

# Tobacco Industry Brand Websites: Features and Industry Strategies

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[www.trinketsandtrash.org](http://www.trinketsandtrash.org)

# Websites as Marketing Tools

- Provide direct connections to consumers who can use at their convenience; allow for interaction, building relationships
- Showcase products
- Provide data for industry databases, info for marketing/product planning
- Updating is fast and relatively cheap
- Another channel for expressing and reinforcing brand personality, reflecting brand values
- Measurable –provide info on who visited, how long they stayed (overall & on each page), moves within the site

# Factors Important for Websites

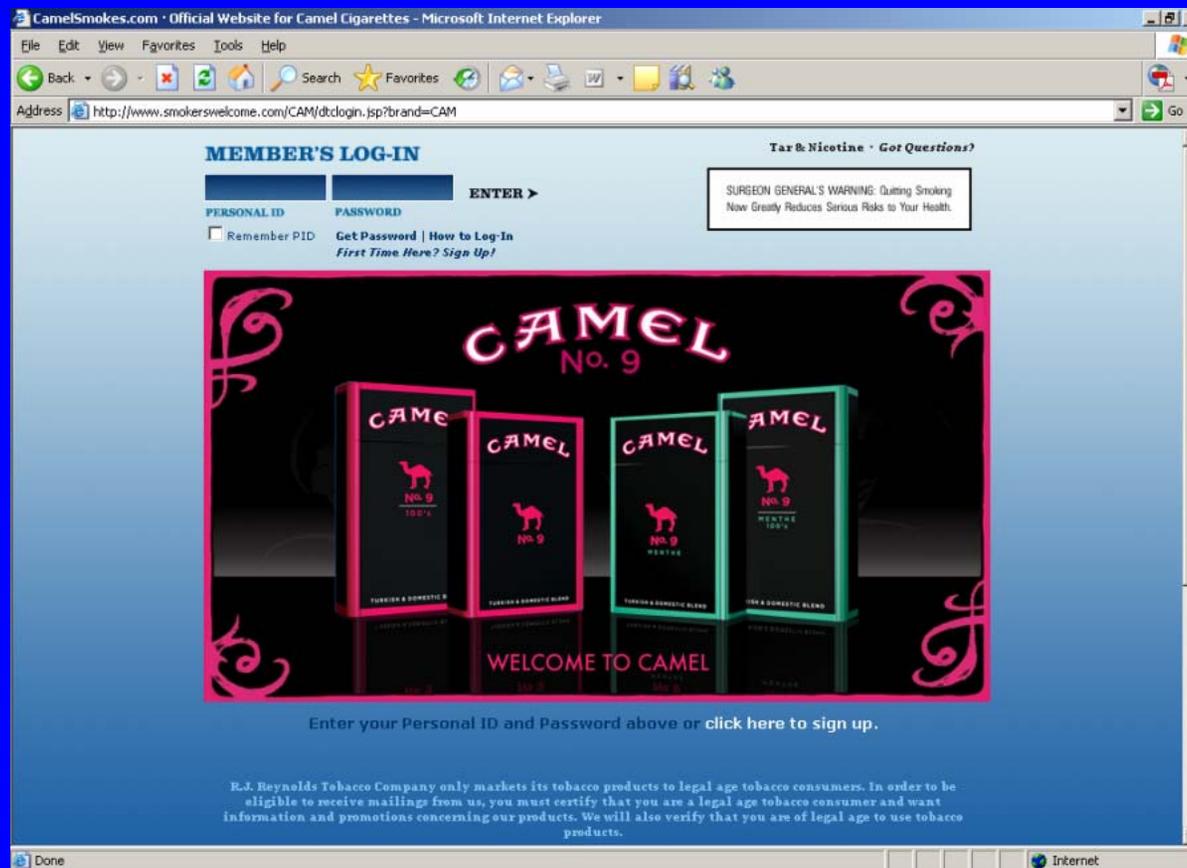
- Design/quality
- Attractiveness
- Usability
- Site “Stickiness” – characteristics that induce users to stay at site longer, navigate into site deeper, and come back often

# The Players

- Reynolds America – Camel, KOOL, Salem, Winston, Pall Mall, Doral, Eclipse, American Spirit, plus Camel Snus
- Lorillard - Newport
- Philip Morris - generic sign up site, plus new Marlboro Snus and Marlboro Moist Snuff
- USST - Copenhagen, Skoal

# Access to the Sites

- ID & password required to enter; obtained by on-line registration & age verification. If on-line verification not possible, mail-in proof of age required



## My Profile

### CUSTOMER INFORMATION

### SMOKING PREFERENCES

A) What is your Usual Brand?

Camel

B) What is your Usual Brand flavor?

Non-menthol

C) What is your Usual Brand style? (Check one.)

Lights/Milds

D) What is the length of your Usual Brand?

85's Regular (Filter/Kings)

E) Do you prefer to purchase your Usual Brand in:

Box (Hard Pack)

F) How long have you been smoking your Usual Brand?

Please Select one of the following Options

G) Out of the last 10 purchases, how many times did you purchase your Usual Brand?

8 of last 10 purchases

H) Is the pack of cigarettes you are currently smoking your Usual Brand?

Please Select one of the following Options

I) What was your previous Usual Brand of cigarette?

