

Demonstrative 9: Philip Morris' Understanding of Themes and Images That Appeal to Adolescents

U.S. Exhibit 17,563

Image	Exhibit Number	Bates Number	Document Title	Document Date	Quote or Example
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 20,140	1002646151-6185	A Study of Smoking Habits Among Young Smokers, Prepared by the Roper Organization	July, 1974	"... among whites Marlboro is seen as the most popular by a little <u>less</u> than twice its share, while Kool is seen as most popular by a little <u>more</u> than twice its share" (at 6156, emphasis in the original). Both brands are seen as getting more popular.
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 23,387	1003287418-7439	The New Competition for Marlboro's Franchise	July, 1974	"This tendency to 'go with the leader' feeds on itself. As a brand increases in popularity, it is more likely to be adopted as 'the' brand to smoke." (at 7425)
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 60,643	1000390803-0855	Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends	March 31, 1981	"There is no question but that peer pressure is important in influencing the young not to begin smoking. A decade and more ago it was a major reason why teenagers began to smoke." (at 0827)
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 89,186	2072661589-1613	Qualitative Research Exploring the Popularity of Newport among 18 to 24 Year Old Smokers	December, 1987	"Most indicated that trial of Newport was assured because it was 'the most popular menthol' among smokers in their age group, thus making it convenient to 'bum.'" (at 1598)
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 41,945	2072943674-3684	Project Lighthouse Research Project: Proposed Marketing Support Plan	October, 1994	"PM USA has the majority of the YAM 'pie', but there are two types of YAMS. 1. Those with affinity for mainstream (want to fit in). 2. Those with choose [sic] to be different (counter-culture, want to stand out)." (at 3675) Marlboro has the first group and Camel the second. Players Navy Cut proposed to capture the second group for PM.

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Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 39,818	2063684341-4371	"Settled" Women's Issues: A Qualitative Research Report	July, 1995	"It used to be that everyone smoked Marlboro Lights, so you smoked them too." "When I smoked Marlboro Lights, I was someone who liked to fit in with the crowd. I was more into having fun and being cool." (comments from focus group member at 4360)
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 45,331	2080490845-0868	Young Adult Smoker Segmentation	Sept. 12, 1996	Describes two groups: outgoing and social and those who are not. Three quarters are outgoing.
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 42,899-42,905	2073308048-8054	Prime Prospect Analysis	Sept. 16, 1998	Presents perceived popularity and growing in popularity of Newport, Marlboro, and Camel
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 42,888	2073298362-8376	Overview of YAMS Research in the '90's	April, 1999	<p>"Recommendations to Counter Camel's Image Popularity</p> <p>--Capitalize on number one position by strengthening POS.</p> <p>--Increase breadth and variety of Marlboro advertising</p> <p>--Add more social marketing to the mix." (at 8367)</p> <p>Under the heading "Marlboro Marketing Mix Monitor"</p> <p>"While not focusing exclusively on YAMS, this study: quantified the importance of popularity as a Marlboro image attribute." (at 8370)</p> <p>The YAMScan 1996 study "Showed Newport brand image, like Camel's encompasses cool, urban, social elements but with the key difference that, like Marlboro, it is seen as the <u>most popular brand</u> by its franchise." (at 8371)</p>

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Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 41,550	2072468551-8578	Qualitative Research Proposal for Philip Morris USA	April 6, 1999	Proposal to study what is fueling the growth in popularity of menthol and the relevance and imagery of Marlboro.
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 33,374	LB0124583-4647	National Market Structure Study	May, 1999	“Young adults are influenced by peer popularity while 25’s to 29’s look to overall popularity in assessing brands.” (at 4596)
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 40,510	2071767957-7959	YAS Imagery Research—Final Report	May 25, 1999	Features that make ads appealing include Socialization and interaction. (at 7958)
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 41,545	2072468400-8420	Consumer Perceptions of Brand Flavor and Strength of Taste	September , 1999	“Market Structure Derived Importance shows “rich taste” less important to YAS and 25-34’s –popularity is key.” (at 8410)
Popularity, admired, respected, liked by peers, member of the in-group, fitting in	U.S. Ex. 41,612	2072888346-8348	Highlights from the Yankelovich Monitor	March 22, 2000	“...the program concepts deemed most appealing promise young adult smokers and their friends the opportunity to meet people and socialize.” (at 8347)
Independence, autonomy, freedom	U.S. Ex. 23,387	1003287418-7439	The New Competition for Marlboro’s Franchise	July, 1974	Assessed degree to which brands were considered “being for stylish people” as well as for people who “like to be seen as independent and different.” (at 7423)
Independence, autonomy, freedom	U.S. Ex. 39,819	2063684453-4480	Young Adult Women's Issues: A Qualitative Research Summary	June 1, 1995	“...the theme of ‘independence’ was salient and aspirational to them.” (at 4455)

