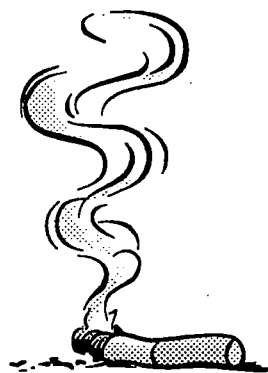


17

SMOKING

is directly related to coolness.



WILLIAM C. SKAGGS



SMOKING

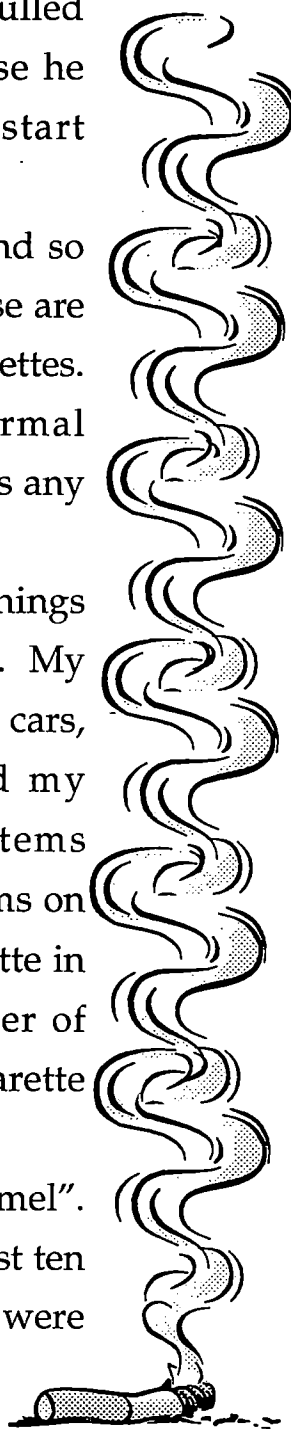
is directly related to coolness.

Due to FCC standards, "Joe Camel" has recently been pulled from his advertisements. According to the FCC, it was because he appealed to too many teenagers and encouraged them to start smoking.

During my research on "Joe Camel", I was surprised to find so many icons that our younger generation think of as "cool". These are items that I simply overlooked as an older smoker of Camel cigarettes. I was so overwhelmed by my findings, I switched my normal cigarettes from Camels to Marlboro (not that the Marlboro Man is any less appealing to teenagers).

The first thing I did for my research was made a list of things that are associated with "coolness", especially towards teenagers. My first list was over 30 items long, including items like sunglasses, cars, clothes, and nightclubs. After I made my list I checked my advertisements for these items and found only eighteen items represented. Although, these items were found were the top items on my list. The categories were: the Camel logo, sunglasses, cigarette in mouth, women, cityscape, gambling, cars, sportscoat, number of camels in ad, leather jackets, roses, blue jeans, night time, cigarette lighter, shirt and tie, box of cigarettes, and hats.

I decided to view ads within the entire lifespan of "Joe Camel". He was introduced somewhere in 1988. So we are looking at almost ten years of "Joe Camel" ads. Most of the Joe Camel ads that ran were duplicates of the month before so it is hard to find an assortment of different ads.



When Joe Camel was introduced, he was slightly different than he is now. In the late 1980's television shows and movies influenced a lot of print advertisements. In the January issue of *People* in 1990, Joe Camel is portrayed in a *Miami Vice* type theme. He is wearing a pink sports coat, driving a sports car, and is in front of a city skyline that resembles a beach front city, like Miami. In another ad from the November issue of *Rolling Stone* in 1988, it features our hero portraying a pilot, like in the movie *Top Gun*. This ad is complete with jets in the background sky and a motorcycle helmet under his arm.

