

Crosstab - 1984 SMRB

Columns:
 watch, listen
 attend
 COLL Bkts
 44571-X

W, L, S, A
 COLL
 FTBL
 44611-X

W, L, S, A
 PRO
 BSKTBL
 44581-X

W, L, S, A
 PRO
 FTBL
 44631-X

Rows:

① Men + Age 18-24

② Men + Age 18-24 + ^{NON COLL} ~~04461-8~~ (GRADE 6 - GRADE 15)

③ Men + Age 18-24 + ^{attended/prod.} COLL 04469 - y
~~grad coll.~~

④ Men + Age 18-24 + 28131

⑤ Men + Age 18-24 + 23131 + NON COLL

⑥ Men + Age 18-24 + 28131 + COLL

⑦ Men + Age 25-34

⑧ Men + Age 35+

⑨ Total Men

Columns:

attend:

clubs, rock concerts, movies

43322 live concert/tanos

44 43331-3

4444444444

4444444444

attend last today

on list

larger volume

Not all men 18-24 are interested in these sports.
 but, targets interest in these sports.

ie, mass appeal strategy?

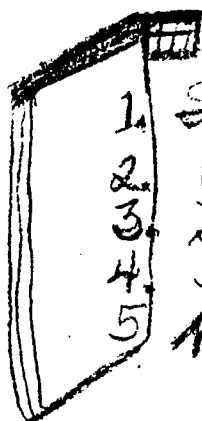
- may be vehicle that gets broader promo. target + helps retain franchise i.e. must be tied in with volume-oriented promo prep. to justify its costs.

let's Cap divide
 no focus on
 1st 3rd volume

- may be need, given YA focus to finally turn outreach vehicle, ie make major impact/presence in 1-2 outreach areas (25 music/arts/movies)

50540 3984

To Do w/o 5/13:



1. Sports Illustrated recommendation ^{incl. national} for Sunday
2. Funding alternatives: promotion programs
3. Hispanic mobile displays
4. Revised military plan
5. Complete revised plan deck

Demo	Activity: COLLEGE BASKETBALL (22% US adults)		College Football (29% US adults)		Pro BASKETBALL (20% US adults)		Pro Football (38% US adults)		Attend Concerts (16% US adults)		Heavy Users Concerts (7% US adults)		Attend Movies (35% US adults)		Heavy Users Movies (4% US adults)	
	Cov	Index	Cov	Index	Cov	Index	Cov	Index	Cov	Index	Cov	Index	Cov	Index	Cov	Index
Men 18-24	31%	140 ²	37	126	29	141	48	126	25	151	9	128	52	152	.5	111
Men 18-24-NON COLLEGE	26	118	30	103	24	120	41	107	20	122	7	95	48	139	.8	155
Men 18-24- COLLEGE	39	177	48	165	36	177	61	159	33	199	13	185	60	174	.1	31
Men 18-24-SMOKERS	25	114	30	103	26	125	44	116	24	145	6	93	44	127	.04	9
Men 18-24-SMOKERS + NON COLLEGE	25	114	28	96	26	126	41	107	21	130	7	97	40	117	.1	12
Men 18-24 SMOKERS + COLLEGE	25	113	37	128	25	122	57	148	31	192	5	74	56	162	-	-
Men 25-34	28	130	38	129	28	136	49	128	18	108	7	102	41	118	.2	44
Men 35+	27	124	38	130	26	128	48	125	13	81	7	100	26	74	.4	99
Total Men	28	128	38	129	27	133	48	126	16	100	7	106	34	99	.4	87

NOTE:

Coverage = % of the Demo which is interested in the activity
(e.g., 31% of all men 18-24 are interested watch, listen to
or attend college basketball)

Index = ^{demo} ~~sample~~ compared to all US adults who ~~are interested~~ ^{have an interest}
in ~~college~~ the activity. (e.g. the 31% men 18-24 who are ~~interested~~ ^{interested} in college basketball)

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When the qualifier "smokers" is added to the demo group, indices drop - particularly among males 18-24 with some college:

Index (universe = Total U.S. adults)

Male 18-24

Male 18-24

Smokers

Smokers

HS or Less

Some College+

watch, listen to or attend
COLLEGE BASKETBALL

114

113

watch, listen to or attend
COLLEGE FOOTBALL

96

128

~~General Counsel's focus against 18-24 year old males.~~

~~The same relative indices~~

~~Similar indices~~

While the indices for men 18-24 are slightly higher for professional sports than for college sports, the skew remains significantly higher among men with some college:

Index (universe = Total U.S. adults)

Men 18-24

Men 18-24

HS or less

Some College+

watch, listen to or attend

~~attend~~ PRO BASKETBALL

120

→ 177

watch, listen to or attend

PRO FOOTBALL

107

→ 159

This recommends that Camel discontinue the Sports Illustrated special sports insert effective immediately.

Background

Since 1982, Camel has run two special units per year in Sports Illustrated Magazine: (1) The Camel NCAA Basketball Championship Scoreboard, and (2) Camel's College Football Schedule-at-a-Glance. Each unit consists of 4 pages, including one full page of Camel advertising plus Brand identification on the remaining 3 pages. Total ~~cost~~ yearly cost is \$ net.

Recommendation/Rationale

~~We~~ We recommend cancellation of this program effective immediately, for the following key reasons:

1. Research indicates that college basketball/college football are ~~fairly~~ relatively low-interest activities among Camel's ~~target~~ prime prospects.

	Under Otherwise - Total (No adults)	
	Then 18-24 HS or less Not College	Then 18-24 Some College +
Watch, listen to, or attend COLLEGE BASKETBALL	118	→ 177
Watch, listen to, or attend COLLEGE FOOTBALL	103	→ 165

Men 18-24
Non-College

Men 18-24
College

Male 18-24
Smoking
Non-College

Male 18-24
Smokers
College

Watch, Listen To or
Attend COLLEGE BASKETBALL

118

—————→

177

114

113

Watch, Listen To or
Attend COLLEGE FOOTBALL

103

—————→

165

96

—————→ 128

Watch, Listen To or
Attend PRO BASKETBALL

120

—————→

177

126

122

Watch, Listen To or
Attend PRO FOOTBALL

107

—————→

159

107

—————→ 148

Heavy Users - Movies
(Attended 3+ times, last 30 days)

155

←—————

32

*

*

Index: $\frac{\% \text{ of DEMO who watch, listen to or attend } X \text{ activity}}{\text{Demo as } \% \text{ of Total US adults.}}$

(Average concentration of interest
among demo group's average
= 100)

(e.g., the % of men 18-24, non college who watch, listen to or attend college basketball
is 18% above average for all men 18-24, non college).

* = ^{Respondent} Base too small for reliable projection.

Alleged Foster Schedule
Pro?

Issue 9/4

~~Pro~~ 5 regiments

51° insert

Final 17 close
2.8mm circ

- 24 hr notice prior to close
on commitment if
passed by market adv.

\$ 90M / pg 4/c bld
66,436.13/pg

~~As compared~~
Given Camel's focus against ^{college} 18-24 year old males,
we do not believe that tying in with college or
professional sports schedules is the most
effective outreach ~~program~~ program for the Brand.

2. We ~~greatly~~ strongly believe that Camel
must consolidate its marketing programs
to enable the Brand to create an impactful/
^{overwhelming} presence in areas of particular interest to
younger adult, ^{relatively} downscale males.