

CONFIDENTIAL

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# CAMEL THE MOVIE

## PROJECT BRIEF

### I. PROJECT OVERVIEW:

The CAMEL brand (& R.J. Reynolds Tobacco Co.) is considering making and marketing a movie which is centered on the brand itself.....a first (that we know of) in consumer products marketing. Our goal is to create a uniquely CAMEL movie-going experience which will evoke a major positive stir among our product's primary target - adult smokers age 21-24, and secondary target - adult smokers, age 25-34. Tentative launch date is 4th Quarter, 1995.

Due to the sensitive nature of our product, distribution of this film must be handled with extreme caution and only those able to prove that they are 21 or older will be able to attend the show. In addition, no famous actors/actresses may be used and all those appearing in the film must be and appear to be 25 years of age or older.

In keeping with our goal of creating a uniquely impactful movie-going experience, the viewing of a great film will only be a portion (although, certainly a key portion) of the desired consumer experience. Other out-of-the-box techniques to make the whole experience exciting and memorable must be included (i.e. Smoke breaks at intermission, CAMEL cartons given away to all smokers attending the show, a party atmosphere before and after the viewing, etc.) Audience interaction with the film (a la Rocky Horror) should also be considered.

### II. PROJECT VISION:

To create an exciting, one-of-a-kind movie-going experience for CAMEL's target smoker group (ages 21-34) which brings the brand's lust for living positioning to life and convinces smokers that the CAMEL brand is the most satisfying smoking experience available in the marketplace today....complete with genuine taste. This event will leverage the strength of CAMEL's advertising equity to develop a unique and preemptive marketing event to wrest momentum from Marlboro and improve CAMEL's product perceptions.

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### III. BRAND POSITIONING ESSENCE:

This film must embody the brand's lust for living positioning which is characterized as follows:

- Unexpected/Daring
- Modern
- Irreverent
- Social
- Aspirational
- Fun/Entertaining
- Hip/Cool
- Where The Action Is

CAMEL brand equities which may be utilized include Joe Camel, the Hard Pack Band, the WIDES Guys, the Beast, the 80 year heritage of the brand (i.e. the pack, the "Walk A Mile" slogan, etc.), and the 17 CAMEL styles available in market.

*A Caveat: We do not feel that this film should be an animated account of Joe Camel's life. Our thoughts are that we should inject Joe's energy into the film without making him one of the visible main characters. Perhaps Joe could play a role like Hitchcock or the Pink Panther. Another thought is that the entire movie could be about Joe (with hints of his presence throughout), but the audience never gets to view the real animal.*

### IV. PRODUCT SUPPORT:

As for product, our goal is to change product perceptions among competitive smokers who currently perceive that CAMEL is a classic brand yet it suffers from hot and harsh product delivery problems (versus Marlboro which is perceived as classic and smooth). The challenge is to keep the plot fun and entertaining but to incorporate the product story without coming across as a 1 1/2 hour advertisement. Areas to pursue include:

#### 1) Turkish Approaches:

CAMEL's Genuine Taste perfectly blends Turkish and American tobaccos to create the world's most satisfying smoke.

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#### **1) Turkish Approaches: (continued)**

**CAMEL's Genuine Taste utilizes a magical ingredient - Turkish tobacco - which miraculously transforms a normal cigarette into the most satisfying and uniquely positive smoking experience available.**

#### **2) Classic Approaches:**

**CAMEL's Genuine Taste is a Classic Taste which has been popular since 1913.**

**Since 1913, genuine people have appreciated the uniqueness of CAMEL's Genuine Taste.**

**In 1913, CAMEL was produced for people who demand the highest quality, and appreciate originality and the finer things in life.**

#### **3) Anti-Boring/Anti-Blandness Approaches:**

**Marlboro is boring. CAMEL's Genuine Taste is anything but. If you want to be like the rest of the crowd, smoke Marlboro.**

### **V. TACTICAL CONSIDERATIONS:**

- 1) Budget:** We'd like to make a great movie for as little money as possible. The most we would be willing to spend on the production of the film itself is in the area of \$10 million. Budget proposals will be a major factor in film/team selection.
- 2) Venues:** The CAMEL movie experience is going to require distribution in venues amenable to going above and beyond the normal call of duty to make this project a success. We would like to hear your views on the best approach to this situation.