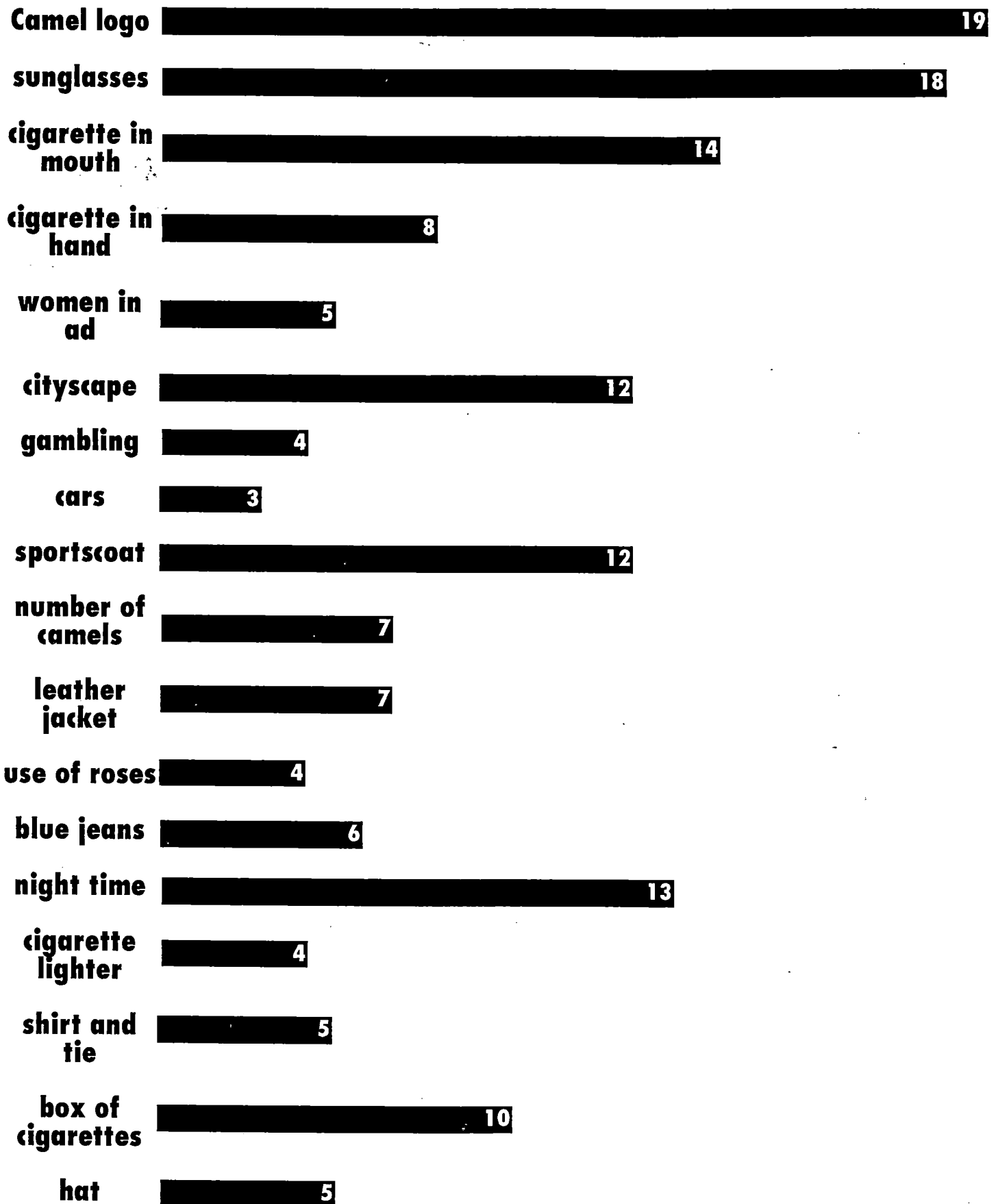
As time went on, Joe Camel became more defined and detailed. RJ Reynolds Tobacco Company gave him more friends and a better wardrobe. They put him in "cooler" situations and settings. For example, in the October 1995 issue of *People*, Joe Camel is personified much sleeker and classier. He stands in front of a city skyline, wearing a sports coat with a white T-Shirt and a pair of blue jeans. In the June 1997 issue of *Automobile* the advertisement shows Joe Camel with two other camel friends hanging out on a fire escape smoking Camel cigarettes and drinking.

One of the most surprising things to me was that most of these ads

were set at night. Like a lot of urban legends of our time, we know that nothing good is supposed to happen at night, in fact it is bad for teenagers to be out at night. I think this makes it more appealing to teenagers. Another aspect that is appealing to teenagers is the fact that Joe Camel wears clothes that appeals to them.

I asked several teenagers from the ages of 14 to 17 and they had various responses on what they thought about Joe Camel. Jason Meadows, a 14 year old freshman in high school, and he commented that Joe Camel just "looks cool". When I asked him if he thought about smoking because of Joe Camel and he said "no...I know he's just a cartoon". Sally Cooper, a 16 year old smoker had a different response. She said she started smoking because she thought it was cool. She told me, "Joe Camel probably had something to do with it, but it's not the main reason".

Joe Camel is gone now, but there is still more and more advertisements about cigarettes in his place. Who is safe? Will pulling Joe Camel do any good? Even though Joe Camel was the ultimate image of "coolness", there are other icons and images of coolness for teenagers to look at and influence them.

number of times shown

1-6

Ad number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Camel logo	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
sunglasses	X	2	X	3	X	2	3	X	X	X	X		X	X		X	3	X	X	3
cigarette in mouth	X	2	X				2	X	X		X		X	X	X	X	2	X		X
cigarette in hand				X	X	2	X					2					X	X	X	
women in ad			1					1				1				1		1		
cityscape	X	X	X	X	X				X	X	X		X					X	X	X
gambling							X						X				X	X		
cars		X				X		X												
sportcoat		X			X		X	X	X	X		X	X		X		3	X	X	
number of camels	2			3		2	3									3		X		3
leather jacket	X		X				X				X			X		X		X		
use of roses					X							X			X			X		
blue jeans				2		2							X					X	X	X
night time	X		X	X	X				X	X	X	X	X		X			X	X	X
cigarette lighter			X			X								X				X		
shirt and tie		X					X									X		X		X
box of cigarettes		X			X	X		X	X			X			X	X	X	X		
hat							X									X	X	X		2

CAMEL



US MAGAZINE DEC 1996
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.
AD # 1

1-7

CAMEL LIGHTS

© 1996 R.J. REYNOLDS TOBACCO CO.

