

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Camel Halloween 2003 Mailer

These direct mail pieces were sent to three different people on the R.J. Reynolds active mailing list. Although the items may appear to be identical, further examination reveals differences in the coupon offers. This piece illustrates the tobacco industry's use of advanced database (direct-mail) marketing tactics. Information stored in the industry's database is used to tailor mailings and coupon offers to meet the assumed needs of individual customers. For example, a customer who is established as a Camel smoker will be sent coupon offers for Camel cigarettes. Likewise, a mailing list member who has a record of redeeming all of their coupon offers will most likely be required to purchase a larger volume of cigarettes on future coupon offers, in order to get their discount.

Notice that in the case of this Halloween mailing, one of the offers does not restrict the discount to only Camel-brand cigarettes. It can be assumed that in the eyes of the tobacco company, this smoker has not yet "confirmed" their brand preference through the use of coupons in the past. It should be noted that almost all direct mail coupons are printed with identification numbers, unique to each name on the list. This information is returned to the industry upon coupon redemption, and allows the industry to track usage of coupons, and brand selection.

Click any image for a larger, more detailed view.

Unmask the flavor.

Classic
For over 80 years, we've blended
mellow Turkish tobacco and robust
Domestic tobacco to bring you Camel's
rich flavor and world-class smoothness.

Turkish
Camel Turkish Blend combine with
mellow Turkish tobacco with the rich
flavor of Domestic tobacco for a
distinctive smoking experience.

Extra Blend
Choose from a collection of indulgences
created by complementing our Turkish and
Domestic Blend with international spices,
flavors and rare tobaccos.

**PLEASE TO
BURN**

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

WINSTON LIGHTS BOX
SALEM GREEN LABEL LIGHTS

\$3 OFF ONE CARTON
CAMEL SALEM Winston

\$3 OFF ONE CARTON
CAMEL SALEM Winston

\$3 OFF FOUR PACKS OR ONE CARTON
CAMEL SALEM Winston

\$4 OFF ONE CARTON
CAMEL

\$1 OFF TWO PACKS
CAMEL

\$1 OFF TWO PACKS
CAMEL

\$3 OFF ONE CARTON
CAMEL

\$3 OFF FIVE PACKS OR ONE CARTON
CAMEL

\$3 OFF FIVE PACKS OR ONE CARTON
CAMEL

No tricks.
Camel's all
about treats.



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Sign-up and you could win an Apple® iPod™

Email never sounded so sweet

Sign-up at www.camelsmokes.com and you could win an Apple® iPod™.

Plus, you'll be eligible for:

- entertaining diversions
- exclusive offers
- great savings
- and much more

Entries must be received by October 31, 2003. You will need your PID to enter the sweeps.



OFFERS AND WEBSITE RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

NO PURCHASE NECESSARY. Purchase will not improve chances of winning. Limited to legal residents of the 50 United States (D.C. included, but void to MA & MI residents) who are smokers 21 or older, have a valid Personal Identification Number (PID) provided by Sponsor, & have a currently valid e-mail address. No purchase necessary to acquire PID. Void in MA, MI & where prohibited. Subject to Official Rules. For rules/entry, visit www.camelsmokes.com between 12:00:01 a.m., ET on 9/19/03 and 11:59:59 p.m., ET on 10/31/03 to access the Sweepstakes; follow online entry instructions. Entrant will be required to agree to be added to Sponsor's e-mail distribution list; entrant may opt-out distribution list by following link on website or Sponsor distributed e-mail. Closing-of distribution list will not affect entrant's chance of winning. Limit 1 entry per person/PID. Grand Prize (1): An Apple® iPod™, APV \$400. Approx. 4,000,000 notices will be distributed. Odds of winning depend on number of eligible entries received. Sponsor: R.J. Reynolds Tobacco Company, 401 N. Main Street, Winston-Salem, NC 27101. The trademark that identifies the prize is the property of Apple Computer, Inc., who is neither a sponsor nor endorser of this promotion. All Promotional Costs Paid By Manufacturer.