

April 16, 1973

Mr. Craig C. Standen

Re: "Meet The Turk" Research -
Conclusions and Indicated Action

I. CAMEL REGULAR "Meet The Turk"

A. Conclusions -

1. "Meet The Turk" appears to be an improvement over "Good Reason", however, its superiority is not nearly as well-defined as "Meet The Turk" vs. "Can You Spot."
2. The research indicates strength in appealing to non-filter smokers and smokers 30-35 years old, suggesting that the campaign might attract new switchers within the category but might have difficulty in attracting switchers from outside of the category.
3. While it appears that "Meet The Turk" could be implemented nationally for CAMEL REGULAR at relatively minor risk, it is believed that doing so would secure only a marginal advantage for CAMEL REGULAR, preempting a possible major advantage for CAMEL FILTER.
4. It is believed that in order to attract significant switching from outside of the category, a campaign must be developed which speaks directly to product attributes relating them to the needs of new conformists. It is further believed that an image campaign which does not speak to these attributes as positives suffers the risk of heightening a credibility gap between image and product.

B. Indicated Action

1. Renew exploration of alternative offensive creative approaches which speak directly to product attributes as positives.
2. Renew exploration of alternative defensive creative approaches to improve upon the Brand's current campaign.
3. Consider cessation of advertising in a selective test market situation to determine the affect of advertising on sales.