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

© 1989 R.J. REYNOLDS TOBACCO CO.

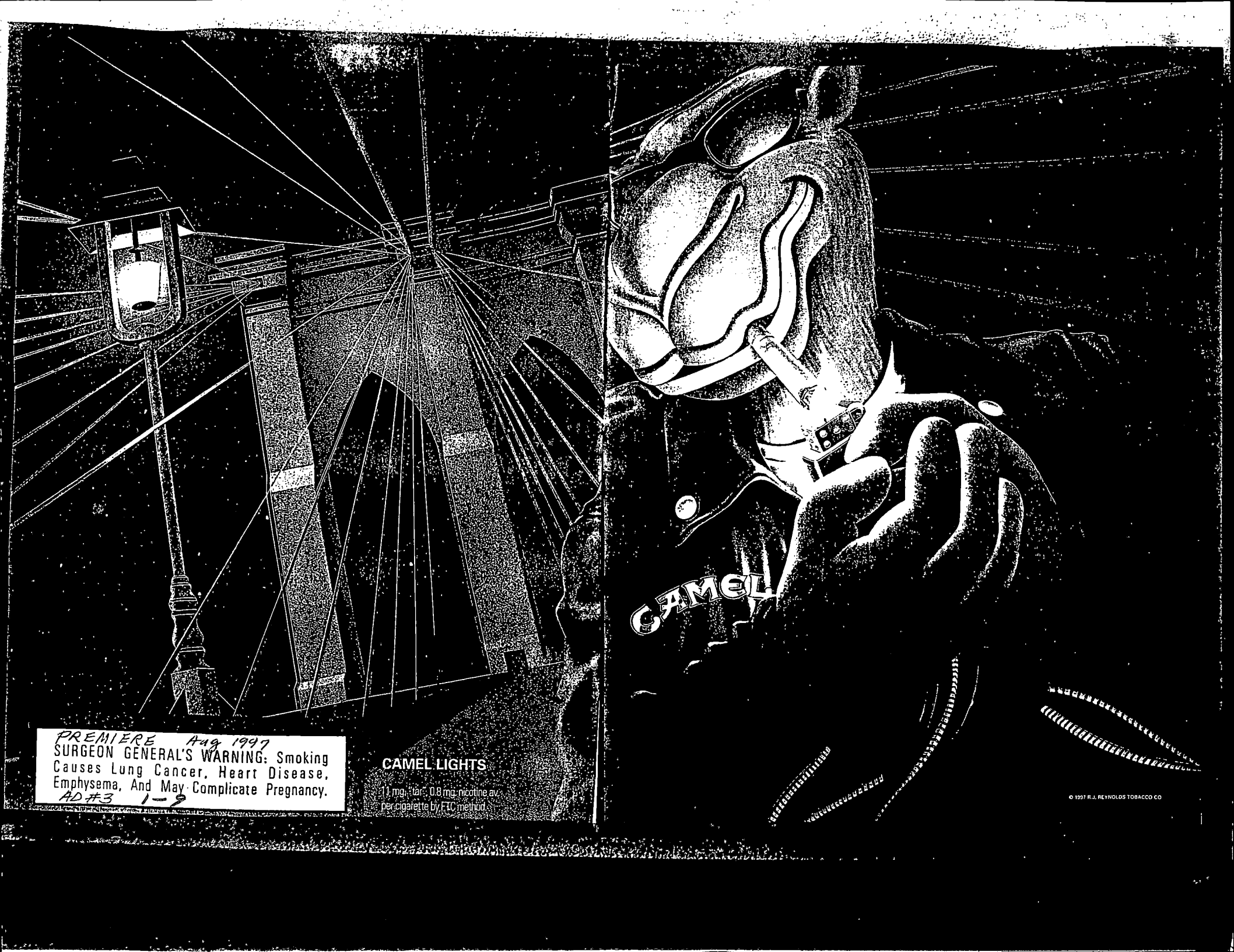
Smooth character



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

17 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.

