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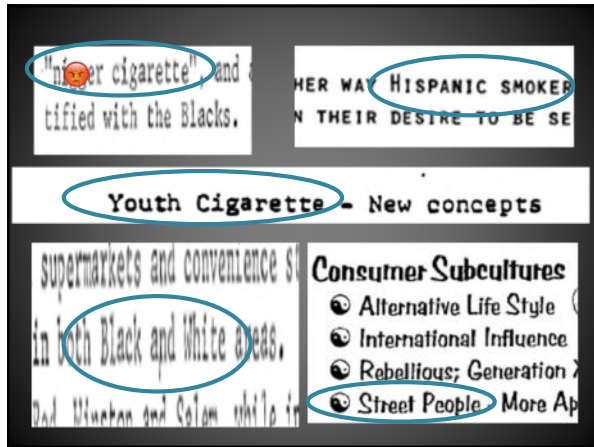
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**FOCUS MARKETING** 

- English Avenue and Vine City are adjacent neighborhoods that form the B.L.U.F.F. (Better Leave You Freaking Fool).
  - Ranked as the most dangerous neighborhood in Atlanta.
  - Known for crime, drug dealing, and availability of heroin.
- The tobacco industry spends more than one million dollars an hour to market tobacco in the United States.
- “We don’t smoke the 🍌, we reserve the right to sell it to the young, the poor, the black, and the stupid.” – RJ Reynolds, 1993

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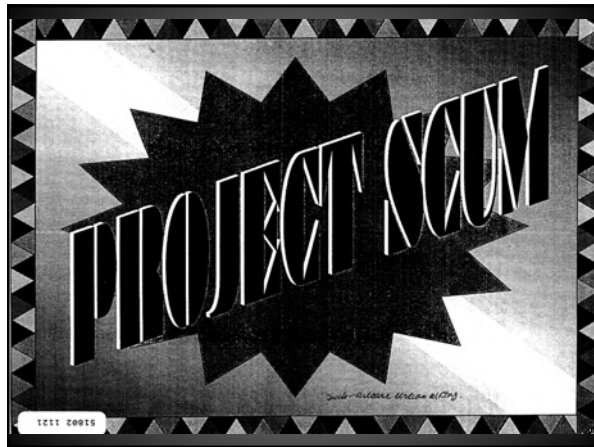
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**BACKGROUND:**  
*During the introduction of Red Kamel, additional opportunities to improve Camel presence became evident in the San Francisco proper.*

**1. Consumer Subcultures**

- Alternative Life Style (Cocaine/Heroin)
- International Influence
- Rebellious; Generation X
- Street People - More Applicable to Doral *San Francisco*

**Targeted Population**

**2. Camel has a higher share than in the general Marketplace. This was consistent in calls where we had the elements of presence/distribution and where we didn't**

- Haight Ashbury - 22.6% SOM - Not SOC *Doesn't do big volume there but volume would rise*
- Castro - 10.5%
- Downtown Metro - 7.90%
- Northern California Region - 7.70% (AIM 12/30/95-2/28/96) *It shows up in calls where we're not (San Francisco)*

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3. Consumers shop in traditional small foods and liquor but there are additional types of retail outlets

- head-shops
- smoke shops (not Cigarette Outlets) *cafes, cigar, marijuana & food shop paraphernalia*

4. Market is fractured **Targeted Stores**

- higher # of outlets
- volume base significantly below RJR call standards due to store density
- collectively massive volume - untrackable and unreachable with traditional structure *(and 'n' carry, manufacturing sites)*

5. Current Environment

- minimal Camel Presence
- minimal product availability
- minimal display
- No MA  $\$$  *(not) 3P's* *but it's not all that simple*

LCCT 20015

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### KNOWN'S

- Opportunity exists for a cigarette manufacturer to dominate, although at this time no one company does.
- Population and tourist flow make area highly visible
- Camel momentum appears to be sustained or growing (on its own)

|               | Q295  | Q495  | Diff  |
|---------------|-------|-------|-------|
| Haight        | 12.70 | 12.10 | -0.60 |
| Castro        | 13.22 | 13.56 | 0.22  |
| S.F. Metro    | 7.47  | 8.12  | 0.65  |
| N. Cal Region | 7.20  | 7.59  | 0.39  |

- Increased receptiveness on the part of store owners to Camel marketing/presence due to emergence of "Cheaper" stores and Camel's natural momentum.
- High incidents of smoking and drugs in subcultures *of course*
- Haven't penetrated call universe adequately (estimated 600 calls not covered)

