



P R O M O T I O N A L M A R K E T I N G , I N C.

152 WEST HURON STREET, CHICAGO, ILLINOIS 60610, 312/943-0900



PROJECT 919  
SAMPLING PROGRAM  
INITIAL RECOMMENDATIONS

50748 5718

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PRESENTED TO:  
R.J. REYNOLDS TOBACCO COMPANY

PRESENTED BY:  
PROMOTIONAL MARKETING, INC.

NOVEMBER 6, 1990

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**Assignment:**

R.J. Reynolds Tobacco Company has asked Promotional Marketing, Inc. to develop all elements necessary to execute a sampling program for their new line extension- Camel Ultra Lights, the first ultra low tar cigarette relevant for young adult smokers.

R.J. Reynolds expects that Philip Morris will react quickly and defensively to the Camel Ultra Light introduction. Marlboro has tested their own Ultra Light line extension recently and discovered that instead of gaining share from competitive brands, they effectively cannibalized Marlboro's share of 21-35 year old smokers.

Philip Morris is in a lose/lose situation. If they don't respond, Camel Ultra Lights can effectively erode Marlboro's "lion share" of the market. Responding to the Camel Ultra Light challenge, Marlboro will cannibalize their own franchise and create an opportunity for Camel to greatly increase share among 21-35 year old competitive smokers.

Marlboro is on the defensive! Camel is the aggressor...and the plan should reflect this leadership with new as well as traditional approaches to sampling, trial, awareness generation, repurchase incentives, and other tactics that keep Marlboro on the defense.

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**Objective:**

Maximize Camel Ultra Light share among younger adult smokers 21-35 years

**Strategies:**

Maximize top-of-mind brand awareness

Stimulate trial among 21-35 year old smokers

Achieve peer group acceptance among 21-35 year old smokers

Defend Camel's Leadership position in the Ultra Light category

Use purchase incentives to encourage repeat sales

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**Recommended Program Tactics:**

A. Themes:

1. Defend Camel's leadership position:

The first one just for you.  
Camel Ultra Lights  
So new, so light, so Camel.

2. Assume brand superiority :

Light years ahead.  
Camel Ultra Lights

3. Or be as irreverent as only Joe can be:

Light 'n Up  
New Camel Ultra Lights  
The first Ultra Light just for you.

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B. Graphics:

1. Support the existing Camel Ultra Light graphics .
  - a. Continuity of look
  - b. Reinforce positioning
  - c. Modern, "Ultra"

C. Top-of mind Awareness Generation:

1. Use new and existing media to reach the target
  - a. Neon or neo-neon signs in store windows/bars/gas stations
  - b. Mobil boards in major metro areas
  - d. Bar Materials:

Target bars in each market would receive a supply of the following items bearing the Camel Ultra Light graphics and theme line. (Actual items used in each market are based on supply and time required to create, approve and produce each item.)

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- i. Neon stir-sticks formed to Joe's shape
- ii. Helium filled Mylar balloons
- iii. Bar napkins
- iv. Table tents
- v. Pasters/counter cards
- vi. Neon (or neo-neon) wall sign

2. Mystery Shopper Trade Program

a. Reward store clerks who keep Camel Ultra Lights top-of-mind

- i. Neon button is given to clerks
- ii. Told that Camel Ultra Lights mystery shoppers will be visiting store. If clerk is wearing button, receives \$5 cash.
- iii. If clerk suggest trying new Camel Ultra Lights to competitive smokers at check out and the clerk is wearing a button, receive \$50 cash.

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**D. Targeted Nightclub Presence Program:**

**1. Camel Pack (Camel Peer Group Continuity Representatives)**

- a. Select individuals will be hired and trained to interact with smokers via peer group continuity techniques.
  - i. Interaction will take place primarily in clubs and bars
  - ii. Will be low key and unassuming
  - iii. Will interact with club patrons who smoke
- b. Distribute samples of Camel Ultra Lights to qualified smokers 21 years or older
  - i. Identify qualified competitive smokers
  - ii. Offer Camel Ultra Light as the first alternative to their current brand

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- c. Hand out Camel Ultra Light premiums and merchandise to qualified smokers 21 years or older
  - i. Offer prizes for smokers participating in informal bar room games
  - ii. Aggressively trade Camel premiums and gratis for partially consumed packs of Marlboro.
- 2. Traditional Sampling
  - a. Stage sampling nights at clubs
    - i. Samplers irreverently dressed in modified tuxedos and neon bow ties.
    - ii. Can implement quickly through formal wear renters
    - iii. Market-wide sample distribution in target 21-35 Thursday through Saturday evenings
  - b. Sample patrons at opportunistic locations, i.e. restaurants, bowling alleys, movie theatre parking lots, etc.
    - i. Evening hours throughout the week and weekends
- 3. Intercept shoppers at retail locations with purchase incentive
  - i. Qualify shoppers entering store