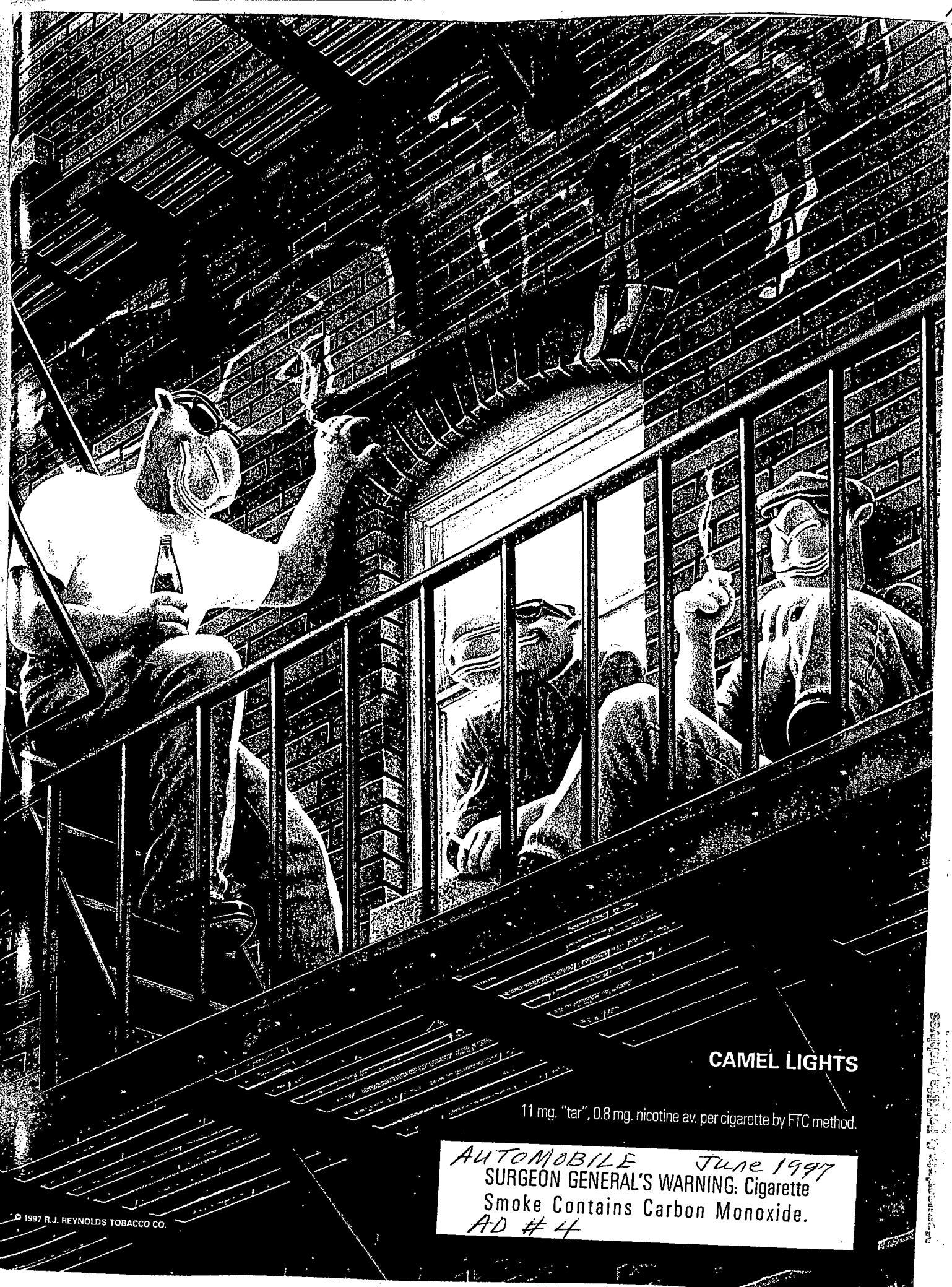
PEOPLE
Jan. 1990
AD#2



PREMIERE Aug 1997
SURGEON GENERAL'S WARNING: Smoking
Causes Lung Cancer, Heart Disease,
Emphysema, And May Complicate Pregnancy.
AD #3 1-2

CAMEL LIGHTS

11 mg. "tar," 0.8 mg. nicotine av.
per cigarette by FTC method.



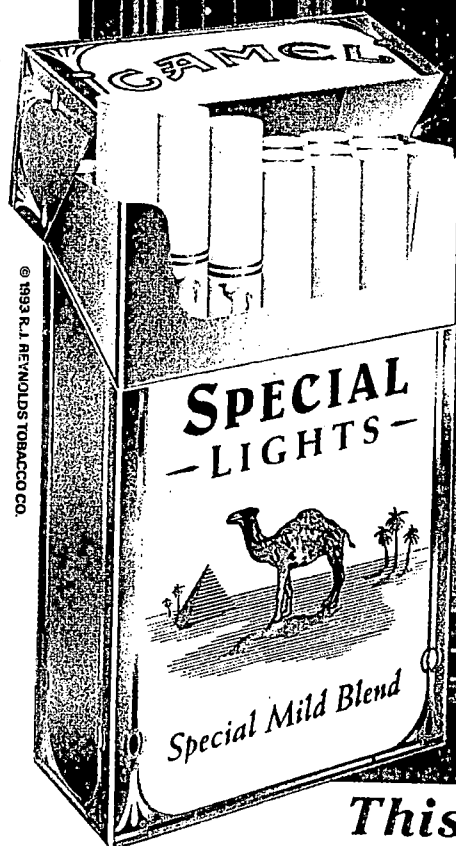
CAMEL LIGHTS

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

AUTOMOBILE June 1997
SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.
AD # 4

Reynolds & Reynolds Archives
RJR Archives
RJR Archives

SPECIAL LIGHTS



© 1993 R.J. REYNOLDS TOBACCO CO.



