer group	U.S. Ex. 89,197	516848240-8252	Summary of Advertising Research Results	July 2, 1997	This document provides responses of subjects who viewed Camel ads. The document outlines various adjectives; respondents often mentioned “fun” and “hip/cool.” (at 8244)
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 68,173	505739944-9990	CAMEL New Campaign Focus Groups	May 14, 1986	One of the images tested—a photojournalist—“was admired by these males <u>for his courage and determination</u> on the job, for his <u>self-confidence</u> and his <u>attractiveness to women.</u> ” (at 9945, emphasis in the original).
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 20,774	507241613-1838	Camel Y&R Orientation	1989	Reviews data on how the “heroic Camel” outperformed Bob Beck and the Winston and Salem campaigns Heroic Camel outperformed Bob Beck on the following user attributes: Attractive to opposite sex. (at 1791)
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 68,244	507244164-4184	“Smooth Character” Campaign	1989	Smooth Character outperformed Bob Beck on “attractive to opposite sex.” (at 4171)

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Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 51,962	515686724-6729	Camel Project Big Idea Concept Development	June 21, 1988	<p>“Nothing quite captures the imagination for our target as the opposite sex. THE CAMEL CONNECTION ... features an endless variety of premiums, give-aways, etc. that play our ‘Camel Guy’ as a real ladies man, the Camel equivalent of the Playboy bunny...” (all at 6726).</p> <p>“He’s a blond beach god. Well, blond leaning camel. He’s the epitome of hang-loose cool... You can usually find him gliding gracefully down the face of a Great Wall of China-size wave, hanging ten while other surfers around him get gobbled up and ground into the sand. ... Here is where the party is: gorgeous girls dancing to the percussive thump, thump, thump from his monster ghetto blaster. Ah, the girls. They adore him. ... If you look in the dictionary under ‘hunk,’ you’ll find a breathtaking photo of him lazily bagging rays as the sun dances on his ice blue shades.” (at 6729)</p>
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 20,774	507241613-1838	Camel Young & Rubicam Orientation	1989	<p>Marketing strategy identifies sex as one of five key needs for 18-24-year-old smokers (at 1650). Report defines the role of sex for 18-20-year-old smokers as “Lots of dates (links to success need)” and “Anything goes (links to excitement need).” (at 1670)</p>
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 66,470	507211964-2061	Camel Advertising	January 16, 1990	<p>Smooth Character improved on Bob Beck on key user perceptions, including “attractive to opposite sex.” (at 1998)</p>

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Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 68,318	509043734-3776	Summary of Findings on Reactions to Camel Advertising and Pack Exchange Program Among Competitive Exchange Initiative Smokers	November 1990	Joe is “Always with, or being noticed by, beautiful women.” (at 3739)
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 68,402	514340409-0453	A Qualitative Assessment of Camel Advertising Equity, Prepared by Ellison Qualitative Research, Inc.	October 1991	Focus group members’ comments about Joe Camel: “He’s a partying dude—cool, laid back—the women are always swarming around him—what guy wouldn’t want to be like him? ... Since so many guys I know smoke CAMEL—I gotta believe they like the advertising—a lot ... I do” (at 0426, ellipses in original). “He’s the type the babes love... You can tell.” (at 0429, ellipses in original)
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 68,307	509040979-1048	Advertising Research Report: Project HG [High Ground] Quantitative Advertising Test and User Image Study	September 2, 1993	Concludes that including females in ads does not improve performance among females and has a risk of lowering response of males on purchase intent, likeability, and male character appeal. “...Joe’s image as being free-spirited, lively, confident and worldly is diminished as he becomes involved in a specific relationship.” (at 0981)
Sex Appeal and Attraction to the Opposite Sex	U.S. Ex. 68,350	509613395-3502	Camel Menthol Image Evaluation	November 1993	Compares performance of Joe’s Place campaign to the Camel Portfolio. Joe’s Place performs better on “appealing” and “romantic.” (at 3416)
Excitement, fun, danger	U.S. Ex. 50,628	504585737-5757	Marketing Research Report: Camel Younger Adult Smoker Focus Groups	February 1, 1985	“The executions were too ‘tame’ in that they did not elicit enough excitement or enthusiasm.” (at 5738-5739)
Excitement, fun, danger	U.S. Ex. 68,358	512544519-4537	Promotion Research Report Winston/ Camel Pack Action Study, April-August 1988.	November 18, 1988	“Younger adults center their lives on having fun in every way possible and at every time possible” (at 4536).

