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**Tobacco Control Policy Making: United States**

**Title**

**Appendix: Documents and Figures to accompany** “Utilization of Waterpipe Tobacco Imagery in Cigarette Advertising: A Case Study of American Tobacco Company and R.J. Reynolds Tobacco Company”

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**Authors**

Mohammadi, Seyed Mehrdad, MD, MPH, MALD

Ling, Pamela, MD, MPH

Apollonio, Dorie E, PhD, MPP

et al.

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**Appendix: Documents and Figures to accompany “Utilization of Waterpipe Tobacco Imagery in Cigarette Advertising: A Case Study of American Tobacco Company and R.J. Reynolds Tobacco Company”**

Seyed Mehrdad Mohammadi, MD, MPH, MALD, Pamela Ling, MD, MPH, Dorie E. Apollonio, PhD, MPP, Stella Bialous, DrPH, FAAN

Center for Tobacco Control Research and Education. University of California, San Francisco

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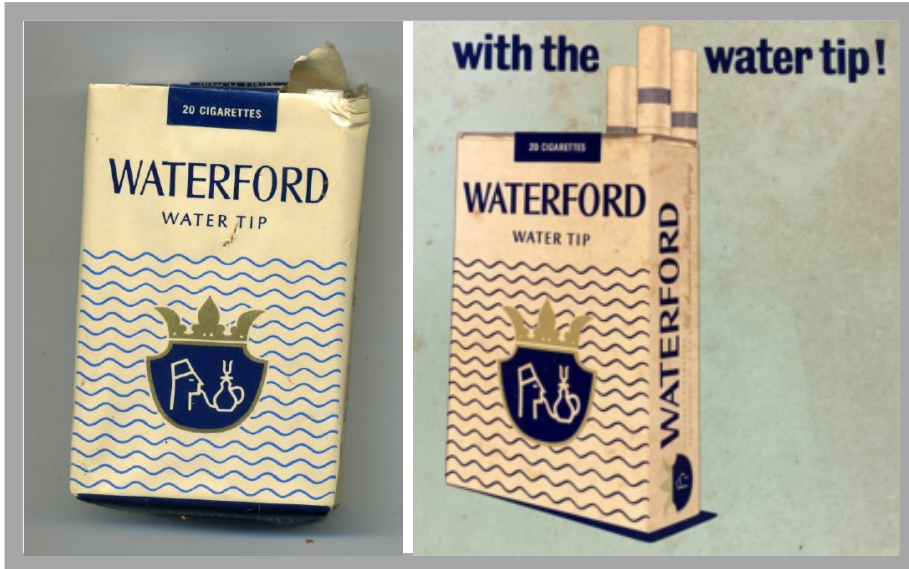




Figure 1: Waterford cigarette pack and ad, 1960s.<sup>1,2</sup>

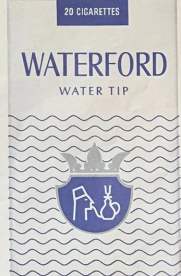


**Why would the commodore go around pinching cigarettes?**




**Because he smokes new Waterford with the water tip...the tip you pinch for flavor.**


There are tiny capsules of water suspended in the tip of every Waterford cigarette. Before you light up, you pinch the blue lines on the Waterford band. This breaks the capsules and releases the moisture. That's all there is to it. You're ready to enjoy the newest taste in smoking. Try your hand at pinching a Waterford. Enjoy the milder, smoother Waterford taste. It's a crime to miss flavor like this!



Can I pinch a Waterford?

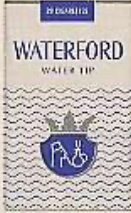


**Why would an heiress go around pinching cigarettes?**



**Because she smokes new Waterford with the water tip...the tip you pinch for flavor.**

There are tiny capsules of water suspended in the tip of every Waterford cigarette. Before you light up, you pinch the blue lines on the Waterford band. This releases the moisture. That's all. You're ready to enjoy the newest taste in smoking today.



Can I pinch a Waterford?

