

TO: Mr. J. T. Winebrenner  
FROM: C. A. Martin  
RE: YOUNGER ADULT SMOKER PERCEPTIONS OF CAMEL

This memo provides a perspective of how CAMEL's target group perceives the brand and what beliefs they might hold relative to CAMEL. Additionally, this memo also attempts to dimensionalize these perceptions/beliefs and hypothesize how they could be leveraged into assets for the brand.

#### BACKGROUND

CAMEL is targeted toward younger adult (18-24) male smokers where it has certain inherent characteristics that, if positioned properly, could represent potential opportunities for the brand. In order to better define these opportunities, three specific steps were followed in this analysis (and when we met with the Strategic Planning group) which involved:

1. Listing the various beliefs and perceptions about CAMEL held by the brand's target group.
2. Determining what could be developed or positively leveraged in CAMEL with respect to the various beliefs and perceptions (outlined in #1).
3. Determining what specific wants of the target group could be met with the brand's leveragable assets (outlined in #2).

The information included in the attached chart is organized in the above format. Also, in order to define target wants, information from the Younger Adults Analysis was used which categorized the wants into the following five categories:

1. Belonging to a selected peer group.
2. Being different from family and other peer groups.
3. Success now/upward striving, which may be broken down into reality based and fantasy based successes.
  - reality based success - a date, good party
  - fantasy based success - escape into imagination, "good old days", nostalgia
4. Excitement, or having fun in every possible way, living to the limit (or at least, imagining so), taking risks, standing out in a crowd (being on the edge), rugged, aggressive, adventurous.
5. Sex in the sense that anything goes, liberal attitude toward sex.