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Excitement, fun, danger	U.S. Ex. 68,244	507244164-4184	“Smooth Character” Campaign	1989	Smooth Character outperformed Bob Beck on “knows how to have fun.” (at 4171)
Excitement, fun, danger	U.S. Ex. 68,187	506863787-3961	Appendix to the Magazine Recall Test of the Camel Ads	June 1988	“ <u>Positive</u> brand user image perceptions were projected to target younger adult male smokers— i.e., having fun at a party.” (at 3791, emphasis in original)
Excitement, fun, danger	U.S. Ex. 89,196	506864145-4153	Advertising Research Report: Final Report - DAR Test Of 1P4C Hollywood/ Pilot and 2P4C Hollywood Advertisements	October 28, 1988	“‘Hollywood’ respondents perceived the product to be ‘enjoyable,’ ‘pleasurable’ and ‘fun’ because of the fun-loving nature of the ad’s elements (to younger adult male smokers)...” (at 4153)
Excitement, fun, danger	U.S. Ex. 66,463	506864590-4591	Current/Projected Perceptions of CAMEL among Target Smokers	December 8, 1988	Both pre-market and in-market testing indicated that, “...target smokers aware of the new advertising were more likely to perceive CAMEL smokers as being younger adult and having more fun...” (at 4591)
Excitement, fun, danger	U.S. Ex. 20,774	507241613-1838	Camel Y & R Orientation	1989	Graph on page 1662 shows that younger adult smokers like exciting things and risk taking much more than those over 25. (at 1662)
Excitement, fun, danger	U.S. Ex. 68,312	509042482-2493	1990 Perception Tracking Study Camel: 18-24 Males Emphasis vs. Opportunity Markets	July 19, 1990	Ads in emphasis markets were successful in getting targets to see Camel as “for people who lead exciting life styles.” (at 2491)
Excitement, fun, danger	U.S. Ex. 68,249	507302620-2687	Camel Review	April 6, 1990	“The CAMEL ‘Smooth Character’ campaign seems to deliver that sense of excitement and appeal to its target...” (at 2638)

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Excitement, fun, danger	U.S. Ex. 66,470	507211964-2061	Camel Advertising	January 16, 1990	In describing emotional response to “Smooth Character” - 18-24: “Reasons why brand personality is so relevant to YAS. –Contemporary –Light hearted –Fun –Unexpected...” (at 2017).
Excitement, fun, danger	U.S. Ex. 68,318	509043734-3776	Summary of Findings on Reactions to Camel Advertising and Pack Exchange Program Among Competitive Exchange Initiative Smokers	November, 1990	Joe is “Constantly on an adventure which contains the element of danger.” (at 3739)
Excitement, fun, danger	U.S. Ex. 68,350	509613395-3502	Camel Menthol Image Evaluation	November, 1993	Evaluation outlines performance of Joe’s Place vs. the Camel Portfolio. Joe’s Place performs better on Lively, Gets my attention, Modern, up-to-date, Fun, Exciting, Enjoyable, Appealing, Friendly, Classy, Makes me feel good, Confident, and Romantic. (at 3416)
Nonconformist, rebel, individualist	U.S. Ex. 20,725	503969238-9242	Camel New Advertising Campaign Development	March 12, 1986	“The objective of the advertising is to leverage the non-conformist, self-confident mindset historically attributed to CAMEL users so that the brand becomes a relevant, appealing choice for today’s younger adult smokers” (at 9240). “To accomplish this objective, the advertising will create the perception that CAMEL smokers are non-conforming, self-confident younger smokers who project a cool attitude which is admired by peers.” (at 9241)

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Nonconformist, rebel, individualist	U.S. Ex. 68,173	505739944-9990	CAMEL New Campaign Focus Groups	May 14, 1986	“The objective of CAMEL’s new creative strategy is thus to create an aspirational user image who demonstrates maverick qualities which set him apart from others ...” (at 9945)
Nonconformist, rebel, individualist	U.S. Ex. 68,177	505917701-7704	MDD Management Summary: Camel "Posters" Campaign Advertising Research	November 1986	Positions Camel as a “substantive cigarette for smokers who want to challenge convention by making a maverick statement about themselves which others will emulate.” (at 7701)
Nonconformist, rebel, individualist	U.S. Ex. 20,774	507241613-1838	Effective Marketing to Younger Adult Smokers	September 19, 1988	Reviews data on how the “heroic Camel” outperformed Bob Beck and the Winston and Salem campaigns Heroic Camel outperformed Bob Beck on the following user attributes: Expresses individuality. (at 1790)
Nonconformist, rebel, individualist	U.S. Ex. 66,463	506864590-4591	Current/Projected Perceptions of Camel among Target Smokers	December 8, 1988	“The most important user image attributes to target 18-24 year old male smokers are to be perceived as having an independent/individualistic personality, followed by being masculine, admired/accepted by friends, younger adult and fun/exciting...” (at 4590)
Nonconformist, rebel, individualist	U.S. Ex. 68,264	507407399-7426	Sports Marketing Efforts: Evaluation and Recommendation	August 10, 1990	Camel described as “fun-loving, irreverent, larger-than-life, ‘Big Brand’ presence” (at 7426). “Camel is an authentic, smooth tasting, premium quality brand for adult smokers (primarily 18-34) who choose to express an irreverent, less serious attitude toward the everyday pressures of life.” (7403)
Nonconformist, rebel, individualist	U.S. Ex. 68,313	509042745-2841	Camel Evolved Smooth Character Advertising Evaluation Study	January 2, 1991	“The Evolved Smooth Character campaign is particularly effective among smokers who reject traditional values.” (at 2746)
Nonconformist, rebel, individualist	U.S. Ex. 68,909	525511589-1595	CAMEL DBM Programs Learning Perspective	1994	Notes that one development objective is to “Provide readers with provocative articles that have an attitude of rebellion, adventure, individualism, humor and a lust for living.” (at 1595)