Figure 2: Additional advertising material for Waterford cigarettes that portrayed Waterford as a luxury and premium brand, something used by the “heiresses” or “commodores” in the 1960s.<sup>3,4</sup>

-----Original Message-----

From: Kwiatkowski, Bill  
Sent: Monday, July 31, 2000 11:21 PM  
To: Mayer, William (Bill); Madigan, Michael J. (Mike);  
Matthews, Ellen W.  
Subject: RE: HOOKAHS for the CAMEL CASBAHS

Ship them darn hookahs!  
BK

-----Original Message-----

From: Mayer, William (Bill)  
Sent: Monday, July 31, 2000 4:24 PM  
To: Kwiatkowski, Bill; Madigan, Michael J. (Mike);  
Matthews, Ellen W.  
Subject: HOOKAHS for the CAMEL CASBAHS

I want to get final approval from each of you prior to sending out these Hookahs to the 18 Camel/SFX markets. Please review the attached instruction sheet for the CMI managers and e-mail me back ASAP so that I can send them out with the hookahs. I really want to get these out by Wednesday of this week.

PRIVILEGED MATERIAL REDACTED

Ellen: Kate was OK with these due to the fact that KBA

RJR0000001307002691  
70070 7266

Source: <https://www.industrydocuments.ucsf.edu/docs/hqix0221>

displayed one at the annual stockholders meeting.  
Thank you.

<< File: HOOKAH Instructions.doc >>

52817 1903

Figure 3: Excerpts from emails between RJR employees on the logistics of Camel Casbah and hookahs.<sup>5</sup>

## THE SEVEN PLEASURES OF CAMEL

<i>The Pleasure</i>	<i>Gemstone</i>	<i>Camel Attribute</i>	<i>Camel Presents</i>	<i>Thematic</i>
Wondrous	Sapphire	Exotic	Allure-Casbah Lounge	<b>Hookah Pit</b>
Sensory	Amethyst	Flavor/Aroma	Taste-Casbah Feast	Delicacies
Extravagant	Topaz	Rich	Gratify-Casbah Den	Liquor
Indulgent	Emerald	Lush	Indulge-Casbah Oasis	Massage
Sensual	Ruby	Sexy	Eros-Casbah Groove	Divas
Opulent	Opal	Fullness/Body	Opulence-Casbah Casino	Games
Unknown	Onyx	Mysterious	Glimpsc-Casbah Parlor	Body Art



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kba

## THE SEVEN PLEASURES

0990 56829

Source: <https://www.industrydocuments.ucsf.edu/docs/lfxq0224>

## EVENTS - THEMES

### **Allure – The Casbah Lounge...**

A fully catered Hookah tent, complete with tea and Turkish Delight. The setting is luxurious and the lights are sapphire-tinted.

### **Taste – The Casbah Feast**

Spice scents the air as patrons sample exotic foods from the Casbah market including oysters, dolmades, cavier and shish kabobs.

### **Gratify – The Casbah Den**

The topaz theme is extended to a plush sampling station featuring storied liquors such as Patron tequila, Cognac, 15-year-old Scotch and Small-Batch Bourbon, proffered by knowledgeable attendants.

### **Indulge – The Casbah Oasis**

Personal attendants offer facial and foot massages in a setting accented by lush verdant foliage.

### **Eros – Casbah Groove**

The ruby-hued Diva takes center stage and the interactive games offer personal attendants as prizes.

### **Opulence – The Casbah Casino**

Casino games such as baccarat, roulette and three-card monte offer unique prizes in an opalescent setting.

### **Glimpse – The Casbah Parlor**

A Parlor of the Extreme features tactile pleasures, body art and attendants clad in onyx latex.



22

kba

## THEMES

52995 0578

Source: <https://www.industrydocuments.ucsf.edu/docs/lfxq0224>

Figure 4: In a promotional plan document of 2001, “The Seven Pleasures of Camel” are characterized by five attributes. The first Pleasure’s Thematic attribute is “Hookah Pit.”<sup>6</sup> [emphasis added]

- ♦ Deliver a Sensory Nicotine Experience
  - Does it have to be just a cigarette
    - Nicotini — liquor
    - Nicotea — tea
- ♦ Product Experience — Turbo-Menthol
  - Hooka pipes — only offered at experiential events. Pipes that burn menthol instead of water. Smoker smokes cigarettes through pipe to get more menthol flavor.
  - Cigarette holders — holders that deliver a stronger menthol sensation/flavor.

