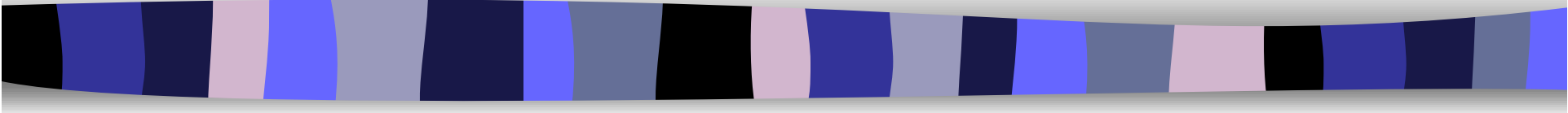


Getting to Know You: How Relationship Marketing Strategies Promote Tobacco Use

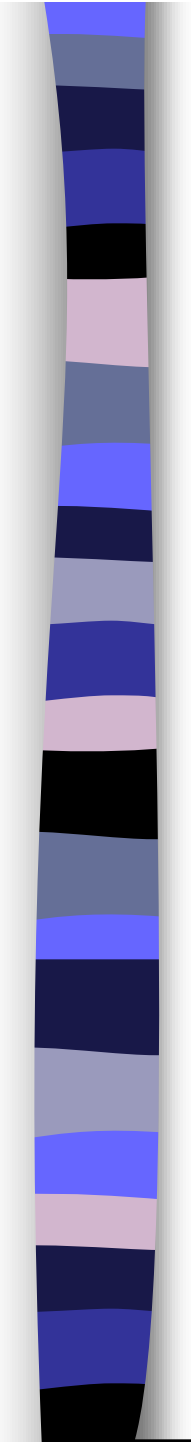


Pamela Ling, MD MPH
Center for Tobacco Control Research and Education
University of California San Francisco
American Public Health Association
November 5, 2007

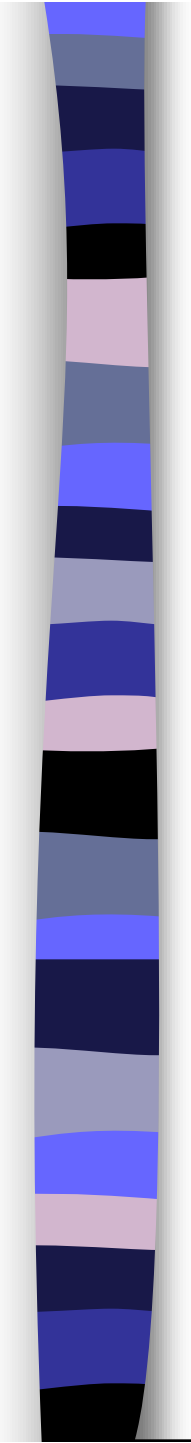


Relationship Marketing

- Focus on building relationships with customers
- Increasingly popular 1990s-2000s
- Most US Tobacco Companies use it
- Focus particularly on younger groups

- 
- **Relationship Marketing, that is, developing and optimizing a relationship between a Brand and its user, is similar to developing and optimizing human relationships.**
 - **A common sense understanding of attitudes/ behaviors underlying lasting and mutually beneficial human relationships applies to Relationship Marketing.**

“Optimizing Relationship Marketing” for RJ Reynolds, 1994. tid:pwk51d00



Pre-established relationships of long duration are difficult to break. When the efforts of the old flame match the new suitor, the new suitor loses. It takes less effort to maintain a relationship than start a new one.

“Optimizing Relationship Marketing” for RJ Reynolds, 1994. tid:pwk51d00



Optimizing Relationship Marketing

- What may have been an enjoyable, unique

What may have been an enjoyable, unique experience initially could wear thin over time due to constant repetition -- particularly if it doesn't tap into an ongoing area of target smoker interest. Even if it does, there is potential for program wearout over time.

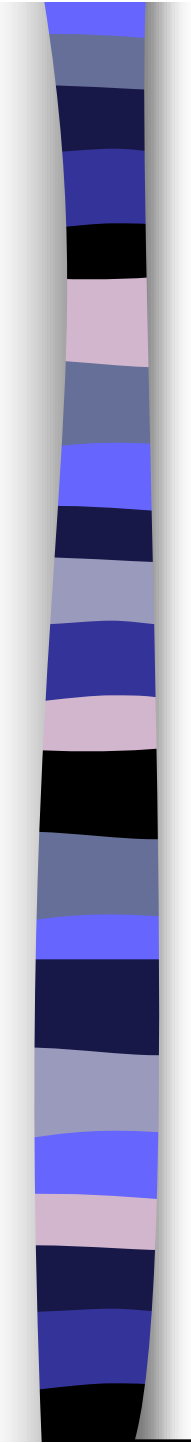


- MCS appears to be outperforming MIA I.

- **Guideline: Keep relationship fresh via new experiences/programs. Cease old programs when no longer effective.**

51362 2733

“Optimizing Relationship Marketing” for RJ Reynolds, 1994. tid:zc151d00



Just as there appears to be a universal desire for jewelry among females -- there is also a universal desire for cigarettes among smokers.

