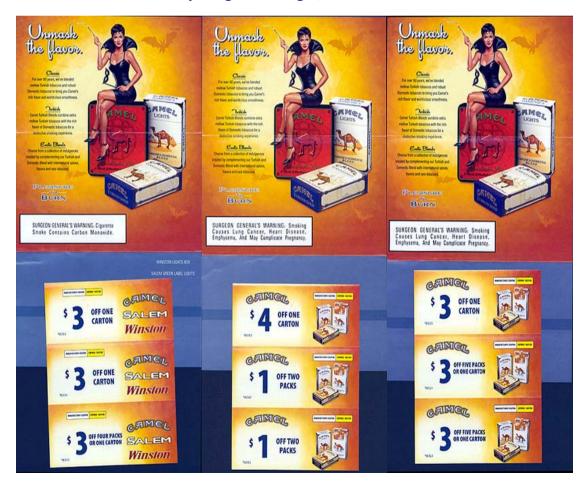
Trinkets & Trask Artifacts of the Tobacco Epidemic

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.

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Plus, you'll be eligible for:

entertaining diversions

exclusive offers
 areat savings

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

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