LCCT 20015

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**Product**

- Establish product availability, display, presence standards for identified calls
- Contracted display **Placement**
  - System III or brand specifics
  - payment program different from normal partner requirements
- In store presence *brand representation NOT 3P's*
  - product availability of major Camel *Red & White* styles and Red Kamel
  - consistent POS/PDI
- Store front presence **Presence**
  - applicable to high visibility area only
  - lighted and enhanced
- Promotions **Price Reduction**
  - Beach Premiums, 1-strike, Connector Packs *has a retail equivalent & different from the general market*
  - Flat Discounting to match with Marlboro *to avoid passing up*

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**BIG TOBACCO, YOUNG TARGETS**  
 Youth smoking in "The Bluff"



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**FOCUS VS. NON-FOCUS (#27-28)**



|                  | FOCUS (THE BLUFF)  | NON-FOCUS (BUCKHEAD)  |
|------------------|--|---|
| <b>PRODUCT</b>   | <ul style="list-style-type: none"> <li>Menthol products</li> <li>Little cigars/cigarillos</li> <li>ENDs</li> </ul> | <ul style="list-style-type: none"> <li>Non-menthol products</li> <li>Smokeless</li> <li>ENDs (marketed more heavily)</li> </ul> |
| <b>PROMOTION</b> | <ul style="list-style-type: none"> <li>More promotions on more addictive brand styles</li> </ul>                   |   |
| <b>PRICE</b>     | <ul style="list-style-type: none"> <li>Deep, long-lasting discounts</li> </ul>                                     |   |



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**FOCUS VS. NON-FOCUS (#27-28)**



|                            | FOCUS (THE BLUFF)   | NON-FOCUS (BUCKHEAD) |
|----------------------------|---|----------------------|
| <b>PRESENCE/ PLACEMENT</b> | <ul style="list-style-type: none"> <li>Excessive interior/exterior ad placement</li> <li>More ads below door handle</li> <li>High profile ads and displays in prime locations</li> <li>More product and ad placement near candy/toys</li> </ul> |                      |



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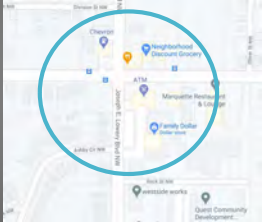
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**THE BLUFF (FOCUS)**

- The children's school bus stop is at an intersection with 3 stores.
- How many tobacco ads are they exposed while waiting for the bus?
  - a) Less than 5
  - b) 5 - 15
  - c) 15 - 30
  - d) 30 - 45



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**FOCUS STORE #1 (#29A)**



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**FOCUS STORE #2 (#29B)**



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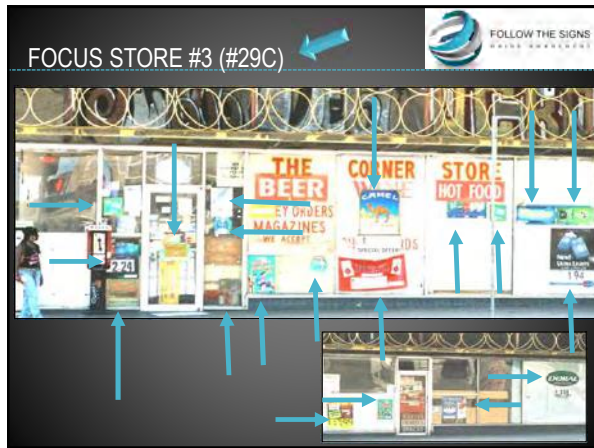
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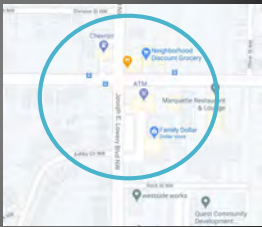
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THE BLUFF (FOCUS) (#29D) 

- The children's school bus stop is at an intersection with 3 stores.
- How many tobacco ads are they exposed to while waiting for the bus?
  - Less than 5
  - 5 - 15
  - 15 - 30
  - 30 - 45**



