

- Campaigns that were currently running and adapted with African American models
  - African American models used in many ads
- Inclusive and Broad appeal to many races and genders of adult smokers
- Same or similar themes as general campaign
  - ↳ similar to other adult products
- Advertising purpose is to:
  - create brand awareness
  - have competitive smokers consider buying & switching
  - reinforce franchise smokers brand choice

### Ad Agency Memos

- Not marketing plans
- Not employees of company
- They come and go
- Write things that are unsolicited & many ideas never followed up on
- Not decision makers

Began at RJR 1980 - Very, very little prior

Very clear policies and practices \*

Small % of marketing budget

To 21+ adult smokers: Certified & Verified

Free product only to certified and verified

Direct Mail

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