

2007 CAMEL NO. 9

In February 2007, RJ Reynolds launched a new style of Camel cigarettes - Camel No. 9, designed to attract women and increase Camel's share of female smokers. According to Camel's vice-president of marketing the product was developed to appeal to female adult smokers who had said they really liked Camel's irreverence and authenticity, but didn't feel Camel had a product that was meant for them (Brandweek, 2/12/07). Promoted with the slogan, "light and luscious" the product is available in two styles: a non-menthol version in a black and hot pink/fuchsia box and a menthol version in a black and teal box (see images below). According to representatives, the product name, "No. 9" is meant to refer to the idea of "getting dressed to the nines" or a "cloud nine" feeling, though others have speculated that the name could allude to popular women's fragrances such as Chanel No. 5 or 19 or even the love song, "Love Potion No. 9" by the Searchers (NY Times, 2/15/07). Advertising for the product includes point-of-sale marketing, direct mail marketing, women's magazine advertising and party/event promotions which include distribution of free product samples and gifts (see images and details below). According to the New York Times, spending estimates for the product's introduction range from \$25 to \$50 million (2/15/07).

See images and descriptions of Camel No. 9 marketing materials below. Click on images for larger views, to save images and for more detailed information. To check for additional Camel No.9 materials not found in this feature, use the search engine on T&T's homepage. Select "Camel" from the brand field, and type No. 9 in the additional key word field.



Camel No. 9 Cigarette Packaging

Camel No. 9 packs and cigarettes are both distinctive. Packs are basic black with hot pink/fuchsia coloring for non-menthol, *left*, and teal for menthol (or "menthe"), *right*.

Cigarettes are white with pink and teal markings on the filter.



Magazine Advertisements

Left. One page ad for Camel No. 9 cigarettes, featuring images of the stylish packages, floral design imagery and pink borders, which appeared in issues of *Cosmopolitan*, *Glamour*, *Instyle*, *Lucky*, *Marie Claire*, and *Newsweek* starting in January, 2007.

Right. Two-sided ad version found on heavier paper stock appearing in issues of *Cosmopolitan*, *Glamour*, *Instyle*, *Lucky*, and *Marie Claire* starting in March, 2007.



Click on the images for larger pictures and more detailed source information.



Direct Mail Marketing

Left: Direct mail promotion packaged in a black box with floral graphic design and the pink No. 9 logo. Included an introductory note and a paper model of a free cigarette case to be redeemed by registering and completing a survey on the brand's website, plus a No. 9 pack containing four Camel coupons instead of cigarettes (including two "Buy 1et 1 Free" style coupons).

Right, top: The free cigarette case sent through direct mail in response to an offer from the direct mail piece pictured at left. Cigarette case includes a money clip and a mirror.

Right, bottom: Direct mail promotion of the No.9 cigarettes, with 4 free cigarette coupons: 2 coupons for \$3.00 off a pack, and 2 “Buy 1 Get 1 Free” coupons.

Event/party promotions

Camel No. 9 marketing has emphasized event and party promotions at nightclubs and bars, where attendees not only receive free samples of the packs, but also female oriented gifts, such as jeweled lighters, mirror compacts, makeup-related items, bracelets and other accessories. Event locations also are dressed up with advertising using Camel No. 9 napkins, coasters, pink lighting and streaming imagery on television screens or wall projections. In addition to musical performances, these events may offer other entertaining features such as free facials, massages or t-shirt airbrushing.

Right. Newspaper advertising for Camel No. 9 bar events in Portland, Oregon



Top left. Camel No. 9 themed napkin found in a bar/club sponsoring a promotional event along with a jeweled lighter, pink and black wristband, and case of lipgloss, free gifts distributed to female event attendees.

Top right. A “fashion emergency kit” including items such as needle and thread, distributed as a gift at Camel No. 9 events.

Bottom left. Cell phone accessories distributed as a gift at a Camel No. 9 event, including pink jewel style stickers and pink flower-shaped “bling” that can be attached to dangle from a phone.

Bottom right: Band clip for holding money and ID or credit cards, distributed at Camel No. 9 events.

Group photo of all items received from Camel No. 9 events in Portland, Oregon, including pink and black gift bags, free Camel No. 9 cigarette packs, jeweled lighter, cell phone accessories, bracelets, a mirrored compact, lipgloss, stain remover set, and a “fashion emergency kit”. Photo also includes images of Camel No. 9 themed napkins and coasters.



Cover and inside view of a direct mail piece sent after attending a Camel No. 9 party/event. Cover Text: “Think the other night was hot?” Inside Text: “Just wait until we get warmed up.” “Camel events are always smokin’, but meeting you was music to our ears. So until we see each other again, keep an eye on your mailbox. We’re sending something special your way – you know, to welcome you to the neighborhood and show you what to expect from the Camel community. Meanwhile, feel free to check out our website, www.camelsmokes.com for info on us and our products, or to find our more about Camel’s upcoming events.”

- Camel No. 9 party/event-related information and products provided by Kylie Meiner, Tobacco Prevention Program Coordinator, Multnomah County Health Department in Portland, Oregon, and the Portland State University Tobacco Prevention Capstone Students.