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- ii. Offer coupon and premium incentive to purchase Camel Ultra Lights now (Ultra Light t-shirt or Camel Ultra Lighter)
- iii. Reward shopper as they exit store
- iv. Intercept at c-stores, gas stations during AM and PM drive times
- v. Targeted supermarkets during early evening hours weekend days

E. Sample:

- 1. Deliver two sample packs in container
  - a. Deliver "Camel" imagery
  - b. Higher consumer value
  - c. Extends consumer trial period
  - d. Loads consumer/disrupts purchase cycle
  - e. Consumer allowed more time to become comfortable with the proposition of converting to Camel Ultra Lights
- 2. Include high-value incentive to stimulate first purchase
  - a. Buy one/Get Two Free
  - b. Effectively encourages extended trial
  - c. Converts triers to buyers

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- d. Effectively loads consumer/further disrupts Marlboro purchase cycle
  - e. Breaks the consumer habit of buying Marlboro
3. Include involvement device that's fun, easy, irreverent and typically Camel
- a. Captures names
  - b. Returns Free-in-the mail premium
  - c. Opportunity to continue purchasing Camel Ultra Lights with an additional incentive of a buy two/get one free offer

F. Involvement Devices

1. Buy one/get two packs free coupon that when redeemed is an automatic entry in Ultra Light sweepstakes.
- a. Winners drawn from among all coupons redeemed by (date)
  - b. Sweepstakes prizes consisting of:
    - Ultra in high-tech audio/video equipment
    - CD players
    - Other space-age electronics

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2. First "Ultra Lights" contest (mail-in)
  - a. Postcard sized, postage paid BRC
  - b. Irreverent questions with multiple-choice answers
  - c. All entries receive "Your Choice" of:
    - i. Personalized Camel Ultra Lighter (first name engraved in winners own handwriting)  
  
-Appealing to older half of target
    - ii. "Camel Ultra Lights" long-sleeve T-shirt with Light' n Up graphics  
  
-Appealing to younger audience
    - iii. Premium returned with a Buy two/get one free Camel Ultra Light coupon
3. First "Ultra Lights" Contest (phone-in)
  - a. Postcard included with samples
  - b. Contestants call 1-800 number to hear questions
  - c. Write answer and question number on card
  - d. Mail in
  - e. All qualified entries receive prize and bounce back B2GIF coupon.

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Sample Questions:

Whose "Ultra Light moves" help make him the first king of rock 'n roll?

A. Mick Jagger

B. Prince

C. Elvis Presley

Whose "Ultra Light footstep" was the first on the moon?

A. King Kong

B. Hop Along Cassity

C. Neal Armstrong in his Ultra Light moon boots

What is the first "Ultra Light cigarette" just for you?

A. Camel Ultra Lights, Dude!

B. Lava Lamp (are you kidding?)

C. The Olympic Torch

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**Materials:**

**A. Bar Materials**

- i. Stir Sticks
- ii. Mylar Balloons
- iii. Bar napkins
- iv. Table Tents
- v. Pasters/Window Signs
- vi. Neon (or neo-neon) wall signs

**B. Sampling**

- i. "Camel Pack" clothing (shirts, jeans, jackets)
- ii. Camel Ultra Lights premiums, merchandise, prizes
- iii. Sampler Unifroms (Tuxedos, shirts, ties)
- iv. Sample container with bounce back brochure/coupon
- v. Fulfillment of contest
- vi. Bounce back premiums
- vii. Postage/mailing/bounce back coupon
- viii. Brochure/coupon for retail intercept program
- ix. Free premium for retail intercept program

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- C. Trade Program**
  - i. Retailer program description (brochure)**
  - ii. Break-room signage**
  - iii. Cash prizes**

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**CAMEL ULTRA LIGHTS FIELD MARKETING PROGRAM  
EXAMPLE MARKET TACTICAL FLOW**

TACTIC	WEEKS					
	PRE-SELL	PRE-SELL	1	2	3	4
Market Pre-Sell						
Club Sampling						
Club Presence Material						
"Camel Pack" (Peer Continuity Program)						
Mystery Shopper Trade Program						
Retail Intercept						

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