

**Demonstrative 20: Images and Themes in Winston Marketing**

U.S. Exhibit 17,574

<b>Image</b>	<b>Trial Exhibit</b>	<b>Bates Number</b>	<b>Document Title or Topic</b>	<b>Document Date</b>	<b>Quote/Example</b>
Masculine, rugged, adventurous	U.S. Ex. 68,180	506052134-2157	An Exploratory Study of Winston King Smokers' Reactions to the "Candid" Campaign in Evansville and Birmingham	January 26, 1978	8 focus groups. Winston man was seen as "studly," "macho," "rugged," "... a real man," "lover," "Ladies' man" (at 2148-2149). Respondents wanted to be like him. He was not seen as out of reach (at 2149). Also seen as sincere, competent, believable, independent, committed, but also relaxing casual, loose (at 2150-2151).
	U.S. Ex. 68,727	500769378-9379	Winston's Image	June 27, 1978	Evaluating Winston and Marlboro in terms of changes in perceptions between 1976 and 1977 on outgoing, daring, brave, independent, modern, male, and younger. Winston is improving on Modern and Male (at 9379) (at 0990).
Independence, self-confidence, honest/straightforward, true to convictions	U.S. Ex. 68,760	519952800-2888	Advertising Research Report - Winston Natural Evaluative Ad Test #2	December 29, 1995	One of the goals of the Winston natural positioning is that it will "[Enhances] specific positioning strategy strategy [sic] and overall brand perceptions including: has no artificial ingredients, has no additives, has a natural/authentic tobacco taste, reflects an attitude you like, for people who reject things that are phony or artificial, is for a no B.S. type of person, for 21-34 year old smokers. (at 2801)

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	U.S. Ex. 52,426	519923354-3416	Advertising Research Report - Winston/Marlboro Advertising and Base Perceptions Research	February 19, 1996	Study of 500 smokers 21-34. Evaluated the ads of Marlboro and Winston (No Bull and NO BS) and got ratings of the brand from Winston and Marlboro smokers who had not been shown any ads. On ratings that are likely to reflect the appeal of the brand to young people, Only 38% of 21-29 years olds who saw the No BS ad and 33% of those Winston smokers who saw no ad said that the brand was for "rugged, independent people," while 67% of 21-29 year old Marlboro smokers who saw the Marlboro ad and 50% of the 21-29 Marlboro smokers said that of their brand. (at 3402) "...Winston No Bull advertising was highly successful in dramatically improving the brand's appeal and attitudes vs. ingoing perceptions." It added, however, that "...the ubiquity of the Marlboro image and equity creates base perceptions...that are enormously high/positive. As a result, the advertising does not enhance the brand's overall image, and in fact falls considerably below it." (at 3355)
	U.S. Ex. 68,762	519952961-3069	An Evaluation of Six Print Campaigns for Winston	March 27, 1996	Evaluated ads on attributes including: "honest/straightforward," "no BS type of person," and "true to his or her convictions", "your friends would smoke" (at 2975) The No Bull ads scored well. More than 40% of males and females 21-29 who saw the No Bull ads endorsed "is for a no BS type of person," "is for honest straightforward people." (at 3003, 3007)
	U.S. Ex. 68,556	516707562	Summary of Focus Group Research	May 30, 1996	"Remember: Winston is ...confident, contemporary, sometimes funny..." (at 7562)

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	U.S. Ex. 71,115	520421695-1697	Advertising Research Report - Winston MM 4Q Revised Advertising Communication Test Results	November 8, 1996	“Both these ads communicate a strong user image of one who is confident, decisive, knows what he/she wants, and is unapologetic about going after it. At the same time, this person is portrayed with an approachable personality that is not off-putting to either gender of respondent....Both males and females sparked to the Real Man ad (depicting a confident but approachable woman).” (at 1697)
	U.S. Ex. 71,106	516590642-0662	Advertising Research Report - Winston “Real” Campaign Ad SIFT Test	February 10, 1997	“... the key drivers that seem to influence positive ad response among females are: Ads that depict a confident, decisive woman who knows what she wants and calls it like she sees it...is not afraid to go after it” (at 0644). “...fantasy associated with a male showing his sensitive, vulnerable, or romantic side...(at 0643)“... “Among males, the key drivers of ad appeal seem related to: Ads that depict a beautiful woman. (at 0644) Feature an attractive, provocative female (at 0649).
	U.S. Ex. 68,546	516826080-6137	Summary of Advertising Research Results for Winston	April 17, 1997	Gives ratings on adjectives for No Bull, Umbrella, 20 Stories, Red & White, Real-Bull Dog, and Real-Real Man ads. (at 6126) Evaluated ads on attributes including: “daring,” “bold” (at 6127) “Brand friends would smoke” (at 6126) No Bull ads scored well on “Brand Changing for the Better” — above 40% endorsing for all subgroups. For most subgroups, more than 40% endorsed, “Brand with attitude I like.” (at 6126)

