

## R020D

The documents in this case are **Bates # 515123091 (19960612) and #515123084 (19960614)**. They are a draft and final version of a video script for RJR's Camel brand of cigarettes.

**Author:** RJR's Creative Services personnel. **Addressee:** None noted, but the document is intended for an external audience.

During the 1990's the tobacco industry was under increasing pressure to stop its advertising to children. RJ Reynolds's Camel brand mascot, Joe Camel, became a central focus of this debate in 1991 when the Journal of the American Medical Association published a study demonstrating that young children recognized Joe Camel at the same level as their recognition of Mickey Mouse. In the same year Janet Mangini (family law attorney from San Francisco) filed a lawsuit to end the Joe Camel advertising campaign. The Joe Camel mascot was worth millions of dollars to RJR, both in sales of ancillary products and dramatic increase in market share to the youth market. The video script documents referenced here were produced in June of 1996, one year prior to the settlement of the Mangini lawsuit, which resulted in the end of the Joe Camel marketing campaign.

Entitled *Camel World*, the host greets Camel fans in Loudon, New Hampshire and welcomes them to the 1996 Camel Bike Rally and Superbike Race and announces he'll be the tour guide for this, "the baddest bikefest on the planet", as well as "...a whole pack of other spectacular sporting events brought to you by the cool cats at Camel." Smokin Joe is the featured character in scenes involving bikers, hydroplaning, pool tournaments, NASCAR racing, and drag racing. There are many references to Smokin Joe, Camel World, Camel attitude, and so on. The entire scene is one of partying, being cool, having fun and "doing what you want." It ends with a biker claiming "It's a damn good smoke."