# Functional Benefits for Consumers

- Sign up to get direct mail coupons
- Learn about products/locations/promos
- Update profile online as needed
- Order from loyalty program/redeem offers
- Learn about existing opportunities:  
sweepstakes, events, program news

# Where you can buy the brand – Store and Promotion Locator

Camel Smokes · Retail Locator · Results - Microsoft Internet Explorer

Address <http://www.smokerswelcome.com/CAM/servlet/com.rjr.dtc.RetailLookupServlet?brand=CAM>

My Profile · Retail Locator · Tar & Nicotine · Got Questions? · Exit



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

HOME SPARK OPEN MIC CAMEL EVENTS CASINO PRODUCT THE FARM FUTURE OF CAMEL



Address City State Zip Code

New Brunswick NJ 08901

NAME	ADDRESS	PHONE	PROMOTIONS
ANFELICA SUPERMARKET	231 GRANT AVE ANGELICA SUPERMARKET, PLAINFIELD, NJ 07060	(908) 757-4017	Free Playboy Lighter
QUICK STOP	370 SAINT GEORGES AV, RAHWAY, NJ 07065	(732) 396-3765	Free Playboy Lighter
MIC MAC DELI	45 E MILTON AVE, RAHWAY, NJ 07065	(732) 396-3880	Free Playboy Lighter
RAHWAY NEWS & FOOD	960 SAINT GEORGES AV, RAHWAY, NJ 07065	(732) 396-1140	Free Playboy Lighter
GARDENSTATE NEWS	1457 IRVING ST, RAHWAY, NJ 07065	(732) 388-5800	Free Playboy Lighter
QUICK CHEK #55	1171 WOODBRIDGE RD,	(732) 815-9087	Free Playboy Lighter

Internet

# Redeem Goods Online

Newport-Pleasure.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.newport-pleasure.com/pleasuregoods/pleasuregoods.aspx> Go



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

TAR & NICOTINE FAQs PRIVACY POLICY

HOME ABOUT YOU OUR WORLD GAME ROOM SWEEPS

ROLL YOUR MOUSE OVER AN ITEM TO LEARN ABOUT IT



What's a UPC? Find out here.

OFFER VOID IN KANSAS. COUPON OFFER VOID IN MASSACHUSETTS. PROGRAM EXPIRES 12/31/07  
\*DUE TO LIMITED QUANTITIES THE MP3 PLAYER & COUPON OFFER ARE RESTRICTED TO ONE PER PERSON.  
Newport, Newport (package design), Newport Pleasure Goods and Newport Spinnaker TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off. © Lorillard 2007

Done Internet



Announcements on websites

eg, end of Camel Cash

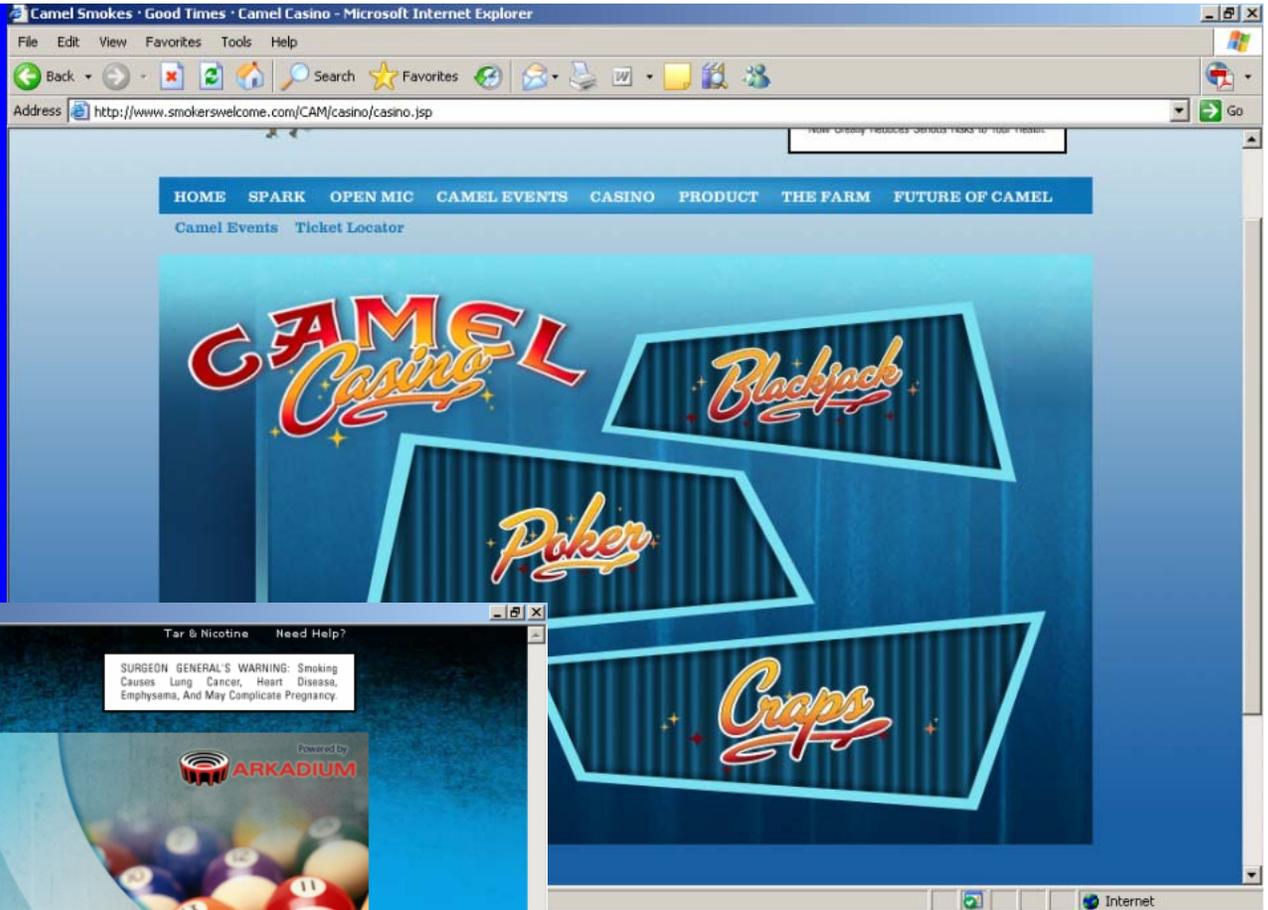


# Relational/Experiential Benefits

- Interactive/involving features
  - Games, contests, artistic/creative activities
  - Opportunities to participate in development
- What they do:
  - Help raise level of participation,
  - Contribute to site stickiness; feelings of community

# GAMES

Camel Casino games  
(right) and Kool pool  
(bottom)



[In This Issue](#)[Our Community](#)[Get More](#)[Smoke Rings](#)[About DORAL](#)**In This Issue****Brain Teasers**

# BRAIN TEASERS

## *New* DORAL S•MO•KU

**To play:** Each SuMoku has a unique solution that can be reached logically without guessing. Enter digits from 1 to 9 into the blank spaces. Every row must contain one of each digit, so must every column, and so must every 3x3 square. Enjoy.