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#### V. TACTICAL CONSIDERATIONS: (continued)

- 3) **Genre:** We are amenable to all types of films. The best case is that we create something so unique, it cannot be classified.
- 4) **Plot:** We have done some initial brainstorming and some of our ideas are included below. These are not recommendations. They are merely options to consider.

#### Plot Synopsis #1 - By Mezzina/Brown *The Legend of the Golden Leaf*

Following an exhausting month-long location shoot schedule for new CAMEL advertising, Joe heads for his private Caribbean island resort *Club Camel* for a week's retreat. Immediately after a late evening at the island casino, Joe is abducted en route to his villa by a small amphibious assault team and taken from the island on a technologically advanced sea craft disguised as a local fishing trawler. So begins the tale of Joe Camel's mysterious disappearance. Meanwhile, back at the Camel Company, mounting concern reaches a fever pitch as top executives consider new theories: Have the Anti's finally gone too far?, Could it have been an advanced alien force sent to Earth? (if so, *why?*), or was it the competition, frustrated by failed attempts to duplicate Camel's uniquely satisfying taste profile, that has resorted to kidnapping (and torture?) to learn the secret of Camel's blend? No matter what the cause, two things are clear: Joe Camel must be saved and the secret of the exotic Golden Leaf must be preserved.

Camel executives plan a rescue mission (code name: *Operation Pyramid*) and assemble an elite team of international "specialists" to carry out the mission (code name: *The Beasts*). Picking up the trail near Club Camel deep in the Caribbean, Operation Pyramid carries The Beasts across the globe: from tobacco fields in North Carolina, through Europe, in Turkey (where Joe narrowly escapes death and the secret

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#### **Plot Synopsis #1**

##### *The Legend of the Golden Leaf (cont.)*

is nearly revealed), and ultimately to the American west where Joe himself outwits his cowpoke captors while imprisoned in the enemy's research headquarters *The Ranch*.

Throughout this transcontinental action/adventure, smokers will learn how Camel's uniquely satisfying taste characteristics are a result of time honored blending craftsmanship - the perfect combination of premium tobaccos and just the right amount of that enchanting Turkish Golden Leaf.

#### **Plot Synopsis #2**

##### *"Lighten Up"*

This is a farcical comedy about how absurd the anti-smoking environment has gotten and how the entire health craze running rampant in America could turn us all into a bunch of raving - but physically fit - lunatics.

This topic must be treated with extreme care due to the politically sensitive nature of our product and neither CAMEL nor R.J. Reynolds can appear to be making fun of the health risks associated with smoking.

However, this topic - if approached correctly - could capitalize on the following sentiments that many Americans are feeling (and, especially, the 50 million Americans who choose to smoke):

- \* That the government should stay off our backs and let us make our own decisions about issues which affect our personal lives;

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### **Plot Synopsis #2**

***"Lighten Up" (continued)***

- \* That, if taken to an extreme, government intervention could reach even more absurd levels than currently exist and the land of the free will turn into the land of politically correct paranooids;
- \* That there is an agenda against smoking and smokers in America that is driven by extreme anti-smoking fanatics who are not above manipulating data to suit their needs;
- \* That the government is full of contradictions when it comes to smoking:
  - They condemn smoking yet profit from the over \$11 billion in federal taxes annually levied against cigarettes;
  - That there are other health risks that could also be attacked but that the government chooses to ignore for political and personal reasons.
- \* That much of the anti-smoking legislation in American is totally beyond the rational:
  - See attached material for details