51992 1110

WELANIEGRANOTES.DOC 5/29/97

Source: <https://www.industrydocuments.ucsf.edu/docs/hxxn0188>

Figure 5: Text from internal RJR marketing research document on Salem repositioning from 1997 suggesting hookah pipe utilization for menthol flavor experiential marketing.<sup>7</sup>



## Main Room

### Phase 1: Dusk

Rich gold and amber tones will tinge the main room, creating a sense of languid indulgence. Turkish styled tents and fabrics will add enhancement and definition to the experiential zones within the room. Each tent will serve as a focal point for the interactive talent surrounding it. This room will have a lavish casbah quality, with abundant seating and comfort areas designed for our guests, enhanced by gold fabric treatments.

A beautiful woman beckons to you from an elevated platform in the main room, draped in rich fabrics and layered with pillows. At the center of the platform is a golden hookah, full of the smooth tobacco blend offered by the Hookah Hostess. Intrigued guests slip in and out of the hookah circle to experience the Turkish blend all evening. Video compilations of Turkish scenes, married with images invoking pleasure and indulgence, fill the perimeter of the room.

The guests are overwhelmed by multiple gatherings of entertainers in and around the Turkish styled tents--Belly Dancers, Massage Therapists, Makeup Artists, Aromatherapists, Acupressurists, and Fire Performers—all ready to indulge the guest's every pleasure.

52243 9455

Source: <https://www.industrydocuments.ucsf.edu/docs/rxvp0185>

Figure 6: Text excerpt from a planning document by KBA on “The 2000 Camel Bartender's Ball: Pleasure Oasis” showing the usage of waterpipe imagery.<sup>8</sup> [emphasis added]

## **The Sheesha<sup>®</sup> Lounge: Camel's Exclusive Smoking Experience**

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**Objective:** Create an exclusive Camel designed and managed environment that is a branded 21+ haven for smokers. \*(The word "sheesha" is a Arabic local name for a hookah smoking pipe)

### **Location**

- Camel will have the right to lease 500 - 1,000 square feet in the Medina section of Desert Passage (under Aladdin Bazaar's standard form lease)
- As part of our strategic marketing alliance, Camel would be granted a preferential lease rate of \$100 per square foot (not including CAM, CPI adjustments, and tenant charges)
- A stylized environment designed to represent the Camel brand: cushions, pillows, tenting, lamps, etc.
- All build-out and design costs will be the responsibility of RJ Reynolds

### **Marketing**

- The Sheesha Lounge will be the headquarters for all Camel activities at Desert Passage
  - Fulfillment location for all on-site promotions
  - Distribution of Camel promotional items
  - Stock location for branded nightclub materials and product
- RJ Reynolds exclusive sales location for all tobacco products
- Sales location for all RJ Reynolds merchandise and co-branded Camel/Desert Passage Merchandise
- Non-branded designation on all directories throughout the property

8308 06829

Source: <https://www.industrydocuments.ucsf.edu/docs/vrdd0190>

Figure 7: Text excerpts about sheesha imagery use from a confidential document titled "Desert Passage Strategic Marketing Alliance," related to activities at Desert Passage, Las Vegas (2000-2001) alongside the Casbah initiative produced by the Cabana Group, LLC dated November 2000 where details of strategic cooperation between Aladdin Bazaar, LLC and RJR are revealed.<sup>9,10</sup>