[CLICK HERE TO DOWNLOAD A PDF](#)

[CLICK HERE FOR THE ANSWERS](#)

5				8				3
	6			1			4	
1			4		9			2
7		5				3		6
		1	2		6	8		
9		6				2		4
8			3		4			9
	5			2			3	

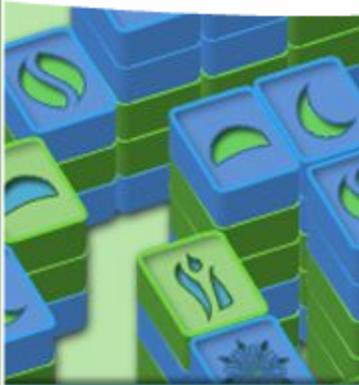


# SALEM

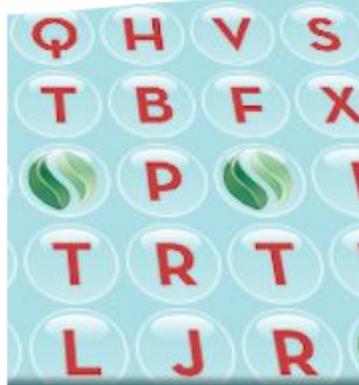
REFRESH YOUR SPIRIT

home · refresh · look · **amuse** · cheer · preserve

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



summer breeze  
MAHJONG



word SPA



TEE-UP POINT



SUNRISE SUDOKU

America's Smoker-Friendliest Brand

★ FEATURE ABOUT DORAL OUR COMMUNITY SMOKING TODAY SEAL MARKET GET MORE



**Thank you to everyone who entered! Make sure to come back on May 15 to vote for your favorite Smokin' Spot!**

What's special about your Favorite Smokin' Spot? Why do you love it? What makes it unique? The first 5,000 entries will receive a prize just for entering. We'll then post the 10 finalists online where all DORAL smokers can vote to decide America's Favorite Smokin' Spot. The person who submits the top vote-getter will receive the Grand Prize of \$10,000 cash plus a celebration for them and up to 20 adult friends at his or her winning Smokin' Spot.

[Click here for Official Rules](#)

This website is solely for legal age smokers interested in information about our products.

[RJRT.com](#) | [My Smokers' Rights](#) | [Site Requirements](#)

America's Smoker Friendliest Brand

In This Issue

Our Community

Get More

Smoke Rings

About DORAL

## In This Issue

## America's Favorite Smokin' Spots Contest



### Time To Vote!

The top 10 finalists are here, and it's up to you to choose the winner!

Click on any of the top 10 Smokin' Spots to the right to read more about it. Additional photos and a description of the Smokin' Spots will open below. Take your time, feel free to open or reopen as many Smokin' Spot descriptions as you like.

When you're ready to cast your vote, use the "vote now" button at the bottom of each page. The location that receives the most votes will be chosen as DORAL's favorite Smokin' Spot and be treated to an exciting surprise. Only one vote per person, so make it count.

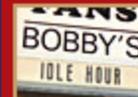
[Click here for Official Rules](#)

Click on a Smokin' Spot to read more!

Click on a Smokin' Spot to read more.