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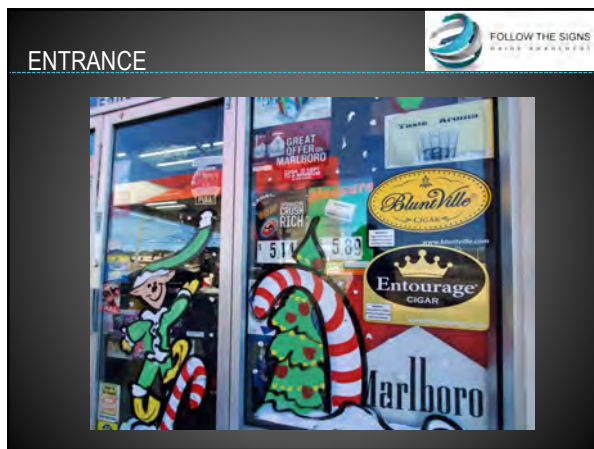
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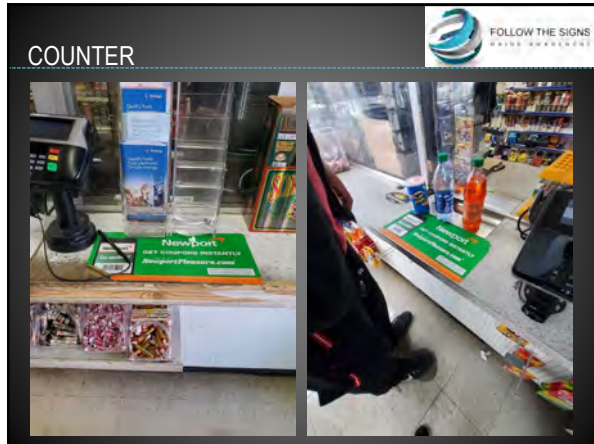
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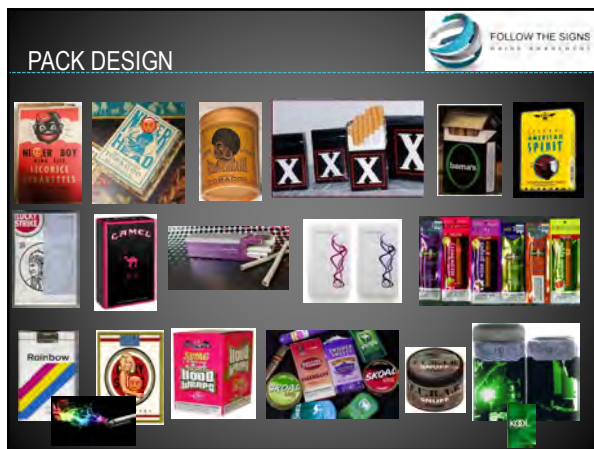
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**FLAVORED PRODUCTS**



**FOLLOW THE SIGNS**  
WISSE WERKZUIG

The counter is COMPLETELY covered with flavored tobacco products. There's only one candy product. Can you spot it?

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**FOLLOW THE SIGNS**  
WISSE WERKZUIG

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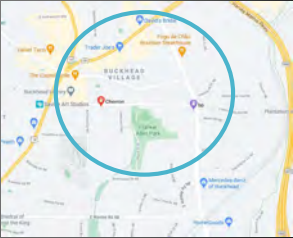
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**BUCKHEAD (NON-FOCUS)**



- What if the girls lived in a non-focus community?
- How many tobacco ads would they be exposed to while waiting for the bus?
  - a) Less than 5
  - b) 5 - 15
  - c) 15 - 30
  - d) 30 - 45

**FOLLOW THE SIGNS**  
WISSE WERKZUIG

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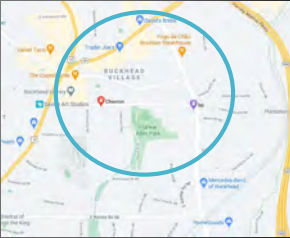
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NON-FOCUS STORES (#30C) 

- What if the girls lived in a non-focus community?
- How many tobacco ads would they be exposed to while waiting for the bus?
  - a) Less than 5
  - b) 5 - 15
  - c) 15 - 30
  - d) 30 - 45



A map showing a community with a blue circle highlighting a specific area. The map includes labels for 'SUGARHILL VILLAGE' and 'Sugar Hill'. There are various icons on the map representing different locations and services.

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**FOLLOW THE SIGNS**  
MAKING DIFFERENCES

DOES WHERE YOU LIVE MATTER?

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**La Tanisha C. Wright**  
3495 Buckhead Loop #18722  
Atlanta, GA 31126  
678-799-7549  
LaTanisha@Follow-the-Signs.com  
www.Follow-the-Signs.com

**STAY CONNECTED**

"FollowLaTanisha"     

**FOLLOW THE SIGNS**  
MAKING DIFFERENCES

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