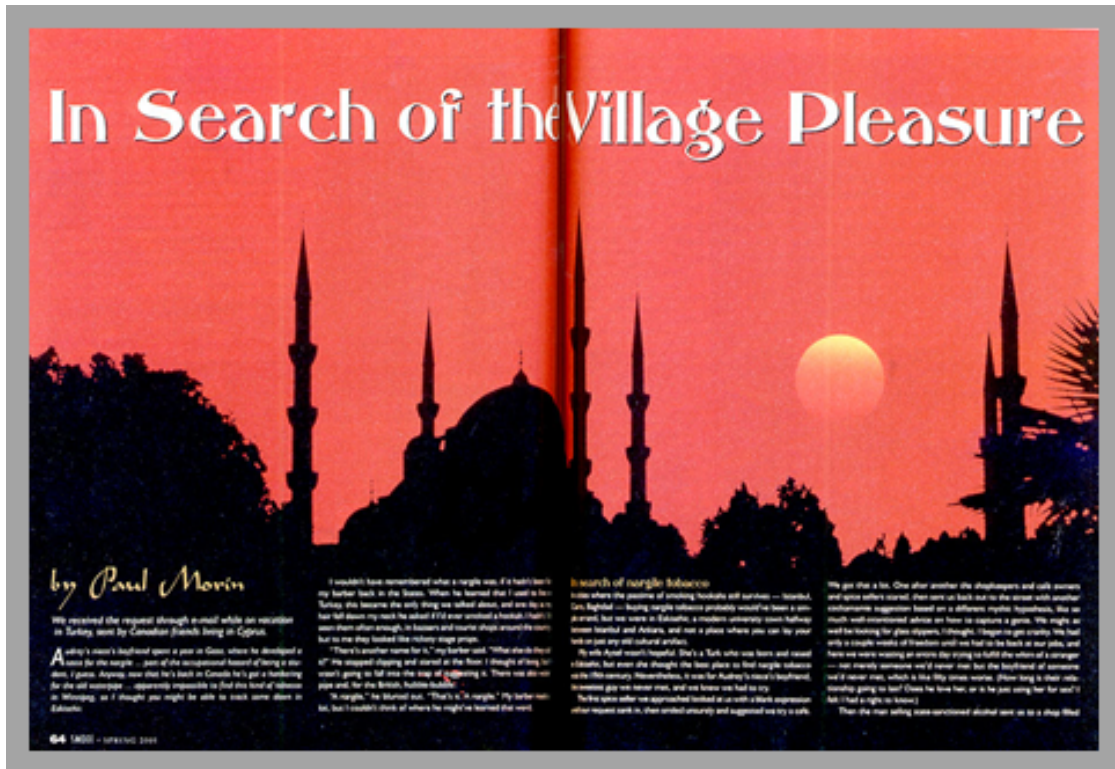


Figure 8: "In Search of the Village Pleasure." *Smoke Magazine*, Spring 2000, from the *Trinkets & Trash* website, dedicated to showcasing tobacco marketing materials from the tobacco industry, this advertisement features the story "In search of nargile tobacco" by a couple traveling around Turkey. "Similarity between article layout and Camel "Casbah" campaign, exotic picture with mosques in orange sky background."<sup>11</sup>

- Marketing Public Relations: with the limited resources available for mass marketing of our products it is difficult and takes a great deal of time to seed an overall awareness of a brand's positioning. I believe our brands could benefit from a marketing oriented public relations effort that is focused on placing the brand positioning in context. I would expect this type of effort to be subtle, somewhat under "under the radar" type approaches. For example, an article on emerging trends might make a case for an emerging "Turkish Cultural" trend mentioning hookah bars, Turkish art and decoration popularity, oriental rugs, music and "oh, by the way" Camel's Turkish and Domestic Blend, its growing popularity, and its themed bar program. Alternatively, an article may talk about the food and drink trends toward the "exotic" or novel and mention the Camel Exotic line. I am sure such an effort could also identify or develop events that support a brand's positioning that the brand could be associated with or seen at as opposed to sponsoring. This type of effort obviously plays a supporting role to round out the overall awareness of the positioning.
- We must be able to anticipate MACRO trends that effect the retail environment before
  - Stay the course. BE CONSISTENT to what you know is right.
- Think different about the TOTAL marketing mix. The mix is not a conglomeration of silos. Each touch point in the mix is either the start of a relationship a consumer has with the brand or it's building on something that started at some other point in time.
  - Recognize where consumers are on the continuum, respect that and talk with them like you would any friend you've just met or known for a lifetime.
- Use event marketing to build the brand's proposition awareness.
  - Brands aren't just packaging and products. Be relevant! Create an emotional bond then a rational bond.
  - Take the time and think it through. It all builds! Sequentially from date one to marriage. No more concussion grenades. They do not work!!!
  - Quit acting like the goofy, uninvited guest to party trying to buy the consumers friendship. Be relevant, get to know your consumers and provide them some value for getting to know you. Make yourself different, but interesting.