**Black Bottoms BBQ**  
Brookport, IL



**Bobby's Idle Hour Tavern**  
Nashville, TN



**Cowtown Rodeo**  
Pilesgrove, NJ



**Cozy Dog Drive In**  
Springfield, IL



**Lake Cumberland Dragway**  
Jamestown, KY



**Fast Eddie's Bon-Air**  
Alton, IL

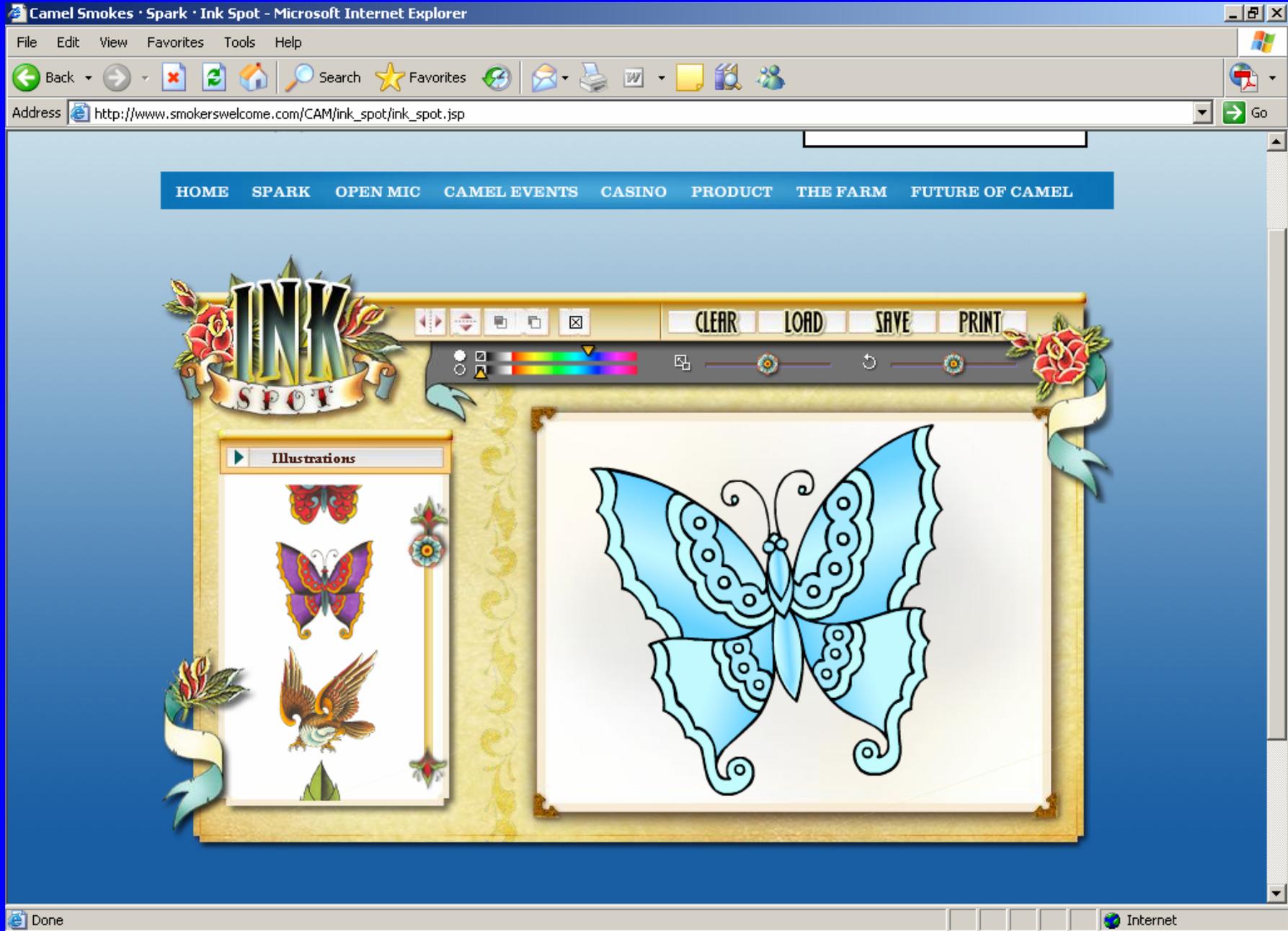


**Scorr's / Fatman's Sports Grill**  
Inman, SC



**Fire Club**

# Interactive Features – Design a Tattoo



# Send in your suggestions for ways of “Keeping Green”

SALEM ACCESS | Preserve - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.smokerswelcome.com/SAL/preserve/preserve.jsp?brand=SAL> Go

home salem locator my profile tar & nicotine content **got questions?** exit site



**SALEM**  
REFRESH YOUR SPIRIT

home · refresh · look · amuse · cheer · **preserve**

THINK CLEAN. *Keep it Green.*

**Tell us:**

We're looking for new ways to keep it green and curb the litter. That's why we'd like to hear your story. Send in the hints and personal tidbits of wisdom that you've gathered up through the years. We'll select the most interesting and helpful submissions and feature them in our next posting. And of course to those selected, a token of thanks: a personal pocket ashtray.

E-mail:

Suggestion:

**SUBMIT** 

Done Internet

# Check out submitted work of fellow Doral smokers

Doral and Co. | Smokers Welcome - Microsoft Internet Explorer

File Edit View Favorites Tools Help

In This Issue Our Community Get More Smoke Rings About DORAL

## Our Community

### Community Showcase



# Community Showcase

## Check Out The Talent

Join in a celebration of the talents, contributions, and passions of members of your DORAL Community. Click on the images below to discover, appreciate, and be inspired by the creativity of other adult smokers who share your desire to Imagine Getting More™.



**Terry N.**  
*Corsicana, TX*

**Abstract Art**

I am the artist and this painting is called Guess Who. I used acrylic on canvas board. I painted it years ago when my wife was taking ballet lessons and I was on a diet. I guess the painting is my strange take on life.



[view larger image](#)



**CLICK HERE TO FIND OUT WHO WON!**

### Community Showcase



**Discover the talent**  
[CLICK HERE](#)

# Talk to other smokers ...

Camel Smokes · Message Boards · Forums - Welcome - Microsoft Internet Explorer

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address <http://www.smokerswelcome.com/CAM/jive/index.jsp> Go

**MESSAGE BOARDS**

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

	FORUM	TOPICS / MESSAGES	LAST POST
■	<b>Camel Casino</b> Get in on the high-stakes action.	<b>1,985 / 16,407</b>	Oct 28, 2007 10:41 AM by: <a href="#">zPACLivin</a> »
■	<b>Project Cignature</b> The place to talk about Project Cignature, including your overall impressions and favorite blends.	<b>690 / 3,692</b>	Oct 26, 2007 9:58 PM by: <a href="#">CAMEL MOD</a> »
■	<b>Tax Freedom Day? Not for Smokers.</b> April 26 is Tax Freedom Day, when Americans quit working for the government and start working for themselves. Tax freedom, however, is a bit elusive for the adult smoker. As state cigarette excise taxes continue to rise, adult smokers like you shoulder even more of the tax burden. Do you think the government is fairly taxing smokers?	<b>37 / 350</b>	Oct 12, 2007 12:16 PM by: <a href="#">mourade</a> »
■	<b>Swagger</b> You either got it or you don't....	<b>109 / 667</b>	Oct 29, 2007 9:37 AM by: <a href="#">ronnie's</a> »
■	<b>Camel Smokes</b> Share your thoughts about Camel Smokes.	<b>659 / 3,546</b>	Oct 29, 2007 2:29 AM by: <a href="#">camelultras</a> »

Internet

THE STORY OF PROJECT signature

# CAMEL signature BLENDS

Four unique new Camel styles as distinct as you. The art of collaboration has never tasted so good. Click any of these four blends to find out why.

**ROBUST**

**MELLOW**

**FROST**

**INFUSED**

To find out about Signature Events in your area, [CLICK HERE](#)

[CLICK HERE TO RECEIVE YOUR FREE CUSTOM ASHTRAY](#)

# Engaging Smokers in Product Design: Camel's "Unique and Exciting Collaboration"

- Consumers test blends, rate them and pack designs - *online*
- 62,000 recruited "by invitation only" by website plus direct mail & e-mail
- Invites go to *most frequent web users* – "loyal Camel smokers and enthusiasts," plus free gifts and cigarettes - so participation is rewarded
- Fosters the idea of a community - "60,000 tobacco trailblazers who helped build our new blends from the ground up."

