

# Camel's "The Farm"

## Advertising Campaign

Here's what happened...

In November 2007, **R.J. Reynolds' Tobacco Company**, the makers of Camel brand cigarettes ran an ad in Rolling Stone Magazine's Fortieth Anniversary issue introducing Camel's "The Farm", a **group of indie rock bands**. The ad featured a two-page spread stating that Camel is "Committed to supporting and promoting independent record labels." Those two pages opened up to an insert titled "Indie Rock Universe" that was essentially a four-page **cartoon promoting bands associated with Camel's "The Farm"**. This use of cartoon images as part of a tobacco advertisement **clearly violated the Master Settlement Agreement (MSA)** between the states and the major U.S. Tobacco Companies that prohibits the use of cartoons in tobacco promotions. The public health community responded with outrage and several state Attorneys General sued R.J. Reynolds for their blatant disregard of the provisions of the MSA. In December, R.J. Reynolds agreed to halt the ad campaign.

The Rolling Stone logo, featuring the words "Rolling Stone" in a stylized, red, outlined font with a black and white hatched shadow effect.

November 15, 2007, Rolling Stone, the magazine's  
“Fortieth Anniversary” Issue



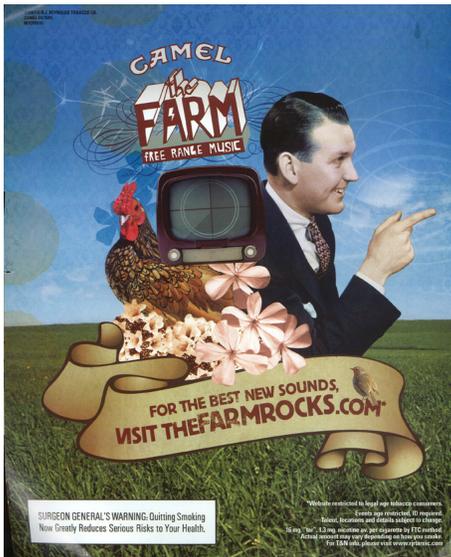
The ad began with this two-page spread introducing “The Farm” and the “Indie Rock Universe”...



When you turned the page you found this two-page advertising spread...



The two-pages above opened up into this four-page doodle-like cartoon spread naming bands associated with “The Farm”. Rolling Stone and R.J Reynolds’ claimed that this spread was ‘editorial content’ and not part of the Camel ad. However, to anyone reading the ad it was clear the “Indie Rock Universe” cartoon was a major part of the cigarette ad...



...the final page of the ad.

**The public health community agrees that R.J. Reynolds' "The Farm" ad campaign clearly violates major provisions of the Master Settlement Agreement (MSA) between the states and the major U.S. tobacco companies by using cartoons to advertise tobacco products.**

***A summary of the MSA on the R.J. Reynolds' website reads: :***

"After many years of intense national debate, the major issues regarding cigarette marketing and underage smoking have been comprehensively addressed through a Master Settlement Agreement (MSA) signed Nov. 23, 1998, by the major U.S. tobacco companies and 46 states and a number of U.S. territories.