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Masculine, rugged, adventurous	U.S. Ex. 68,349	509612458-2463	Camel General Market Campaign Focus Group Research: French Camel	1988	“The ‘French CAMEL’ personality characteristics that are most positive and appealing include: action, adventure, masculinity, hero, bigger than life.” (at 2458)
Masculine, rugged, adventurous	U.S. Ex. 68,312	509042482-2493	Advertising Research Report, 1990: Perception Tracking Study Camel: 18-24 Males Emphasis vs. Opportunity Markets	July 19, 1990	Ads in emphasis markets were successful in getting targets to see Camel as “for adventurous people.” (at 2491.
Sports	U.S. Ex. 51,198	507403799-3801	1990 Camel Motorsports Big Idea: Creative Strategy	January 29, 1990	Outlines the creative strategy, which is to “...reinforce the target’s loyalty to the brand by involving him with a fresh, contemporary creative approach to the sports Camel sponsors accentuating the target’s fun and irreverent lifestyle.” (at 3799)
Sports	U.S. Ex. 68,264	507407399-7426	Sports Marketing Efforts: Evaluation and Recommendation	August 10, 1990	<p>“Sporting events are very effective:</p> <ul style="list-style-type: none"> • In providing a big brand presence on a national level. • In delivering positive perceptions because of the association of the brand with the sport. • In appealing to a segment of our franchise and competitive smokers” (all at 7425). <p>Camel described as “fun-loving, irreverent, larger-than-life, ‘Big Brand’ presence” (at 7426). “Camel is an authentic, smooth tasting, premium quality brand for adult smokers (primarily 18-34) who choose to express an irreverent, less serious attitude toward the everyday pressures of life.” (at 7403)</p>

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Sports	U.S. Ex. 68,266	507489835-9847	Camel Field Marketing Opportunities	October 11, 1990	The Objective is, “To accelerate the shift in perception of our prime prospect from a secondary brand to the ‘first brand of choice’ by: <ul style="list-style-type: none"> • Enhancing the linkage between the Brand and the key interests of the prime prospect. • Extending the brand personality into key segments of their lives” (at 9840). Special interests include, among others, fishing, hunting, water sports, and team sports. (at 9838)
Cars	U.S. Ex. 20,774	507241613-1838	Camel Young & Rubicam Orientation	1989	Popular activities among those who smoke a lot include motorcycles and cars. (at 1641)
Cars	U.S. Ex. 68,266	507489835-9847	Camel Field Marketing Opportunities	October 11, 1990	An RJR study identified “special interests of the prime prospect” to include, among others, cars and motorcycles. (at 9838)
Cars	U.S. Ex. 68,402	514340409-0453	A Qualitative Assessment of Camel Advertising Equity, Prepared by Ellison Qualitative Research, Inc.	October 1991	Focus group member describing Joe Camel: “I’ve seen the CAMEL guy—the offbeat, not-real-person character doing lots of different stuff—riding a Harley, playing in a blues band with the Hard Pack, sitting in a Jacuzzi, driving a hot car—I think it was a red Vet.” (at 0429)
Coping with stress/emotion	U.S. Ex. 68,402	514340409-0453	A Qualitative Assessment of Camel Advertising Equity, Prepared by Ellison Qualitative Research, Inc.	October, 1991	Focus group member describing Joe Camel: “Never gets stressed out... He can deal with whatever comes his way... If something doesn’t work out—he just does something else—goes with the flow... No big deal to someone real flexible like he is.” (at 0432)