Camel Smokes | Signature | Project Signature - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Links

Address http://www.smokerswelcome.com/CAM/signature/signature.jsp

My Profile Retail Locator Tar & Nicotine Help Exit

**CAMEL**

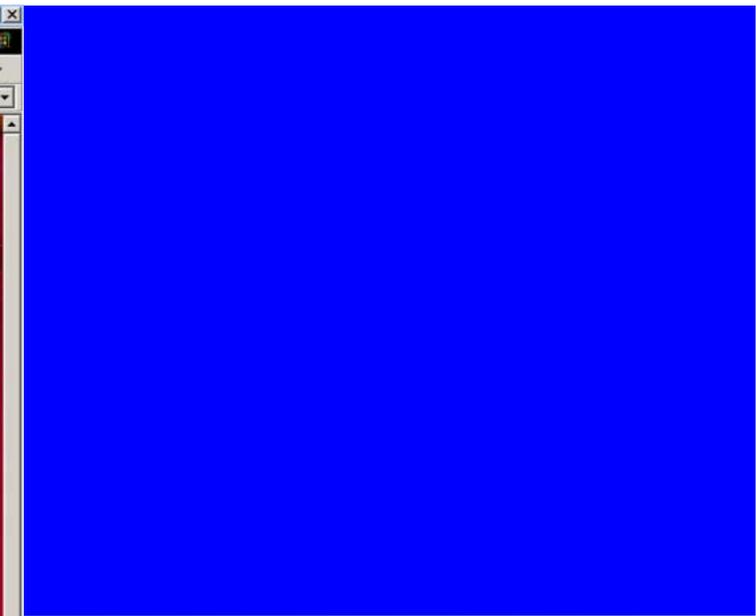
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

HOME SPARK OPEN MIC REWARDS ALL ACCESS GOOD TIMES SIGNATURE

**3. Choose wisely.**

*The blends you choose should be a reflection of your good taste. Are you the smooth and mellow type? A menthol lover? Or maybe you go for the stronger, bolder smoke. Take your pick. Show us where you stand. But remember, you need to stick with your choice. That's just the way it is.*

PLEASURE TO BURN SINCE 1913



Internet Explorer

Address AM/signature\_voting/signature\_voting.jsp

My Profile Retail Locator Tar & Nicotine Help Exit

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

HOME SPARK OPEN MIC REWARDS CAMEL EVENTS GOOD TIMES SIGNATURE

**INFUSED** Rate all the packs for the Infused look.

Rate: ★★★★★	Rate: ★★★★★	Rate: ★★★★★	Rate: ★★★★★

back

PLEASURE TO BURN SINCE 1913





## GOT SOMETHING TO SAY?

1. Would you like to participate in similar programs in the future?

Yes  No

2. How many adult smokers friends did you speak with?

1-2  3-5  6-10  More than 10

3. Where did you talk to them?

Work

4. Did you share your Cignature smokes with them?

Yes  No

5. Please let us know any other feedback you may have.

(250 Characters Max)

Continue

Which set distinguishes Salem styles from each other?



Vote for the Camel pack you would be most proud to carry.

# Non-Interactive Relationship Marketing Features

- Additional fun, interesting features that fit brand image, provide entertainment:
  - Style/music info, bios, tips, recipes, etc
- “Trophy” pages – list winners of previous sweeps/contests/programs



## Learn about Camel Pack/Tattoo Artist

## KOOL's interview with graffiti artist



# Camel's Feature on the Independent Music Scene

the farm free range music - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.thefarmmusic.com/farm/bootlegs> Go

**CAMEL**  
**the FARM**  
FREE RANGE MUSIC

CULTURE EVENTS MEET THE STAFF  
LABELS ARTISTS RADIO **BOOTLEGS**

**BOOTLEG Recordings**

Pennyroyals  
High Dive, Seattle  
November 3, 2006

Pennyroyals @ High Dive  
1090 Club @ The Derby  
River City Rebels @ Viper Room  
Umbrella Tree @ Viper Room

**GET INVOLVED**

Get involved with Free Range Music. Come along to the events, support your independent artists, or get busy doing some DIY. There's so much to do on The Farm.

**OCT 31 WEDNESDAY EXCLUSIVE EVENT THE CAVE SINGERS**  
WITH DAVID BASSBERG  
RAYANA  
WITH EARLY PUNK KIDZ, SEATTLE  
7:00pm - 10:00pm  
DARKROOM 2210 WEST CHICAGO AVE. CHICAGO, IL 60622

**FREE SHOW THURSDAY, OCTOBER 25 8pm**  
**DRAGGED BY HORSES**  
UNICYCLE LOVES YOU AND LA SCALA  
DARKROOM 2210 WEST CHICAGO AVE. CHICAGO, IL 60622

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Internet

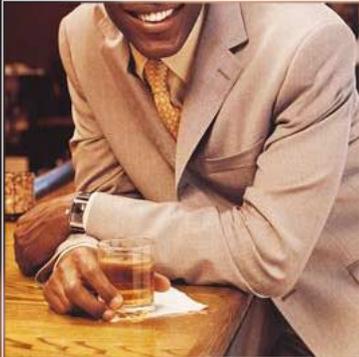
Microsoft Internet Explorer window: KOOL - Be True - Kustom - Fashion 3 Studio - Renegade Fashion Show

Address: http://www.smokerswelcome.com/KOO/home/kustom/fashion/fashion03/suit.jsp?brand=KOO

Navigation: HOME MY PROFILE TAR & NICOTINE GOT QUESTIONS? EXIT

Logo: KOOL BE TRUE

Sub-navigation: HOME BE TRUE EVENTS LOUNGE SMOKES REWARDS



**KUSTOM / 03**

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

Make sure your jacket collar fits snug against your neck. Shoulders should be slightly padded, but not too much.

If you're bigger, a single-breasted style can give you a slimmer appearance. If you're lean and mean, a double-breasted style will make you look thicker.

A good fitting suit will not only turn heads, it can also help define who you are. But if you truly want to look sharp, it has to fit right.