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Independence, autonomy, freedom	U.S. Ex. 41,543	2072468228-8313	YAMScan A Qualitative overview of values lifestyles, brand images among Northeast urban young adult male smokers.	November 1996	Characterizes the Young Adult Male Smoker in terms of individualism, independence, enjoys life, education-intellect. (at 8273)
Excitement, fun, adventure, “edge”	U.S. Ex. 89,186	2072661589-1613	Qualitative Research Exploring the Popularity of Newport among 18 to 24 Year Old Smokers	December, 1987	“...the Newport smoker was outgoing, fun-loving, enjoyed partying, and was into disco and/or jazz music.” (at 1601)
Excitement, fun, adventure, “edge”	U.S. Ex. 89,198	2071596444-6498	Lifestyle Segmentation of 18 to 49 Year Old Smokers Part 1: 18 to 49 Year Old Male Smokers	February 18, 1994	Identifies two types of people who are important for Marlboro: Go-Getters want to have fun, crave excitement, and like people and things that are outrageous. (at 6451) Bronco-Billies are less educated, like to have fun, crave excitement and like to take chances. (at 6455, 6456)
Excitement, fun, adventure, “edge”	U.S. Ex. 33,659	LB0167349-7424	A Look At the Smoking Culture of Young Adult Males	1999	Newport benefits from “The sense of adventure, edge, and playfulness that many adults seek to ensure they don’t lose the youthful elements of their personality” (at 7386).
Excitement, fun, adventure, “edge”	U.S. Ex. 33,374	LB0124583-4647	National Market Structure Study	May 1999	“YAFS favor a brand personality that is social and exciting. YAMS lead on interest in adventure.” (at 4608)
Excitement, fun, adventure, “edge”	U.S. Ex. 40,510	2071767770-7959	YAS Imagery Research—Final Report	May 25, 1999	Features that make ads appealing include Fun. (at 7958)
Excitement, fun, adventure, “edge”	U.S. Ex. 41,612	2072888346-8348	Highlights from the Yankelovich Monitor	March 22, 2000	“Today’s consumers need to ‘have fun’...” (at 8346)

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Excitement, fun, adventure, "edge"	U.S. Ex. 45,387	2081338936-8965	Advertising Portfolio Test Final Report	February, 2001	Among the descriptors of most appealing ads, "adventurous" was chosen fifth most often and "bold/exciting" was the sixth most frequent. (at 8946)
Masculine, feminine, or attractive to the opposite sex	U.S. Ex. 39,819	2063684453-4480	Young Adult Women's Issues: A Qualitative Research Summary	June, 1995	"Young adult women initially describe the word 'feminine' as reflecting today's 'independent' woman and the changing roles women face." (at 4461)
Masculine, feminine, or attractive to the opposite sex	U.S. Ex. 38,490	2045812333-2387	Regional Analysis of 18-29 Year Old Women: Focus on the South	June, 1995	Among women 18-29 in the South, "Hair, Body, Clothes Are More Important Elements of a Woman's Attractiveness..." (at 2347) "Very important" goal of women from all regions: "Feeling good about yourself" (80% or more in all regions). (at 2349)
Masculine, feminine, or attractive to the opposite sex	U.S. Ex. 23,899	2040910847-0848	Female Marlboro Focus Groups	June 23, 1995	Among women who smoke Marlboro Reds, "...many of these smokers describe themselves as 'bold', 'outspoken', 'independent', and 'strong'. Further, they view Marlboro as representing these qualities and therefore immediately identify with the brand image." (at 0847)
Masculine, feminine, or attractive to the opposite sex	U.S. Ex. 45,331	2080490845-0868	Young Adult Smoker Segmentation	September 12, 1996	Defines one group of smokers as "Rugged." (at 0853)