Guideline: Give them what they want -- product.

“Optimizing Relationship Marketing” for RJ Reynolds, 1994. tid:zcl51d00

Camel Relationship Marketing

Strategic Objectives

◆ **Convert OU's into Loyal Franchise**

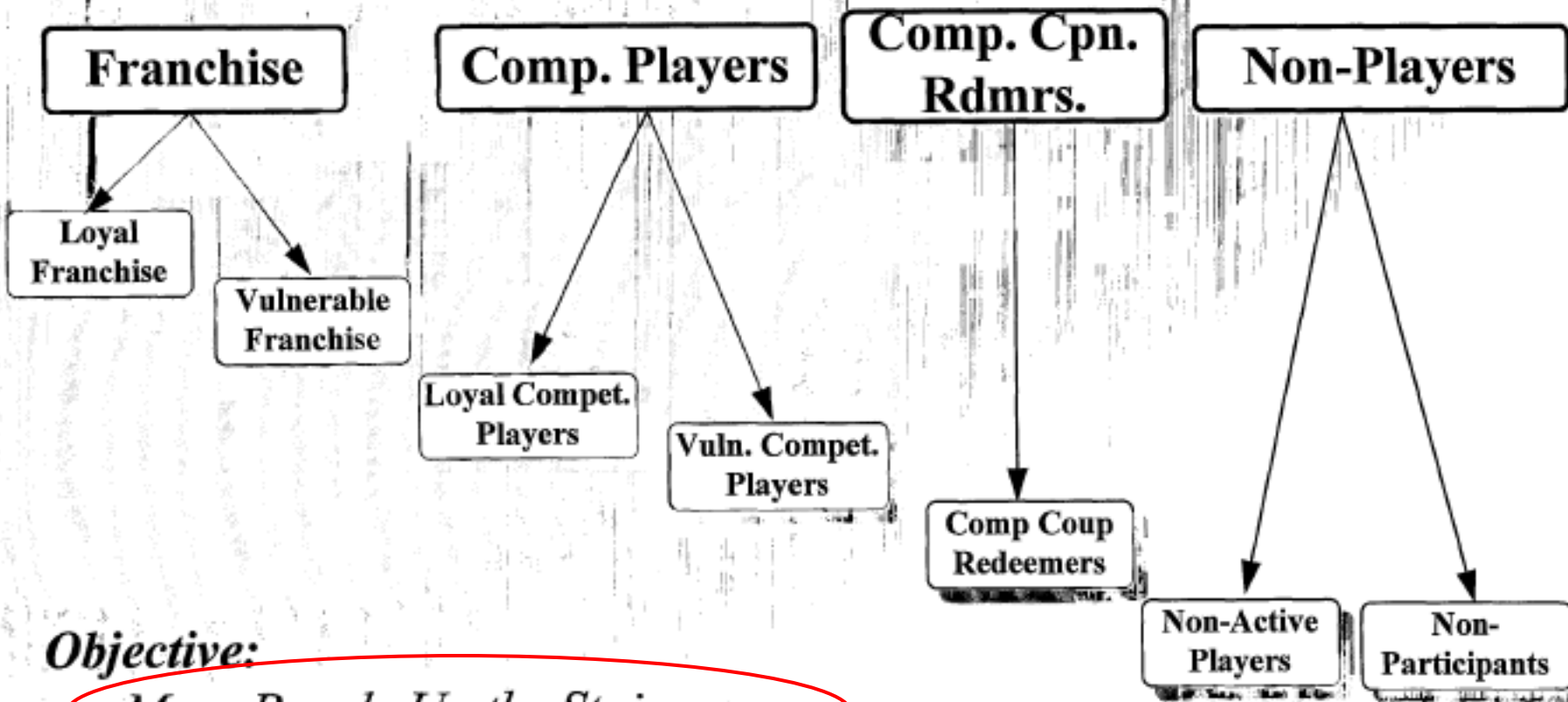
- *Make Camel Smoker Feel "Special"*
- *Provide Dialogue/Service Opportunity*
- *Enhance Stature and Exclusivity*
 - *of Brand*
 - *of Camel Franchise Smoker*
- *Provide Personalized Message Consistent with Advertising, Retail, OOH at a Dependable Frequency*
- *Deliver Targeted Incentives to Build Involvement with Camel*

