

Vision

Role

Audience

Strategy = Product  
= Dist

- Pricing

- Communication

Next Steps:

- Put seasonal blends on hold for 2005
- Step 1 - Examine current product line
- Develop "story" for exotics
  - Develop additional ~~options~~ <sup>product concepts</sup>
  - Eval testing

Q3 2005

Step 2 - Restage current product line

- ~~current ex.~~
- ASU32 DM offer - "testmaker panel" <sup>establish</sup>
- DTC
- Phase in to existing stores
- ~~Home dist~~
- Phase in to Homeca

2006

Step 3 - New products / Dist expansion

Exotics today: (consumer)

- Flavored
  - Occasional / impulse purchase
  - Interesting
  - Promotional
  - Low engagement (shallow / thin)
  - Expensive (vs. premium)
  - Seen as occasional indulgence among "the masses" (experiential "downside")
- Comparison - core styles vs. seasonal

(Business)

- Universe in current dist. channel is  $\approx 25$  msk tons  
10 msk tons = 60% volume
- Providing same margin as base Camel

- How should people encounter exotics?
- What should they find?
- The vision?
- What's the story?