

## Camel's 7 Pleasures of the Exotic Party Tour promotion 2002

2002 brings another year of Camel's Seven Pleasures of the Exotic promotion. Hailed as a chance to "Re-Experience the Exotic," this trend influence marketing plan involves Camel sponsored parties in 70 selected cities across the United States. Advertised through the Camel mailing list and web site, these events invite participants to a number of lavish themed parties including the following themes: Feast, Spa, Elixir, Rhythm, Carnivale, Tabac, and Masquerade. In exchange for having their drivers licenses digitally photographed for mailing list usage, guests are given free cigarette samples and small gift packs as shown in the images on this page. Such parties continue to reinforce the vast advertising and promotional budgets employed by cigarette manufacturers. Continue to visit the Trinkets and Trash website for upcoming correspondent descriptions of Camel parties in the New York and Philadelphia area. [\\_\\_\\_\\_\\_](#)



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