This One's Something Special

Joe

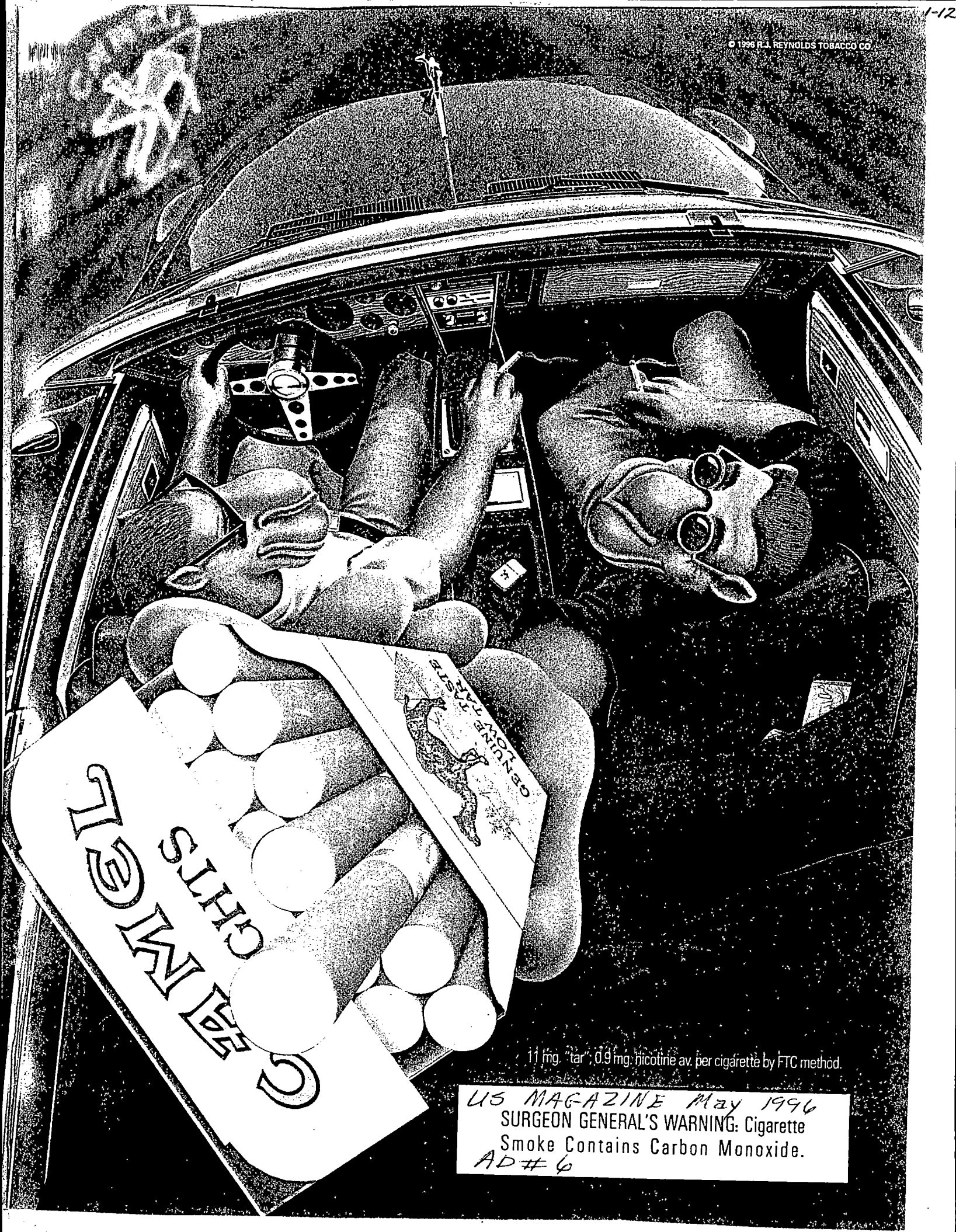
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

