

## CAMEL KEY ISSUES

MARCH, 1987

### 1. PRODUCT DEVELOPMENT

#### CURRENT STATUS

- CAMEL FILTERS IS INFERIOR TO MARLBORO KING AMONG TARGET SMOKERS AND PARITY AMONG THE FRANCHISE.
- CAMEL LIGHTS IS INFERIOR TO MARLBORO LIGHTS AMONG TARGET SMOKERS AND PARITY AMONG THE FRANCHISE.

#### PRODUCT TESTING

	<u>MAILOUT</u>	<u>RESULTS</u>
WAVE I COMPETITIVE CAMEL LIGHTS	2/16/87	3/30/87
WAVE I COMPETITIVE CAMEL FILTERS	2/23/87	4/06/87
PHASE II CAMEL FILTERS (1125-B)	3/23/87	5/04/87
PHASE II CAMEL LIGHTS (WINSTON LIGHTS 1116-C AND MODIFIED 1116-C)	4/06/87	5/18/87
WAVE I PROTOTYPES CAMEL FILTERS	4/20/87	6/01/87
WAVE I PROTOTYPES CAMEL LIGHTS	6/15/87	7/27/87

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## 2. LINE EXTENSION DEVELOPMENT

### PROJECT ATF

- TPT WILL BE FIELDIED IN SEVEN CITIES BEGINNING THE WEEK OF MARCH 30. MARKETING ELEMENTS WILL NOT BE IN FINAL FORM, BUT TEST WILL GIVE US SUFFICIENT GUIDANCE FOR GO/NO GO TEST MARKET DECISION.
- PRODUCT/CONCEPT TEST WILL BE FIELDIED IN 30-35 CITIES BEGINNING THE WEEK OF MARCH 30 WITH RESULTS AVAILABLE THE WEEK OF MAY 11.

SAMPLE: 300 MALE 18-49 YEAR OLD FF AND FFLT  
CONCEPT-ACCEPTORS.

METHODOLOGY: USES SAME CAMEL ATF CONCEPT. CLOSELY RESEMBLES ORIGINAL TEST MEASURES BUT EXCLUDES THE MAJORITY OF CONCEPT COMMUNICATION MEASURES.

### 3. ADVERTISING CAMPAIGN DEVELOPMENT

- "MOVIE POSTER" CAMPAIGN LAUNCH SCHEDULED FOR MID-MAY IN EIGHT PRIORITY REGIONS IN OOH.
- PROGRESSIVE BUSINESS BUILDING TEST WILL COINCIDE WITH LAUNCH.
  - INCREASED MEDIA/PROMOTION SPENDING IN LOW DEVELOPMENT MARKET.
  - REDUCE MEDIA/PROMOTION SPENDING IN HIGH DEVELOPMENT MARKET.

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4. CAMEL 75TH ANNIVERSARY

- CONDUCTED IDEA GENERATION FOR CONSUMER/TRADE/RJR PROMOTIONS/EVENTS TO CELEBRATE CAMEL'S 75TH ANNIVERSARY.

5. CAMEL FILTERS 100

- DTS MARCH 30 - BILLBOARD CURRENTLY UP ON CHERRY/MARSHALL.

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