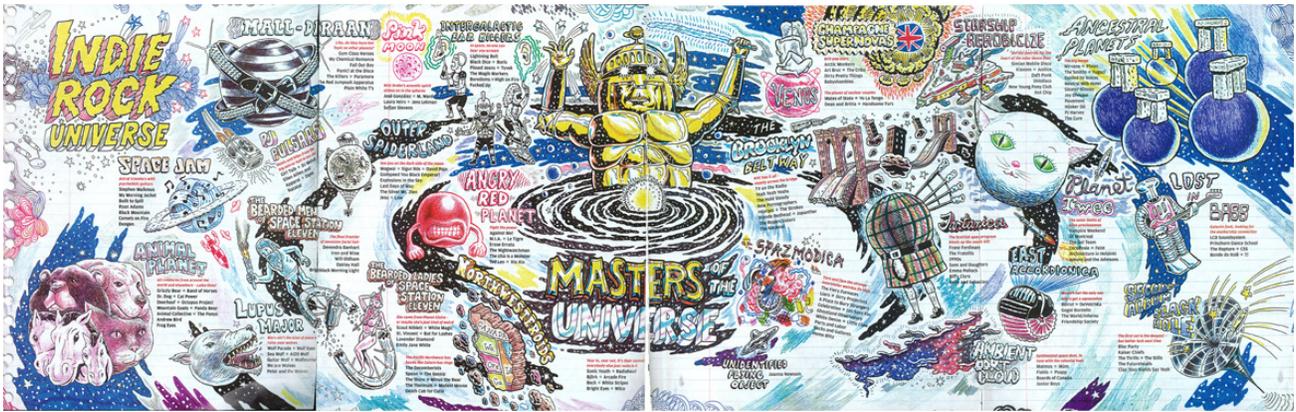
The MSA prohibits taking "... any action, directly or indirectly, to target Youth ... in the advertising, promotion or marketing of Tobacco Products, or ... any action the primary purpose of which is to initiate, maintain or increase the incidence of Youth smoking ... ."

In addition, the MSA profoundly and permanently changed the way R.J. Reynolds and other cigarette manufacturers can market, advertise and promote our cigarette brands and our industry. It mandates total bans on certain activities and new, severe restrictions on many others.

For example, it specifically bans:

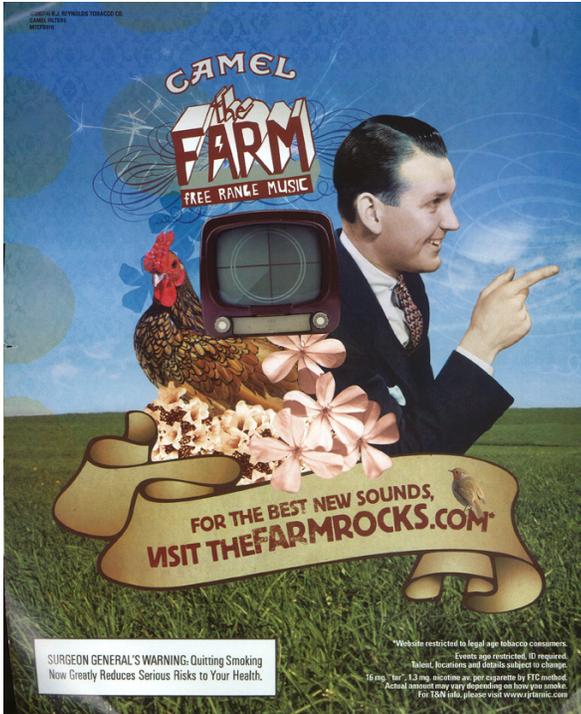
- The use of cartoon characters in advertising, promoting, packaging or labeling of cigarettes;..."

SOURCE: <http://www.rjrt.com/legal/stateMSA.asp>



### ***'The Farm' Ad Includes:***

- The announcement of a “collaboration between Camel and independent artists and record labels,” called “The Farm,” that will promote music online and through events across the nation.
- An elaborate four-page foldout entitled “Indie Rock Universe” that looks like a comic book and includes numerous cartoon drawings of animals, monsters and images from outer space.
- Another page that includes an image of a notebook similar to those often carried by high school students with the title “Indie Rock Universe;” doodles of a guitar, spaceships and other images a bored student might draw; and the phrase, “an alternate dimension where everyone wears Black Converse.”



## The Campaign for Tobacco-Free Kids called for several actions in response to the ad:

- State attorneys general to investigate R.J. Reynolds' new marketing campaigns and take action to enforce the marketing restrictions of the tobacco settlement (MSA)

•Congress should enact pending legislation to grant the U.S. Food and Drug Administration (FDA) authority over tobacco products, including the authority to crack down on tobacco marketing and sales to kids. Among other things, the legislation would restrict advertising in magazines with significant teen readership to black and white text only and ban all remaining tobacco brand sponsorship of sports and entertainment events.