Remember, sleeves should always end where your hand and wrist meet, and a quarter-inch of your shirt sleeve should be visible beneath your jacket. Get it? Good.

Always be sure you can fit two fingers into the waistline of those new stylish slacks. A slightly wider waist allows for more movement on the dance floor. So get loose.

Buttons: The Kustom Guide to Dressing Dapper Get Fit Start

Microsoft Internet Explorer window: KOOL - Be True - Kustom - Pads 2 - Party Like A Pro

Address: http://www.smokerswelcome.com/KOO/home/kustom/pads/pads02/pplanner.jsp?brand=KOO

Navigation: HOME MY PROFILE TAR & NICOTINE GOT QUESTIONS? EXIT

Logo: KOOL BE TRUE

Sub-navigation: HOME BE TRUE EVENTS LOUNGE SMOKES REWARDS



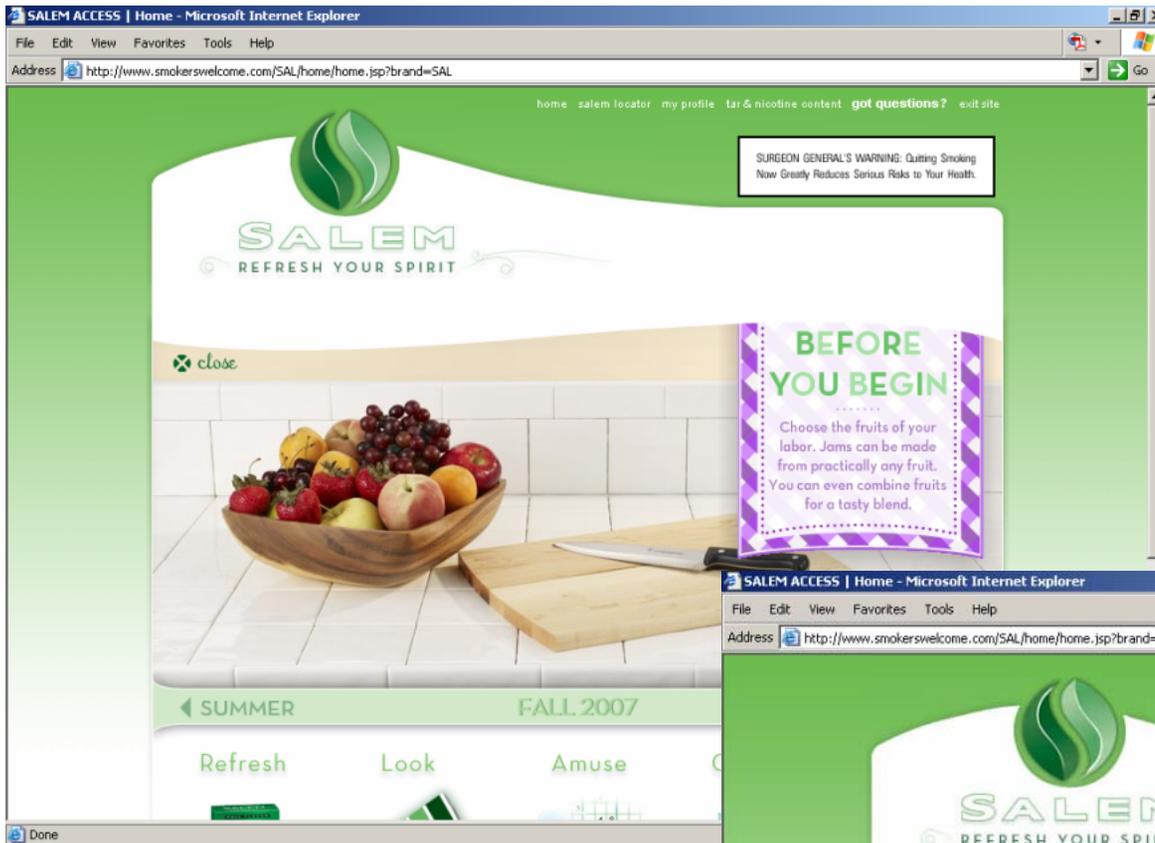
**Party LIKE a PRO**

Sjoerd de Jong (just call him Shu) throws parties for a living. From packed nightclubs to exclusive celebrity bashes, this guy makes sure everybody is happy.

Party Themes Interview

MUST BE 21+ TO DRINK

Tips on how to dress  
 “dapper” or “party  
 like a pro”



## Tips on making jam



# American Spirit: learn about “earth-friendly” issues

Fact Cards - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.nascigs.com/OurStory/FactCards/tabid/203/Default.aspx> Go

**AMERICAN SPIRIT** *it's only natural...*

No additives in our tobacco does **NOT** mean a safer cigarette.

Home Our Story Our Tobacco Our Styles Your Space Your Questions Quit Smoking

Sign up to receive our ECO-MAIL! TO ASK FOR \$20 IN GIFT CERTIFICATES TO FIND A STORE NEAR YOU

## Our Story

to know what we're about

- About Us
- Sustainable Environmental Practices
- Philanthropy
- History
- Fact Cards

These sites offer more information about the topics covered on our fact cards. We are not affiliated with them and can't promise their information is correct. We simply thought these sites might interest you.