US MAGAZINE

Nov, 1993

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

AD #5

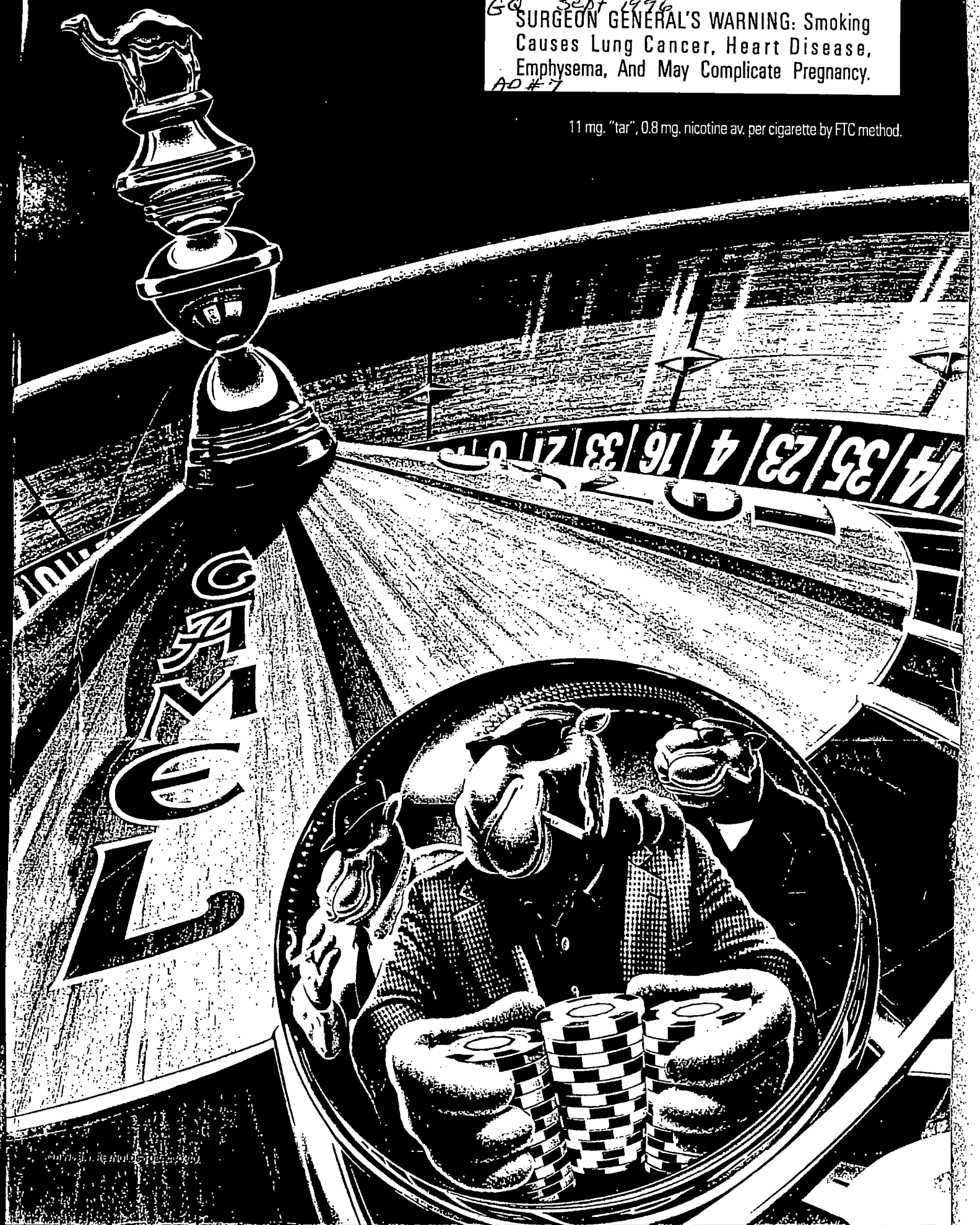


11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

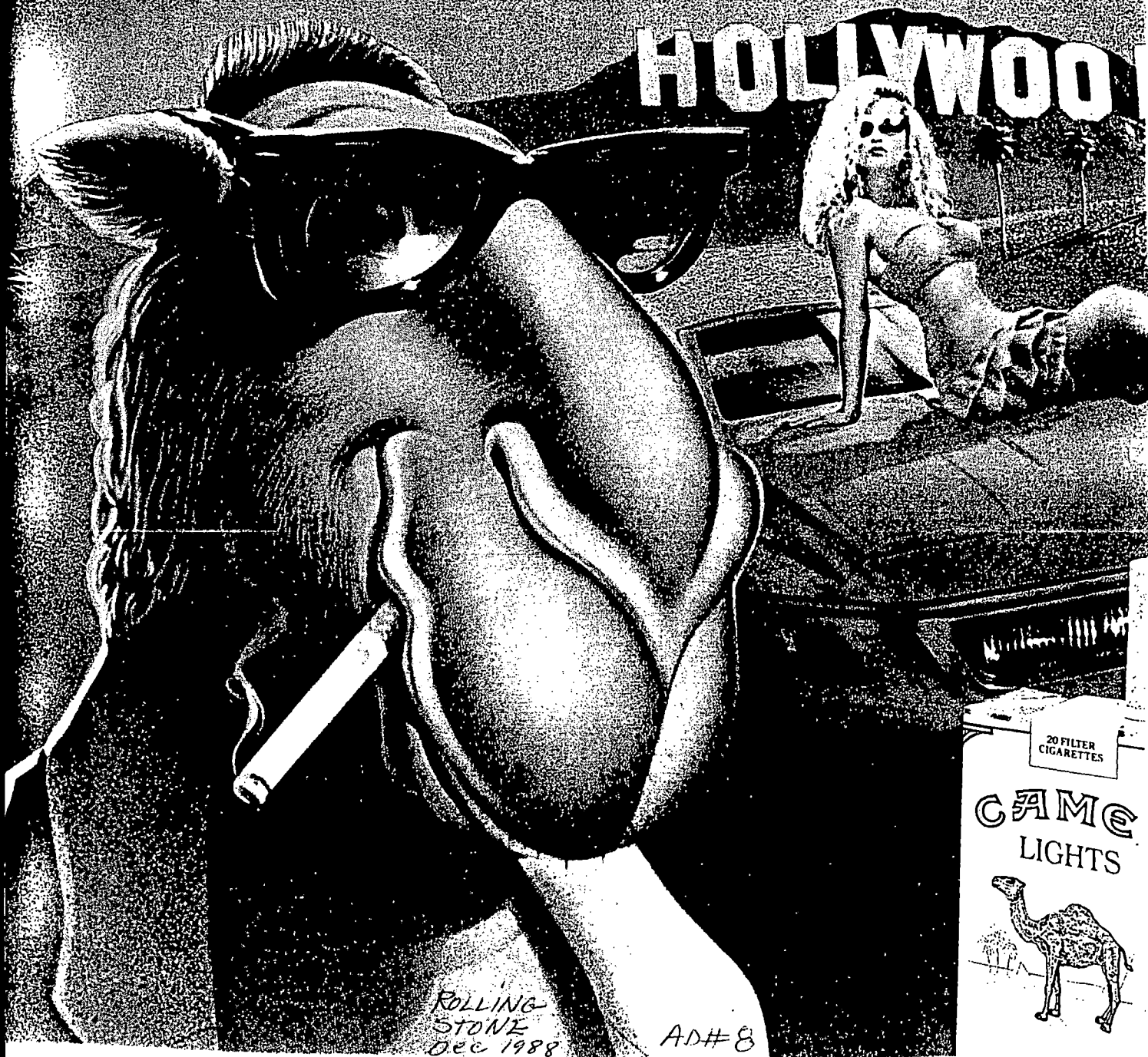
US MAGAZINE May 1996
SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.
AD # 6