• Musicians and record labels should immediately disassociate themselves from any collaboration with RJR so that their music is not used to sell a deadly and addictive product to children.

# WINSTON-SALEM JOURNAL

“This is one great big cigarette ad,” said Matthew L. Myers, president of the organization, Campaign for Tobacco-Free Kids, in Washington.

**The New York Times**  
ON THE WEB

David Howard, a spokesman for R. J. Reynolds Tobacco in Winston-Salem, N.C., the unit of [Reynolds American](#) that sells Camels, disputed the complaint. There was a clear delineation, he said, between “our ads on the outside pages” of the insert and “the inside foldout, which is all editorial content from Rolling Stone.”

**AP** Associated Press

Pennsylvania, California, Illinois, New York, Ohio and Washington state are filing lawsuits Tuesday, Corbett's office said. Attorneys general offices in two other states, Maryland and Connecticut, also said they were taking part.

California Attorney General Jerry Brown confirmed his participation, calling the publication a “rather clever piece of advertising.”

“They agreed not to do these kinds of things ever since Joe Camel,” Brown said. “We have to call them to task.”

# Capps: “R.J. Reynolds’ Token Concession on Tobacco Ads a Day Late and a Dollar Short”

*Tobacco Company Continues to Push Addictive, Deadly Product to Girls and Young Women with Gimmicks and Giveaways; No Word Still from Women’s Magazines that Keep Cashing Big Tobacco’s Checks and Passing the Buck on Readers’ Health and Safety*

WASHINGTON, D.C. – Congresswoman Lois Capps (CA-23) released the following statement in response to media reports that R.J. Reynolds Tobacco Co. is considering dropping some print ads for its cigarette brands next year. For the last six months Capps has been working with other lawmakers, advocacy groups, and grassroots activists to halt print advertisements for all tobacco products, particularly Camel No. 9 ads, in Women’s magazines:

**“R.J. Reynolds’ token concession regarding its irresponsible advertisements of tobacco products comes a day late and a dollar short. It still plans to keep peddling its poisonous product to young people with more gimmicks and giveaways designed to make something that’s deadly and addictive seem sexy and glamorous. The idea that the company that brought us Joe Camel is claiming “industry and corporate social-responsibility” is laughable. R.J. Reynolds’ is merely trying to escape the controversy generated by its unscrupulous advertising practices, most notably its Camel No. 9 ads which have been almost universally denounced for inappropriately targeting young women and girls. Sadly the only allies who remain in R.J. Reynolds’ corner condoning these despicable marketing practices are the magazine companies who**



**FOR IMMEDIATE RELEASE: December 4, 2007**

**Tobacco-Free Kids Welcomes Action by State Attorneys  
General To Stop R.J. Reynolds' Marketing to Kids  
Statement of Matthew L. Myers, President  
Campaign for Tobacco-Free Kids**

WASHINGTON, DC – The Campaign for Tobacco-Free Kids applauds the eight state attorneys general who today have taken quick and aggressive action to stop R.J. Reynolds' unscrupulous new marketing campaign for Camel cigarettes that clearly appeals to youth, in violation of the 1998 state tobacco settlement. **The attorneys general have sued R.J. Reynolds for violating the settlement with a new Camel ad in Rolling Stone magazine that announced a promotion involving "indie rock" bands and came wrapped around a four-page cartoon insert that listed such bands.** While R.J. Reynolds and Rolling Stone claimed the cartoon was "editorial content" and not part of the Camel ad, the nine-page spread appeared to be one giant cigarette ad that violates the tobacco settlement's prohibition on the use of cartoons to market cigarettes.