◆ **Support Loyal Buyer's Current Purchase Behavior**

RJR, 1993, tid: ovk04d00

Camel Relationship Marketing

Subdivision of Database



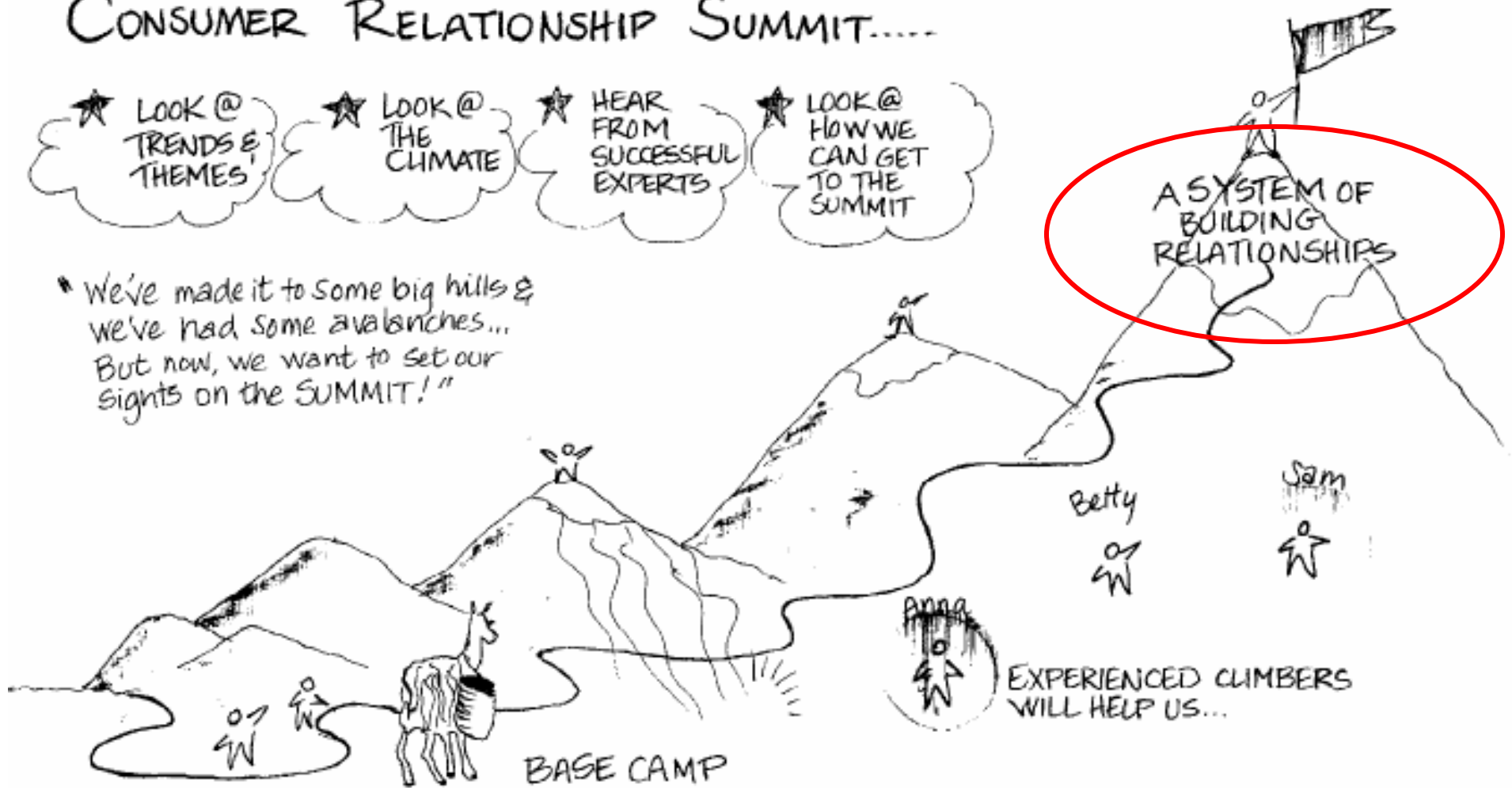
Objective:

Move People Up the Staircase

FOREWARD

Nancy Lund opened the meeting by setting the context for the two day session. She offered a metaphor that served as inspiration for the group during this time together and for the future as well.

CONSUMER RELATIONSHIP SUMMIT.....



Why is this important?

- **PM USA Strategic Imperatives: The 5 Cs**
 - **Consumer Connections**
 - **Compliance**
 - **Capability**
 - **Cost**
 - **Corporate Responsibility**

2080147248

Philip Morris “Consumer Relationship Marketing Summit” 2001,
tid: mac24c00

Vision

- Enhance PM-USA's ability to connect with consumers by evolving from
 - mass marketing to personalization
 - reactive to proactive communication
 - passive to active engagement
 - one-way to interactive dialogue

Philip Morris, "Consumer Relationship Summit Follow Up" 2000, tid: nsq20c00



Common themes

- Personalization
 - Direct mail
 - Coupons
 - Custom publications
 - Websites, email and other internet marketing
 - Experiences
- Rewarding loyalty
- Feedback loops – interactivity
- Building “engagement” with brand
 - “smoker to smoker” communications



Case studies and examples

- Dr. Daniel Cortese – custom publications
- Dr. Stacey Anderson – viral marketing
- Dr. M. Jane Lewis – branded websites
- Ms. Olivia Wackowski – online smoker communities & Camel snus



Optimizing Relationship Marketing

Will you marry me?.....

