

AWH

December 17, 1993

TO: C. S. Nicholson  
J. F. Coggins

FROM: R. C. Pasterczyk

RE: **Camel Lotto November Tracking**  
(BIAD #93-13104)

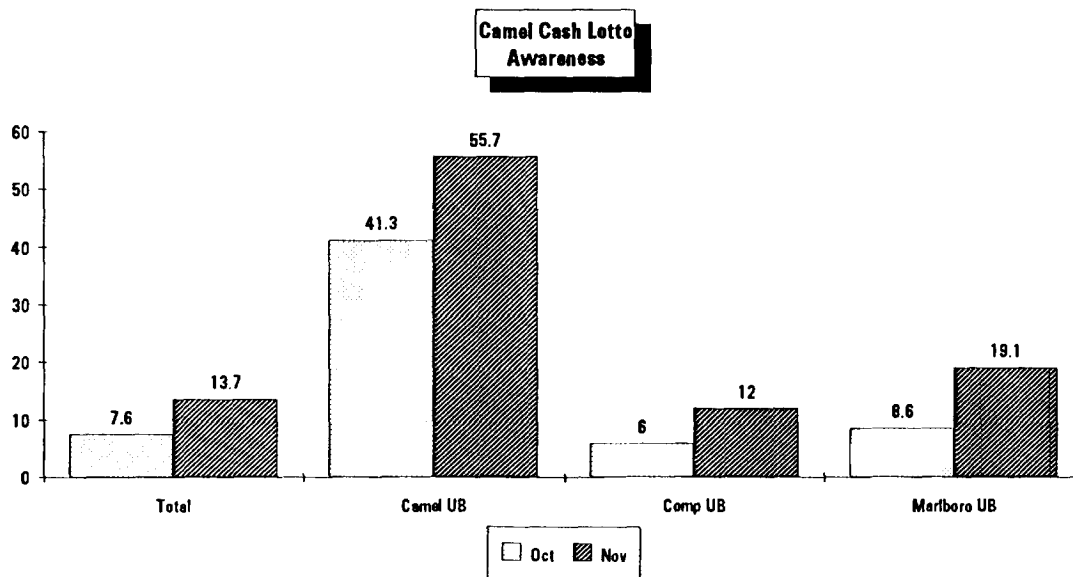
This summarizes November results for Lotto awareness and claimed entry from Tracker. Lotto was introduced in October, with the primary objective of "jump starting" Camel Cash and secondarily to offset any potential impact of the Marlboro Black Stallion Sweepstakes. The initial support behind the program included October direct marketing, with print, OOH, the 800#, and retail POS with Lotto brass/chrome lighters (2 packs) in November.

### Overview

Although early consumer tracking information indicates that the Lotto program is not creating increases in overall awareness of and participation in Camel Cash, other sources suggest that the program may be creating renewed excitement among smokers who had already been involved with Cash.

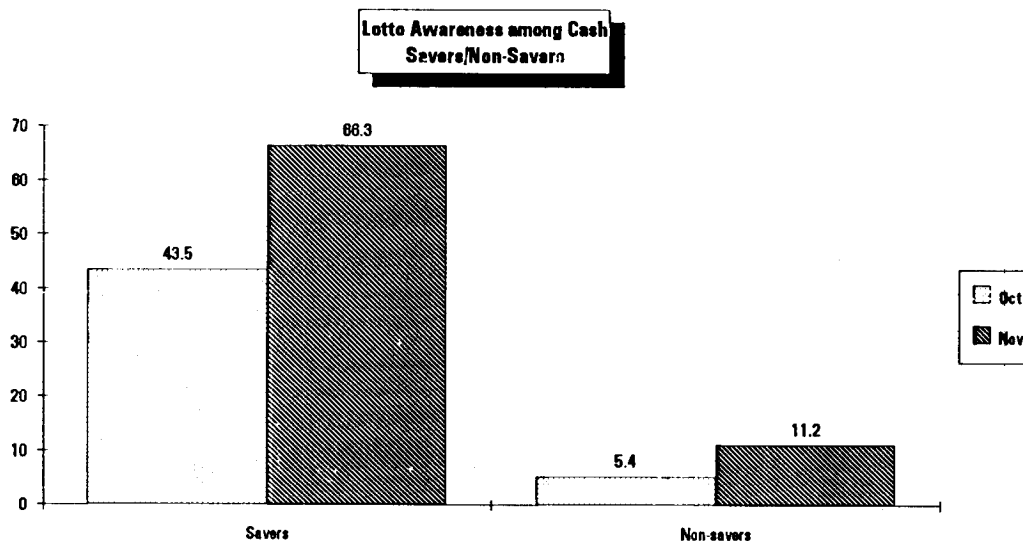
### Key Findings

- As expected, overall awareness of the Lotto program increased significantly as support behind the program hit the market.
  - This support led to a near doubling of awareness among total smokers. Awareness was highest among Camel UB's (56%), with nearly 20% of Marlboro UB's aware.