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	U.S. Ex. 68,740	519923696-3787	Advertising Research Report - Winston/Marlboro Image Study	January 8, 1999	Among Marlboro Loyalists, Marlboro was rated higher than Winston on the following dimensions: masculine, confident, self-reliant, dependable, has goals in life, energetic, feels like a winner, has good friends, attractive to opposite sex (at 3736) “Both brand equities [i.e., Marlboro and Winston] project a confident ‘stand up’ guy. And, Marlboro offers more fun, versatility, and inclusion.” (at 3698) Moreover, Reynolds researchers said that Marlboro loyalists associated the Winston image with “smart ass confident, tells people off, set in his ways, like his father.” (at 3698) R.J. Reynolds designed the study to “...understand the relative strengths and weaknesses of Winston and Marlboro positionings in terms of brand image, user image, and product image.” (at 3697)
Sports— NASCAR Auto Racing	U.S. Ex. 52,144	517958680-8717	RJR/NHRA Drag Racing Smokers Study	December 1996	Estimates of smokers attending NHRA (National Hot Rod Association) and NASCAR events. Surveyed fans about awareness of RJR and Brand sponsorship. Unaided awareness of Winston sponsorship of NASCAR was 30% and aided was 93%. Figures for Camel were 13% and 84%. For Marlboro they were 9% and 47%. When asked about usual brand, NASCAR attendees named Winston by far the most frequently.
	U.S. Ex. 68,556	517048955-9002	Advertising Research Report – Winston “No Additives” Advertising Communication Test #3	April 24, 1996	Tested a version of No Bull with auto racing visuals. It did not perform as well as the General Market campaign. (at 8956)

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	U.S. Ex. 68,826	520641064-1110	NASCAR Winston Cup Attendee Research	July 30, 1996	Studied NASCAR attendees regarding perceptions of Winston. Unaided awareness of Winston as a sponsor of NASCAR
	U.S. Ex. 68,706	518096996-7009	SME (Sports Marketing Enterprises) Objective	May 16, 1996	Gives the demographics of the Winston Events (Winston Cup, Winston Racing, Winston Drag) (at 6996-6998) "To maintain and develop a world-class sports marketing organization to maximize R.J. Reynolds Tobacco Sports Marketing efforts, while providing sports marketing expertise to select third party companies." (at 6997) The objective of Sports Marketing is to "Increase sponsoring brand's share of market among attendees and enthusiasts within each event." (at 6996)
	U.S. Ex. 71,098	507307395-7405	EBR Qualitative Research Review	August 22, 1988	"To qualitatively assess the communication and appeal of introductory advertising and promotion for the 1989 WINSTON 'Sports Connection' program" (at 7395).
	U.S. Ex. 71,106	516590642-0662	Advertising Research Report - Winston "Real" Campaign Ad SIFT Test	February 10, 1997	Includes a full-page chart of NASCAR Fans Ranking of Winston ads (at 0654).
Excitement, fun, danger	U.S. Ex. 68,546	516826080-6137	Summary of Advertising Research Results for Winston	April 17, 1997	Evaluated numerous Winston ads on attributes including: "Exciting" (at 6127)
	U.S. Ex. 68,555	517048839-8848	Advertising Research Report - Winston No Additive Ad Communication Test "Jokes" vs. "NO Bull"	April 1, 1996	Key Measures of advertising include fun, entertaining, humorous, and silly (at 8844)
Hip/Cool	U.S. Ex. 67,947	501363621-3643	Winston "Sweatshirt" ( <i>Oui</i> Magazine) Placement Recall Test	September 12, 1975	One male participant stated, "My impression was that hip people smoke Winston" (at 3627).

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	U.S. Ex. 68,546	516826080-6137	Summary of Advertising Research Results for Winston	April 17, 1997	Evaluated numerous Winston ads on attributes including: "Hip/Cool" (at 6127)
	U.S. Ex. 68,740	519923696-3787	Advertising Research Report - Winston/Marlboro Image Study	January 8, 1999	Among the dimensions on which Among Marlboro Loyalists, Marlboro was higher than Winston: cool/hip