52959 6618

Source: <https://www.industrydocuments.ucsf.edu/docs/hpbj0190>

Figure 9: Text excerpt from document "Idea Fair Summary" from 2002 outlining RJR's strategic planning activities, focusing on challenges related to "*seed[ing] an overall awareness and position[ing] of brands*" in the aftermath of limited resources available for mass marketing post-MSA (Master Settlement Agreement) displays innovative public relations means including using hookah imagery.<sup>12</sup> [emphasis added]

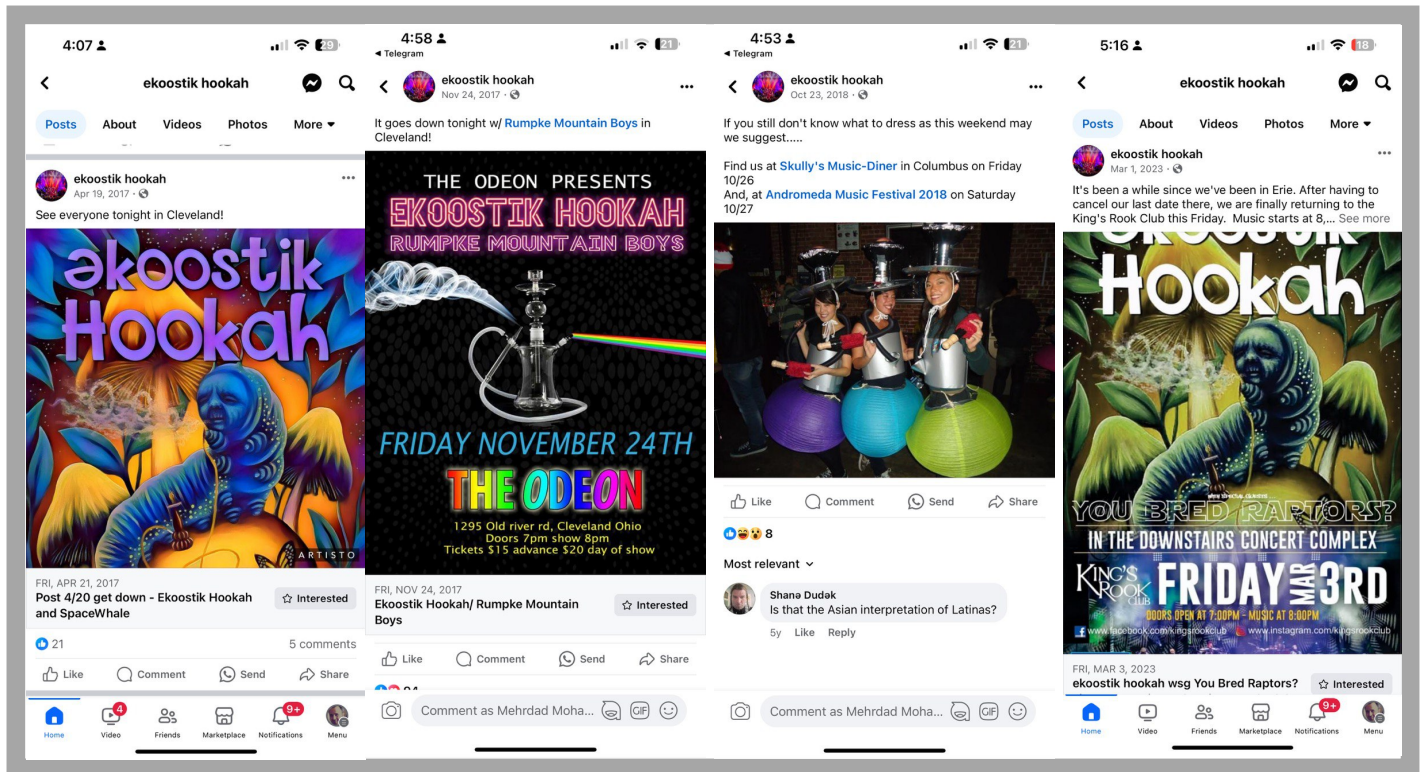


Figure 10: Hookah imagery on Ekoostik Hookah Facebook/Meta account.<sup>13</sup>

We uncovered a series of CAMEL Page advertisements that typically ran in local press and listed sponsored events in bars and nightclubs as “a warp-speed voyage into urban nightlife.” A few promoted events featuring the music band Ekoostik Hookah in 1997.<sup>14–17</sup> Ekoostik Hookah (or *ekoostik hookah*) has been hosting events under the name Hookahville since 1991.<sup>13,18</sup> Ekoostik Hookah describes itself as “*an Ohio based rock band that incorporates many genres of music into their own style. From folk to psychedelic rock, bluegrass to blues, extended jams to concise rock-n-roll, ultimately it ends up being distinctly 'hookah'.*”<sup>19</sup> The exact nature of the sponsorship by or relationship with Camel was not clear. The Ekoostik Hookah Facebook account, boasting 33K followers, contains over 770 posts spanning from January 2009 to March 2024, along with 372 photos in its albums. The portrayal of hookah is not prominent or frequent within the content of the account, including posts, captions, photos, or videos, but a few posts feature hookah imagery.<sup>13</sup> Additionally, their Instagram account, with 158 posts (comprising pictures and videos from May 2018 to March 2024), did not overtly showcase hookah identity or imagery in textual or visual form.<sup>20</sup> Among hookah-related neologisms are “hookahhead” and “Hookahville,” referring to fans and the venue, respectively.

