

## The Camel Casino

"Camel Casino" is Camel's latest campaign, promoted through magazine advertisements, direct mail, email, and even special edition tobacco packs. In addition, visitors to Camel's brand website, [www.camelsmokes.com](http://www.camelsmokes.com) can visit the "Camel Casino," where registered website users can gamble for "credits" through online games such as poker, roulette and blackjack. Credits earned at these games can then be used to buy brand loyalty items such as clothing and cigarette coupons at the designated online "Casino Comp Shop" or to bid on more expensive items such as digital cameras and destination trips at the Casino's weekly auction feature. Website features such as the "Instant Win" page present an opportunity to win free credits by visiting each day. Credits for use at the "Camel Casino" can also be collected through C-note chips found on cigarette packs and in magazine ads, direct mail, and emails.

Promotional materials for the campaign, scheduled to run through January 2006, first appeared in July 2005. These materials advertise the campaign, drive readers to the brand's website, and provide users with resources (codes/credits) to become interactive with the program.

Click any image for a larger, more detailed view.



**Magazine Ads** – Between July and November 2005, these five ads were found in the following popular magazines: Car and Driver, Cosmopolitan, Entertainment Weekly, Esquire, FHM, GQ, Glamour, Harper's Bazaar, Latina, Newsweek, Playboy, People, Popular Mechanics, Rolling Stone, Sports Illustrated, Stuff and The Advocate. Each of these specifically directed readers to visit the Camel Casino website, and three (top left) also provided "Codes" that could be entered at the website for conversion into playing credits.

**Direct Mail/Email** – Themed direct mail and email described the program, promoted the website, and also provided codes for free credits. Between July and November 2005, at least 10 different promotional emails (not shown here) providing codes worth up to a total of 190 credits were sent to Camel email recipients. These emails provided codes worth up to a total of 190 credits.

This direct mail piece promoted the "Special Edition Showgals Slide Pack Boxed Set", special Camel packs that each feature an image of one of the 5 "Camelette" female models. The piece directed readers to the website for more details on the offer, provided a code for 10 redeemable Camel Casino credits, and included 4 cigarette coupons (\$1.00 off per pack coupons). [see right]



This direct mail piece described the features of the online Camel Casino and made special effort to highlight the site's address.



A "Las Vegas Survival Kit" direct mail piece including a "do not disturb" doorhanger, a bookmark of gambling related "terms", a list of local pawn-shops, and a sheet of temporary tattoos. Also included was a code worth 10 Casino credits.

**Tobacco packs** – During the campaign, the traditional "Camel Cash" note normally inserted with Camel packs was replaced in some packs with the Camel Casino "C-Note Chip" (see right). For every 10 C-Note Chips mailed in, 10 Casino credits were added to the user's online "bank".



**Casino Themed Exotic Blends** – These latest Camel Exotic Blends are alcohol flavored and follow the Casino theme with the following names: "Screwdriver Slots", "Snake Eyes Scotch", and "Blackjack Gin". The blends became available in October 2005.