Today's announcement by the attorneys general represents the aggressive enforcement action needed to put teeth in the tobacco settlement's prohibition on marketing to youth, including its prohibition on the use of cartoons. The settlement states, "No Participating Manufacturer may take any action, directly or indirectly, to target Youth within any Settling State in the advertising, promotion or marketing of Tobacco Products." **The attorneys general are seeking financial penalties that could total more than \$100 million if every state joins the action (\$100 per magazine distributed and \$100 per hit on R.J. Reynolds' web site, [www.thefarmrocks.com](http://www.thefarmrocks.com)).** The attorneys general are also seeking the removal of the cartoon images from all websites, ads and other promotional materials and a payment by R.J. Reynolds to the American Legacy Foundation to support tobacco prevention advertisements.



December 4, 2007

## **Attorney General Corbett announces multi-million dollar lawsuit against R.J. Reynolds Tobacco Company for violating cartoon advertising ban**

HARRISBURG - Attorney General Tom Corbett today announced that Pennsylvania, along with several other states, have filed a series of multi-million dollar lawsuits against R.J. Reynolds Tobacco Company for violating a national ban on the use of cartoons in the advertisement and promotion of cigarettes.

Corbett said today's lawsuits are in response to a national advertising campaign in Rolling Stone magazine, published in November 2007, which includes a nine-page "special advertising section" for Camel brand cigarettes featuring numerous cartoon images.

"We view this cartoon-based advertising campaign as a flagrant violation of the 1998 national tobacco settlement, which includes an outright ban on the use of any cartoon in tobacco advertising," Corbett said. "Our lawsuit is part of what we hope becomes a nationwide legal action seeking more than \$100-million in sanctions against R.J. Reynolds for violating the cartoon ban."

Corbett said Pennsylvania is currently coordinating efforts with other states in order to bring similar suits across the country. Attorneys General from California, Illinois, Maryland, New York, Ohio and Washington are in the process of filing similar legal actions in their states today.

Corbett said that over the past decade, Pennsylvania, along with other states, have repeatedly taken action against R.J. Reynolds concerning advertising campaigns that appeared to violate restrictions on "youth targeted marketing," or other key provisions of the 1998 tobacco settlement.

"In our view, R.J. Reynolds has repeatedly tried to cross a clear line concerning advertising and marketing to young people," Corbett said. "Their latest 9-page advertising spread in Rolling Stone, filled with cartoons, flies in the face of their pledge to halt all tobacco marketing to children."

Corbett said that on October 16th, 2007, representatives for several state attorneys general met with R.J. Reynolds officials to clearly express concern over a number of recent advertising campaigns. Less than a month after that meeting, newsstands across the country have been filled with multi-page cartoon ads, aggressively marketing the Camel brand to a youth-filled audience. (continued...)

"Unfortunately, this is not new territory for R.J. Reynolds," Corbett said. "When that tobacco settlement was created, the "Joe Camel" advertising campaign was singled-out as especially offensive effort to market to children. Now, nearly a decade later, cartoons are still being used to promote the Camel brand."

Corbett said the Pennsylvania lawsuit, being filed today in Philadelphia, asks the court to rule that R.J. Reynolds has violated the 1998 Tobacco Master Settlement Agreement. The lawsuit seeks sanctions of at least \$7-million for the printed copies of the illegal cartoon ads which were circulated in Pennsylvania. The suit also seeks a penalty of \$100 for each "hit" on the R.J. Reynolds "The Farm Rocks" website - ([www.thefarmrocks.com](http://www.thefarmrocks.com)).

Additionally, the suit seeks the removal of these cartoon images from all websites, ads and other promotional materials; a payment by R.J. Reynolds to the Legacy Foundation, equal to the full cost of the Rolling Stone advertisement, to be used to support anti-smoking advertisements; along with attorney's fees and costs.

Corbett noted that if similar legal action is taken by every other state, the lawsuits could seek a total of more than \$100-million in sanctions against R.J. Reynolds.

SOURCE Pennsylvania Office of Attorney General

***-Reuters***

# Los Angeles Times

## **California sues R.J. Reynolds over Rolling Stone feature**

Atty. Gen. Jerry Brown says the cartoon imagery in a recent issue violates a legal settlement. A spokesman says the company had no control over editorial content.