[Alternative Energy](#)

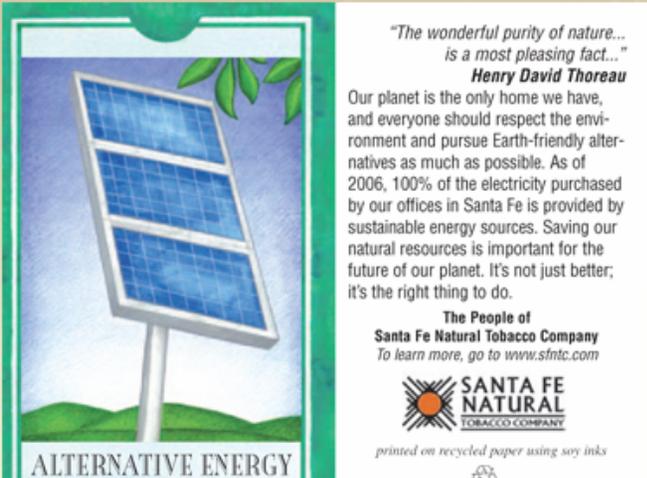
[Energy Resources](#)

[Alternative Energy](#)

[Culture Change](#)

[Wikipedia](#)

[Environmental Practices](#)



*"The wonderful purity of nature... is a most pleasing fact..."*  
**Henry David Thoreau**

Our planet is the only home we have, and everyone should respect the environment and pursue Earth-friendly alternatives as much as possible. As of 2006, 100% of the electricity purchased by our offices in Santa Fe is provided by sustainable energy sources. Saving our natural resources is important for the future of our planet. It's not just better; it's the right thing to do.

The People of  
**Santa Fe Natural Tobacco Company**  
To learn more, go to [www.sfncc.com](http://www.sfncc.com)

**SANTA FE NATURAL**  
TOBACCO COMPANY

printed on recycled paper using soy inks

Done Internet

http://www.smokerswelcome.com - Doral and Co. | Smokers Welcome - Microsoft Internet Explorer

File Edit View Favorites Tools Help

home | my profile | tar & nicotine | Got Questions? | exit

**For Smokers By Smokers**

**DORAL & CO**

America's Smoker Friendliest Brand

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

In This Issue Our Community Get More Smoke Rings About DORAL

Smoke Rings News



# Smoke Rings

You can make a difference

**WE STAND OUT WHEN WE STAND TOGETHER!**

## SMOKE RINGS NEWS

Empowering adult smokers with the latest news and trends on smokers' rights is a priority at DORAL. Every month read the most recent local, state and national news.

- 08/02/2007 [Smoke ban cited in jobless rise](#)
- 08/02/2007 [Ban leaves billiards behind the eight ball](#)
- 03/05/2007 [Doral 'Seals for Soldiers Fund' Promotion Results in \\$502,000 Donation](#)
- 02/12/2007 [New Smoking Ban](#)
- 01/26/2007 [Bar owners battle smoking ban](#)

http://www.smokerswelcome.com - Doral and Co. | Smokers Welcome - Microsoft Internet Explorer

File Edit View Favorites Tools Help



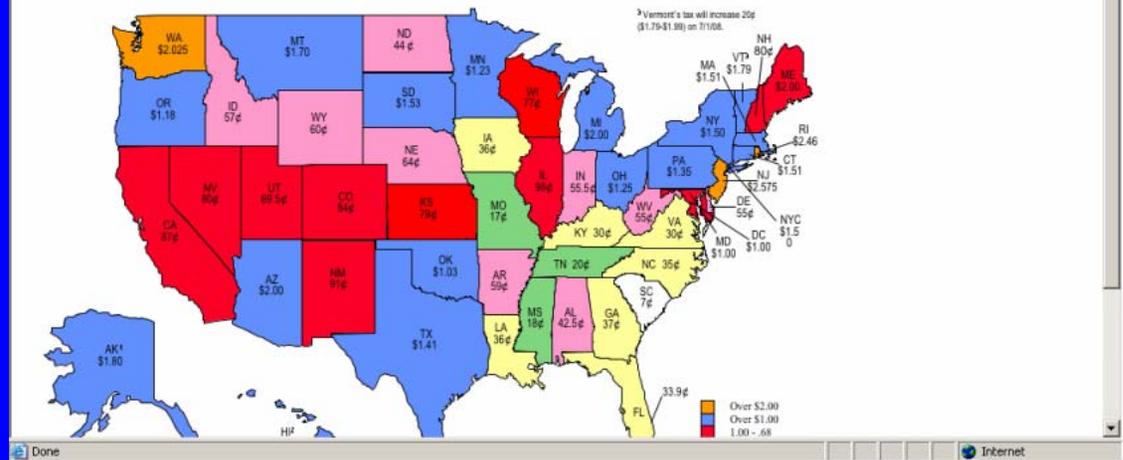
# Smoke Rings

You can make a difference

**WE STAND OUT WHEN WE STAND TOGETHER!**

## SMOKE RINGS TAXES

The fact of the matter is that the exorbitant increase in smokers' taxes is tax profiling. Take a look at the tax in your state.



Keep up to date on  
Smoker's Right Info

Doral and Co. | Smokers Welcome - Microsoft Internet Explorer

File Edit View Favorites Tools Help

For Smokers By Smokers

# DORAL & CO

America's Smoker Friendliest Brand

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

In This Issue Our Community Get More Smoke Rings About DORAL

Get More Winners Circle



## Winners Circle

Congratulations to our Weekly Give-aways Winners!

[CLICK HERE FOR COMPLETE RULES](#)

Week 24	<b>Judy S.</b> from Phoenix, NY	Winner of a Black&Decker Drill Drive
Week 23	<b>Ken P.</b> from Rochester, NY	Winner of a Black&Decker Drill Drive
Week 22	<b>Robert T.</b> from Pulaski, VA	Winner of a Black&Decker Drill Drive
Week 21	<b>Carl M.</b> from High Point, NC	Winner of a Home Air Purifier
Week 20	<b>Glenda S.</b> from Milton, FL	Winner of a Home Air Purifier

“Trophy” pages  
announcing winners

KOOL - Be True - Rewards - Microsoft Internet Explorer

Address: <http://www.smokerswelcome.com/KOO/home/rewards/rewards.jsp?brand=KOO>

HOME MY PROFILE TAR & NICOTINE GOT QUESTIONS? EXIT

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

HOME BE TRUE EVENTS LOUNGE SMOKES REWARDS

**OCT 07 - DEC 07 SWEEPSTAKES**  
ACTIVE MORE INFO

**BIG APPLE BIGWIG**  
AUG 07 - OCT 07 SWEEPSTAKES  
ACTIVE MORE INFO

**MAY 07 - JUN 07 CONTEST**  
**BEAT BREAKDOWN CONTEST**  
SEE WINNERS MORE INFO

**FEB 07 - MAR 07 SWEEPSTAKES**  
**Fashion FOCUS**  
SEE WINNERS MORE INFO

**SOUTH BEACH BASH**  
JAN 07 - APR 07 SWEEPSTAKES  
ACTIVE MORE INFO

ALL REWARDS ▼

### Beat Breakdown Contest



**BEAT BREAKDOWN CONTEST**

Sammy R. from Howard TX must have some fast fingers because he mastered KOOL's Beat Breakdown Contest. Sammy's skills scored him some big prizes like a Bose® home entertainment system, DVDs and CDs. Congrats!