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Masculine, feminine, or attractive to the opposite sex	U.S. Ex. 33,659	LB0167349-7424	A Look At the Smoking Culture of Young Adult Males	1999	Lists characteristics of Marlboro Red. They include “Masculine, Rough-looking,” “Will kick your ass,” “doesn’t give a damn.” (at 7391) “Marlboro Red continues to maintain the strongest and most consistent brand essences alive today. The image of the cowboy is one that is respected by smokers everywhere, with its enduring brand equity as one who commands respect, is not easily dismissed, and is willing to take a stand.” (at 7358) “Defending the Brand: The Rational Side – Marlboro Red – ‘A real man’s cigarette,’ ‘Manly, masculine, tough, rugged ...’ (at 7383) “There is also an element of ‘psychological scare’ associated with the Marlboro imagery: as a brand for ‘tough real men who can take care of themselves,’ some YAMS may worry ‘Can I measure up?’ ... the Marlboro imagery contains strong elements that most respondents identify with or aspire to: strength, confidence, mystery, “I can take care of myself”, and ‘someone not to (*&% with.’” (at 7389)
Masculine, feminine, or attractive to the opposite sex	U.S. Ex. 25,086	2080851947-1949	YAM Scan II -- Final Presentation Summary	April 14, 2000	“If Marlboro Reds strong masculine image were tempered with more sensitivity, this could achieve more of the image that today’s YAMs are looking for in a cigarette.” (at 1948)
Masculine, feminine, or attractive to the opposite sex	U.S. Ex. 45,387	2081338936-8965	Advertising Portfolio Test Final Report	February, 2001	Among the descriptors of most appealing ads, “sex/hot” was the second most frequently chosen descriptor. (at 8946)

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Cool, hip	U.S. Ex. 76,182	2048677983-8044	Young Adult Smoker Target: An In-Depth Look	September 22, 1989	Overview/analysis of the 18-24 age group - feelings, attitudes, opinions and strong interest "What's Hot, What's Cool." (at 7987) Specifically discusses today's transition from "adolescence to young adulthood," (at 7994) Literature references cite studies dealing explicitly with teens. (at 7995)
Cool, hip	U.S. Ex. 41,543	2072468228-8313	YAMScan A qualitative overview of values lifestyles, brand images among Northeast urban young adult male smokers.	November 1996	Upscale Urban Marlboro Smokers' Value Map of Newport: Urban, Hip, Cultural, Cool, Bad. (at 8284)
Cool, hip	U.S. Ex. 42,888	2073298362-8376	Overview of YAMS Research in the '90's.	April, 1999	Indicated that Newport brand image encompasses cool, urban, social elements. (at 8371)
Cool, hip	U.S. Ex. 33,374	LB0124583-4647	National Market Structure Study	May, 1999	"Menthol YAS' top brand personality item is cool/hip." (at 4632) "While YAFS focus on cool/hipness, 25-29's desire a more well rounded brand personality." (at 4633)
Cool, hip	U.S. Ex. 41,545	2072468400-8420	Consumer Perceptions of Brand Flavor and Strength of Taste	September 1999	"Among YAMS, Marlboro represents authentic tobacco flavor while Camel represents a hip, urban 'flavor experience.'" (at 8412) [note use of term "represents"]
Cool, hip	U.S. Ex. 45,387	2081338936-8965	Advertising Portfolio Test - Final Report	February 2001	The research "was conducted to identify which campaigns are most appealing based on: overall appeal, uniqueness, coolness ..." (at 8937) "Parliament non-menthol is cool and attention getting." (at 8944)