GO *Sept 1996*
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
AD #7

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

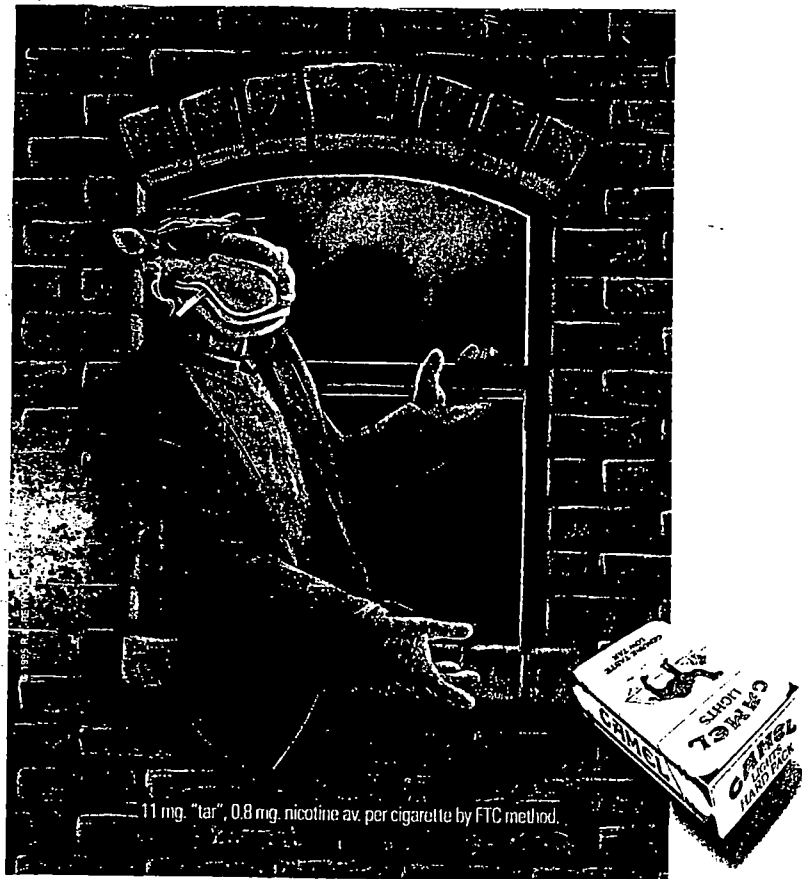


Smooth character.



ROLLING
STONE
Dec 1988

AD#8



US MAGAZINE
May 1995

AD# 9

US MAGAZINE
May 1995

AD# 10



Go ahead, it's on me.

Save \$25
on Ticketmaster® tickets
with Camel Cash.

I'm not just talkin' concerts. With these
\$25 gift certificates, you could save on tickets
to just about any Ticketmaster® event.
And it only takes 100 Camel Cash C-Notes
to get one. Where is this rockin' deal?
Just flip the page, and you'll find it in the
Camel Cash Rockin' Road Trip.



CERTIFICATES ARE NONREFUNDABLE, NONTRANSFERABLE AND NOT REDEEMABLE FOR CASH.
RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.
TO ANY EVENT SUBJECT TO AVAILABILITY. SEE CAMEL CASH ROCKIN' ROAD TRIP FOR DETAILS.

PEOPLE Jan 1990
SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.
AD# 11



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NEW

SPECIAL LIGHTS



This one's something Special

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

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

PEOPLE MAGAZINE
Feb 1990

Joe
AD # 12



CAMEL LIGHTS

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

PREMIERE

Aug. 1996
© 1996 R.J. REYNOLDS TOBACCO CO.