By Marc Lifsher, Los Angeles Times Staff Writer

December 4, 2007

California Atty. Gen. Jerry Brown today sued cigarette maker R.J. Reynolds Tobacco Co., accusing it of violating a 1998 legal settlement that banned the use of the iconic Joe Camel character and other cartoons in tobacco advertisements.

## **Reynolds to halt Camel ad campaign**

The tobacco firm responds to suits alleging violations of a ban on cartoon characters.

By Marc Lifsher, Los Angeles Times Staff Writer

December 6, 2007

Cigarette maker R.J. Reynolds Tobacco Co. said Wednesday that it agreed to temporarily halt a controversial advertising campaign featuring cartoons **in hopes of negotiating a settlement** to lawsuits filed by California and seven other states.

***A few of the bands that were listed as associated with The Farm filed a lawsuit because they were never asked if their name could be used in association with the Camel ad.***

***Bands sue Rolling Stone, R.J. Reynolds over cigarette ads***

By JASON DEAREN Associated Press Writer

Article Launched: 12/19/2007 03:03:55 PM PST

**SAN FRANCISCO—Two bands featured in Rolling Stone magazine's "Indie Rock Universe," an illustrated insert sandwiched between music-themed Camel cigarette ads, are suing the publication and R.J. Reynolds Tobacco Co.**

**Oakland, Calif.-based band Xiu Xiu and Toronto, Canada-based F-----  
- Up filed the lawsuit Monday in Alameda County Superior Court, alleging unauthorized use of the bands' names for commercial advantage and unfair business practices.**

**The ads in Rolling Stone promoted Camel's "The Farm: Free Range Music" campaign to support independent record labels.**

**"Many bands are angered and offended by what occurred," said Christopher Hunt, a San Francisco attorney for the two bands. Hunt and his clients are seeking class action status, which, if granted, would allow members from the more than 150 bands featured in the ad to join the suit.**

**"The 'Indie Rock Universe' feature ... is not an advertisement," Mark Neschis, a spokesman for Rolling Stone, said in an e-mail. "It was conceived and created exclusively by the editorial department, without any review by or consultation with any advertiser."**

**The bands claim that the aim of the ads was to use the artists' names as a "credibility-generating engine within the advertising apparatus designed to deliver these commercial 'goods...'"**

**This is not the first suit to arise from the ads, which ran in the magazine's Nov. 15 anniversary issue. At least seven states have filed lawsuits against R.J. Reynolds for violating the terms of a landmark 1998 settlement between 46 states and the tobacco industry.**

**The settlement included a ban on the industry pitching to minors, and the agreement includes a provision against using cartoons in advertisements.**

**David Howard, a spokesman for Winston-Salem, N.C.-based R.J. Reynolds, said the firm had not yet been served with the bands' lawsuit, and therefore could not comment on it. But he did say the company had no voice in determining the placement of its ads in Rolling Stone.**

**"Since that was editorial content, we had no knowledge of what was going to be included in that content other than it was going to be about indie rock," he said.**

**According to the bands, the fold-out was a carefully constructed ad for cigarettes that was intended to lure fans of independent music.**

**"Indeed, that is the only possible impression that can be left on the mind of any sentient twenty-first century being with eyesight," the suit states.**

**Several bloggers in the music blog community jumped onto the story. Here are a few excerpts of what they have to say:**

<http://kylepfister.blogspot.com/2007/12/alternate-dimension-where-everyone.html>



12.11.2007

***An Alternate Dimension Where Everyone Wears Black Converse And Embraces Corporate Image Campaigns That Impoverish And Kill Them***

**“...Unauthorized use of the artists to endorse a product is a huge legal issue, but the nature of the product makes the situation even more despicable. These bands were used to sell cigarettes to minors - undeniably packaged in cartoonish doodles on notebook paper and enclosed in Camel cigarette ads.**