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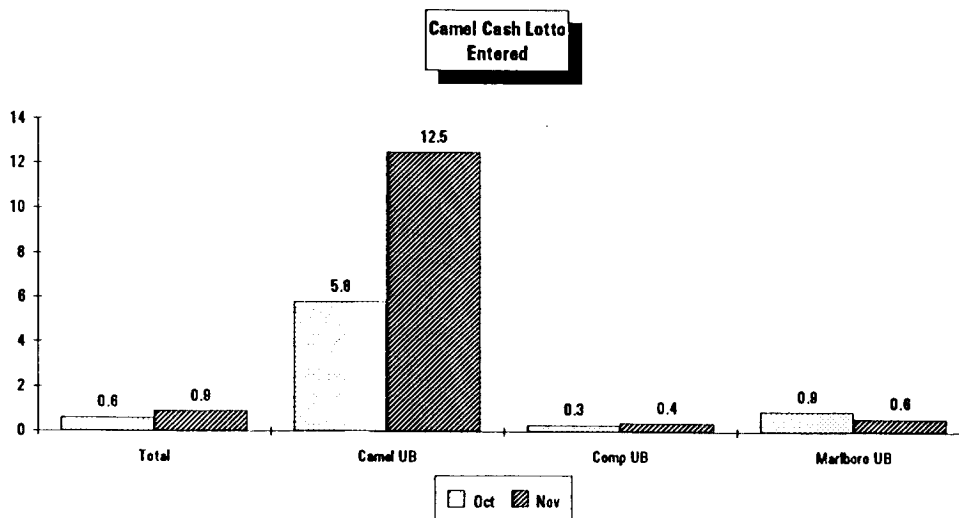
- Awareness improved among both current Cash savers and non-savers.
  - Two-thirds of current savers and 11% of non-savers claimed to be aware of the Lotto program.



- Although awareness grew versus month 1, the level is still far short of Camel Cash I at the same point in time and is similar to Winston Weekends

|       |              |               |            |
|-------|--------------|---------------|------------|
|       | Month 2      |               |            |
|       | <u>Lotto</u> | <u>Cash I</u> | <u>WWE</u> |
| Aware | 13.7         | → 26.4        | ← 14.4     |

- The higher awareness relative to October did not translate to improvement in claimed entry into the program, however. The slight uptick in entry was *solely* attributable to Camel UB's, while there was no improvement among competitive smokers.



- Among claimed entrants to the program (*caution: very small base size*), 75% claim to also be Cash savers. This is quite different from the skew of actual entries through December 10, which are two-thirds non-Cash orders. This difference may reflect an entry bias of "professional" sweepstakes enterers which is not picked up in Tracker.

|                         | <u>Tracker - November</u> | <u>Actual Entries (thru 12/11)</u> |
|-------------------------|---------------------------|------------------------------------|
| Cash Savers             | 75%                       | NA                                 |
| Cash non-savers         | 25                        | NA                                 |
| Entry w/Cash order      | NA                        | 34%                                |
| Entry w/o Cash order    | NA                        | 45                                 |
| Alternative entry (3x5) | NA                        | 21                                 |

- There is no evidence that the Lotto program has improved overall awareness of or participation in Camel Cash for the October/November period relative to the third quarter. (See Attachment.)

|                      | <u>Camel Cash</u>  |                         |
|----------------------|--------------------|-------------------------|
| <u>Total Smokers</u> | <u>3rd Quarter</u> | <u>October/November</u> |
| Aware (aided)        | 40.6               | 40.6                    |
| Saving (aided)       | 5.3                | 5.2                     |

- Other sources suggest there may be more upside to the Lotto program than the consumer tracking data indicate.
  - Actual Cash IV orders since early November have surpassed the number of orders of Cash II and III at the same point in time, and are closer to the Cash I levels.
  - Further, the multiple factor (# items ordered with each order) has diminished since Lotto came out, suggesting that orderers are placing more orders to ensure more entries into the sweepstakes.
  - BU store checks and Sales force comments indicate that the retailer incentive portion of the sweeps (over 40,000 retailers have entered) has been highly successful in establishing primary display for Lotto, thus preempting Marlboro's Black Stallion presence.

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**Implications/Next Steps**

Although month 2 is still early in the Lotto program, consumer results to date suggest that Lotto's opportunity may lie in creating renewed interest/excitement in the Cash program among those who have already demonstrated a predisposition to be involved in CAMEL's continuity efforts rather than attracting new players. This may be because Cash has about "maxed out" among smokers who are non-rejectors of CAMEL *and* who have this predisposition.

However, the retailer incentive portion of the program may provide additional upsides for the brand by gaining presence in store in order to impact purchase behavior of those smokers who are disinclined to participate in continuity efforts. The retailer effort will be evaluated in late February, using fourth quarter MARLIN store group analysis of retailer participants versus non-participants to ascertain whether the brand's share performance differed. Ongoing monthly consumer tracking will also be continued through February.



R. C. Pasterczyk

**Attachment**

cc: R. W. Abernethy  
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A. W. Howell  
M. M. Moorefield  
D. H. Murphy/E. J. Fackelman  
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