CIGARETTE IDEAS  
SPECIAL TOBACCO BLENDS - BETTER TASTE, FLAVOR, HEALTH, ETC.

<u>NAME</u>	<u>PRODUCT IDEA</u>	<u>POSITIONING</u>
MATES	Ciger & cigarette tobacco. Hifi robust flavor.	New Flavor
SMILE	Special leaves which are light and have half the nicotine of others "Keep smiling" written on the side of the cigarette	Health
STRATIONS	Pure white tobacco- (ski shot) lively flavor, low tar, etc.	Health
BIG D	Thicker to give more flavor filter	Masculine Cigarette Flavor
AMBOY	Transitional - for those who wish to switch from strong to filter (low tar), but want strong taste.	Health
<b>HOOKAH</b>	<b>Turkish tobacco - rich taste smoke like a sultan</b>	Flavor
MAGNUMS	Less filter, more flavor stronger - short flavor thru.	Big Flavor
VINTAGE	Fine blend - exclusive, up - scale, high - priced cigarette. Superior flavor. Select aged tobaccos	Prestige
PURITAN	<u>Pure</u> smoking, Health - oriented.	Health
NEPTUNE	Moistened tobacco cools smoke by 60%. <u>Not</u> menthol	Health
DIXIE	Appeal to Southerners (e.g., Winston) natural, no artif. flavgs. Mixture of Virg. & Kentucky tobaccos.	Regional Segmentation

680075616

Figure 11: A Brown & Williamson Tobacco Corporation document on waterpipe imagery from 1977 which outlines ideas for new cigarettes and potential marketing positions for them. The document comprises 112 names categorized under eight distinct categories: special filters; special blends and tastes; image; menthol; package; economy; health aids; and other claims. One name entry under the flavor category is "hookah," with the corresponding "Product idea" described as "*Turkish tobacco - rich taste smoke like a sultan.*"<sup>31</sup> [emphasis added]

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