In addition to targeting the 3 million youth readership of Rolling Stone, this was also a stunning example of corporate tobacco setting its sights on independent music. Putting advertising restrictions on the companies that historically pioneered such societal gems as corporate PR and identity marketing is only challenging them to find new ways to maintain demand for a product that everyone knows is the single greatest cause of preventable death. And they'll do it by continuing to misrepresent facts with media, **but with our indie music and its corresponding indie media?**

The problem is when tobacco advertisers are increasingly driven "underground", we are seeing some of the most sophisticated and pervasive lifestyle marketing and experiential sponsorship strategies ever conceived. You'll see the executives react smoothly to this RS issue by dropping print ads altogether, but the truth is that they've already transitioned the majority of their spending away from high-profile print campaigns that are dirtying their "responsible" corporate image. “



12.06.2007

***Indie Rock Universe's Camel Controversy***

“We realize not that many people read Rolling Stone these days, so maybe you've missed the hullabaloo entirely: In the November issue of the magazine, Camel Cigarettes ran an advertorial nine-page insert titled "The Indie Rock Universe," obviously targeting indie folk. Before entering the actual meat of the campaign, there's this illustrated high-school-kid-looking notebook with various scribbles portraying an "Indie Rock Universe" as "an alternate dimension where everyone wears black Converse." Um, what year is this again?

**Also -- and this is important to note -- the bands listed in "The Indie Rock Universe" weren't asked permission to have their names associated with the cancer sticks.** You can see the complete list of musicians Camel co-opted over at the Swarm," along with details about the possibility of bands bringing class action suits against Joe Camel and friends. (Man, would love to be there for that day in court! Wonder if they'd all jam?)”

<http://www.cinemablend.com/music/Indie-Acts-Don-t-Want-Their-Cool-Appropriated-To-Sell-You-Your-Death-7866.html>



12.19.2007

***Indie Acts Don't Want Their Cool  
Appropriated To Sell You Your Death***

“...While some sympathy for the bands and labels might be in order, no one wants to be used as a marketing ploy for the sinister death merchants of big tobacco, but that doesn't mean they get the right to decide what advertisements appear by their name. No decisions have been made yet, but it looks like this lawsuit might cause big publications to think twice before giving small bands the time of day, instead choosing to support big name acts whose labels have pre-approved the media attention. Good for the indies for sticking to their beliefs, but integrity might have a price as well.”

## **THE FARM BANDS**

***These are the bands that were listed on Camel's The Farm website before it was taken down. When possible, the band's official website linked first, myspace page link second***