AD# 13

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

PEOPLE
June 1993

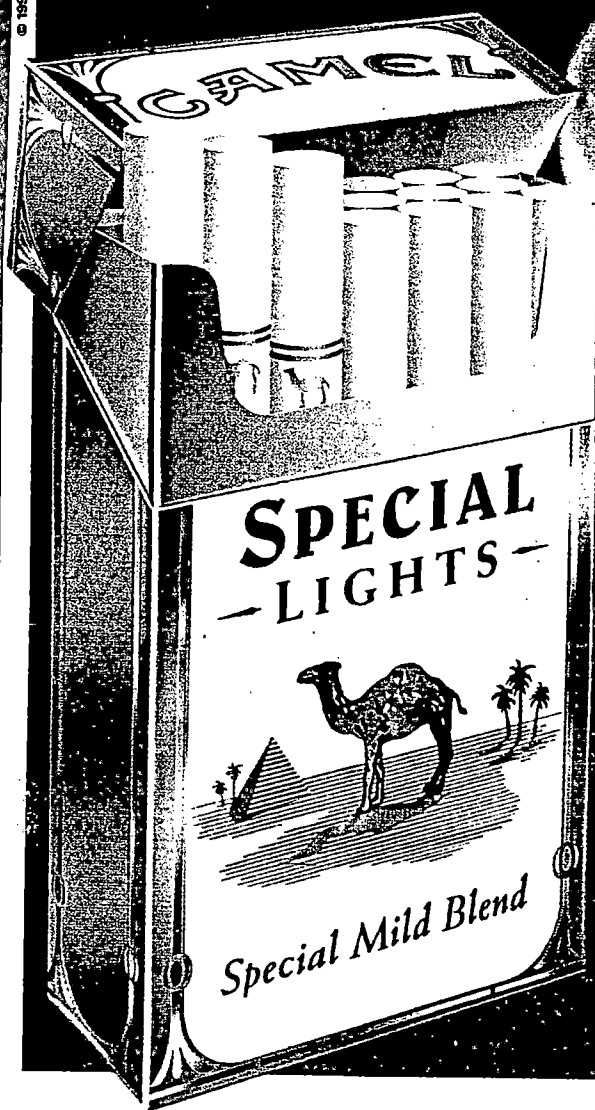
Ad # 14

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.



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NEW SPECIAL LIGHTS



**TRIAL OFFERS
IN STORES
NOW**

Joe

Taste Camel In a Whole New Light

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

PEOPLE FEB 1990

AD# 15

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

Reynolds & Felton Archives
www.reynoldsandfelton.com

Smooth character.



ROLLING
STONE
NOV 1988
AD# 16

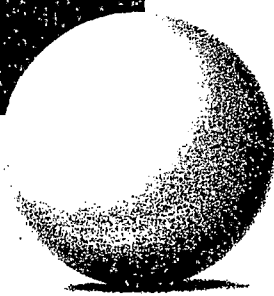
CAM
FILT





© 1995 R.J. REYNOLDS TOBACCO CO.

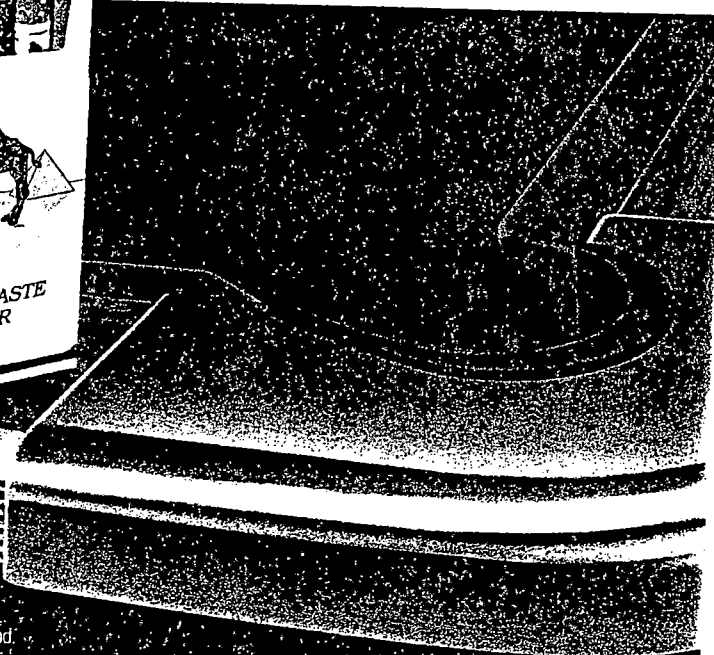
Genuine Taste, Corner Pocket.



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

PEOPLE Sept 1995

AD# 17



11 mg. "tar", 0.8 mg. nicotine
av. per cigarette by FTC method.

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

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

11 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

Joe's
PLACE

There's something
for everyone at
Joe's Place.

Free Joe's Place Catalog.
Call 1-800 CAMEL CASH.
(1-800-226-3522)
Offer restricted to smokers
21 years of age or older.

SPECIAL
-LIGHTS-

CAMEL
LIGHTS

US MAGAZINE
April 1994
AD# 18

L I G H T S



© 1995 R.J. REYNOLDS TOBACCO CO.

PEOPLE Oct 1995
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.
AD# 19

60 Jan 1997
SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.
Ad # 20

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

CAMEL LIGHTS



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