## REWARDS



Newport Sweepstakes  
for Las Vegas Trip

You can enter sweeps  
online everyday to  
increase chances

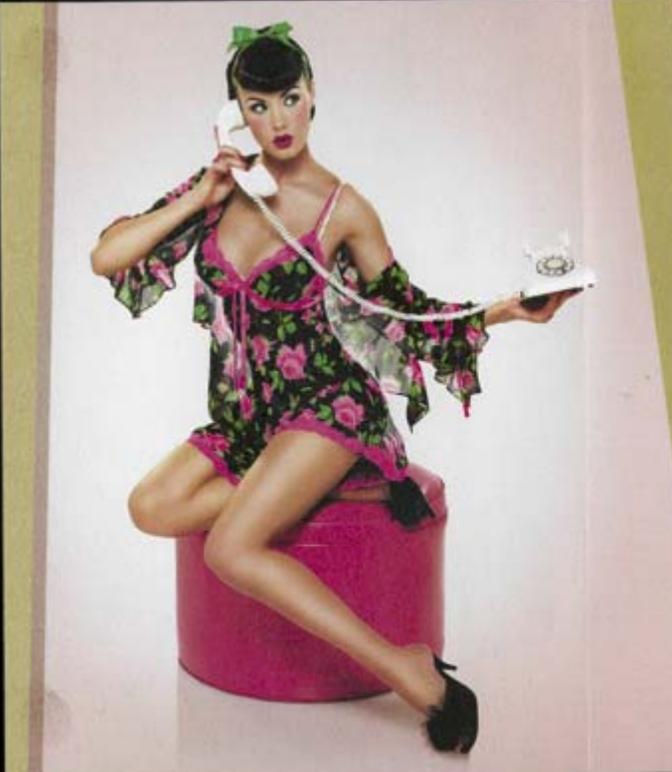


Driving  
Users to the  
Web –  
Direct Mail



SOMETHIN'S  
SMOKIN'  
AT CAMEL.

“...and it ain't just  
cigarettes”



© 2007 R.J. REYNOLDS TOBACCO CO.

CAMEL

From customized pinups you can download to the hottest parties around,  
there's only one call to make, everything Camel is at

**CAMELSMOKES.COM**

CAMEL LIGHTS  
11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.  
Actual amount may vary depending on how you smoke.  
For T&N info, visit [www.rjrttarnic.com](http://www.rjrttarnic.com)  
OFFERS AND WEBSITE RESTRICTED TO LEGAL AGE SMOKERS

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

# Camel Email

Camel wants you dressed out to the 9's!

File Edit View Tools Message Help

**From:** Camel  
**Date:** Wednesday, September 26, 2007 5:06 PM  
**To:** [REDACTED]  
**Subject:** Camel wants you dressed out to the 9's!

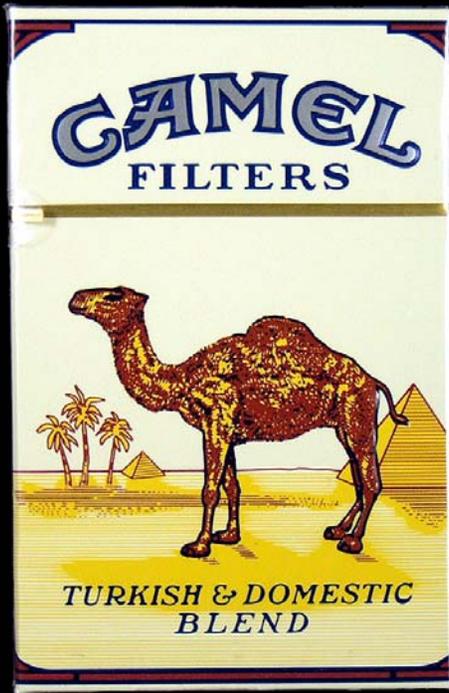
IT'S BETTER THAN NEW  
**IT'S VINTAGE**



The advertisement features two packs of Camel No. 9 cigarettes on the left. The pack in the foreground is black with a red camel logo and the text 'CAMEL No. 9 TURKISH & DOMESTIC BLEND'. Behind it is a pack with a blue glow and the text 'CAMEL No. 9 MENTHE A DOMESTIC BLEND'. To the right of the cigarettes are several vintage fashion items: a silver necklace with a large teardrop pendant, a pair of pearl earrings, an open black and white compact, and a black high-heeled shoe with a red interior. The background is dark with a faint red camel silhouette and the text 'No. 9'.

LEADING FASHION EXPERTS HAND-PICK THE TOP VINTAGE STORES ACROSS THE COUNTRY. THEIR SECRETS ARE YOURS FOR THE TAKING.

ONLY AT [CAMELSMOKES.COM](http://CAMELSMOKES.COM)



Website promos on packs

And other materials, eg. Bar napkins



# Brand Websites and Tobacco Marketing

- Fits with industry's current emphasis on relationship marketing, especially through:
  - Consumer involvement opportunities – message boards, personal stories
  - Incentives for joining, frequent return
  - Feedback loops – update info, tell us what you think
  - “Involving” play - games and entertainment
- Relational/experiential aspects of sites important for developing both site & consumer brand loyalty, relationship marketing

# Brand Websites and Tobacco Marketing

- Good way to reach young adults (and youth)
- “Age verification” provides barrier against accusations of marketing to youth
  - Registration gives immediate sense of belonging/community among members
- Passes under our radar screen