1090 Club - <http://www.myspace.com/1090club>

Ahab Rex - <http://www.ahabrex.com/>, <http://www.myspace.com/ahabrex>

Airiel - <http://www.airiel.com/>

A.R.E Weapons - <http://www.areweapons.com/>,

<http://myspace.com/areweapons>

Arks - <http://www.arksmusic.com/sweets.php>, <http://www.myspace.com/arks>

Ballentine Band - <http://www.ballentineband.com/>,

<http://myspace.com/ballentineband>

Batlord - <http://www.batlord.com/>

Bicycle, Tricycle - <http://www.bicycletricycle.com/>,

Bitter:Sweet - <http://www.bittersweetmusic.com/>,

<http://www.myspace.com/thematinggame>

Bound Stems - <http://www.boundstems.com/>,

<http://www.myspace.com/boundstems>

Brad Peterson - <http://www.bradpeterson.com/>,

<http://www.myspace.com/bradpeterson>

Cat Scientist - <http://www.catscientist.com/>,

<http://www.myspace.com/catscientist>

Chiba-ken - <http://www.chiba-ken.net/>, <http://www.myspace.com/chibaken>

Diecast - <http://www.diecast1.net/>, <http://www.myspace.com/diecast>

Dimmu Borgir - <http://www.dimmu-borgir.com/>

Dirty On Purpose - <http://www.dirtyonpurpose.com/>,

<http://www.myspace.com/dirtyonpurpose>

Fireball Ministry - <http://www.fireballministry.com/>,

<http://www.myspace.com/fireballministry>

Fu Manchu - <http://www.fu-manchu.com/>, <http://www.myspace.com/fumanchu>

Godhead - <http://www.godhead.com/news.html>,

<http://www.myspace.com/Godhead>

Gore Gore Girls - <http://www.goregoregirls.com/main.html>,

<http://www.myspace.com/goregoregirls>

Home Video - <http://www.homevideooffice.com/>,

<http://www.myspace.com/homevideo>

In this Moment -

<http://www.inthismoment.com/>, <http://www.myspace.com/inthismoment>

Kraak & Smaak - <http://www.kraaksmaak.com/ksmain.html>,

<http://www.myspace.com/kraaksmaak>

Lomita - <http://www.lomitamusic.com/>, <http://www.myspace.com/lomita>

Lonesome Spurs - <http://www.lonesomespurs.com/>,  
<http://www.myspace.com/lonesomespurs>  
Miss Derringer - <http://www.missderringer.com/home.html>,  
<http://www.myspace.com/missderringer>  
Oh, Beast! - <http://www.pervertedson.com/>, <http://www.myspace.com/ohbeast>  
Parks and Recreation - <http://www.hushrecords.com/pr.htm>,  
<http://www.myspace.com/parksandrecreation>  
Peel - <http://www.thebandpeel.com/>  
Pink and Noseworthy - <http://www.pinkandnoseworthy.com/>,  
<http://www.myspace.com/pinkandnoseworthy>  
Red Horizon - <http://www.redhorizonrock.com/>, <http://www.myspace.com/redhorizon>  
Slant - <http://www.slantmusic.net/>, <http://www.myspace.com/slantmusic>  
Sybris - <http://www.sybrismusic.com/>, <http://www.myspace.com/sybris>  
Team Rockit - <http://www.teamrockit.com/>, <http://www.myspace.com/teamrockit>  
The Architects - <http://www.architects-rock.com/>,  
<http://www.myspace.com/architectskcmo>  
The Atlantic Divide - <http://www.theatlanticdivide.com/>,  
<http://www.myspace.com/theatlanticdivide>  
The Attorneys - <http://theattorneysband.com/>, <http://www.myspace.com/theattorneys>  
The Clutters - <http://www.theclutters.com/>, <http://myspace.com/theclutters>  
The Cops - <http://www.thecopsmusic.com/>, <http://www.myspace.com/thecops>  
The Day After... - <http://www.thedayafter.us/>, <http://www.myspace.com/tda>  
Thee Emergency - <http://www.theeemergency.com/>,  
[www.myspace.com/theeemergency](http://www.myspace.com/theeemergency)  
The Glass - <http://theglassnyc.com/>, <http://www.myspace.com/theglass>  
The Heavy Hearts - <http://www.theheavyhearts.com/>,  
<http://www.myspace.com/theheavyhearts>  
The High Class Elite - <http://www.highclasselite.com/>,  
<http://www.myspace.com/highclasselite>  
The Its! - <http://www.theits.com/>, <http://www.myspace.com/theits>  
The Last Vegas - <http://www.thelastvegas.com/>, <http://www.myspace.com/thelastvegas>  
TheLoveDolls - <http://www.thelovedollsband.com/> (under construction),  
<http://www.myspace.com/thelovedolls>  
The Pharmacy - <http://www.dontstopbelievin.net/bands.html>,  
<http://www.myspace.com/pharmacy>  
The Saturday Knights - <http://www.thesaturdayknights.com/> (under construction),  
<http://www.myspace.com/thesaturdayknights>  
The Scotland Yard Gospel Choir - <http://www.sygc.com/>,  
<http://www.myspace.com/scotlandyardgospelchoir>  
The Silos - <http://www.thesilos.net/>, <http://www.myspace.com/thesilos>  
The Spores - <http://www.thespores.com/>, <http://www.myspace.com/thespores>  
The Tossers - <http://www.thetossers.com/>, <http://www.myspace.com/thetossers>  
The Ugly Beats – bad Farm Link, <http://www.myspace.com/theuglybeats>