
The Economist Group

**Chris Hawes,
Senior Editor, Branded Content**

Give your throat a vacation...

Smoke a **FRESH** cigarette"

If the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

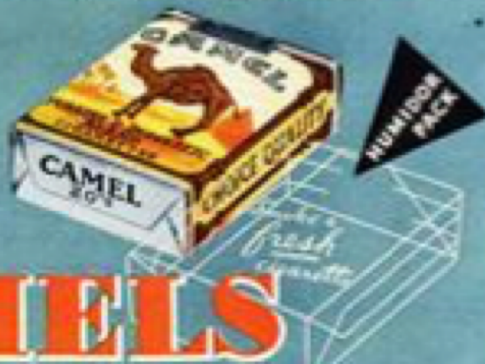
This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

There is CAMEL QUALITY SEVEN Smoking System, Smooth, Smooth and Easy Taste in Camel Menthol, American, Japanese, Special — Columbia, Havana — some eight average brands.



CAMELS



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, even in the dry atmosphere of air-conditioned heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

Guard Against Throat-Scratch

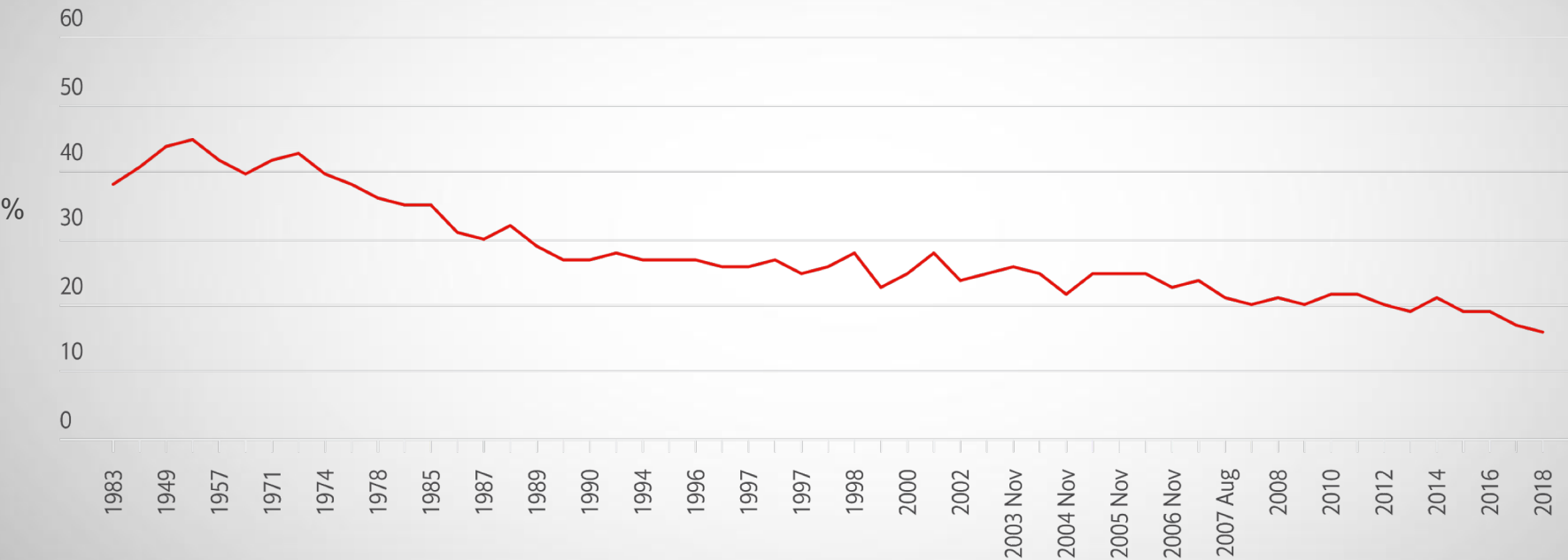
enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
*the cigarette whose mildness
you can measure*



Cigarettes smoked

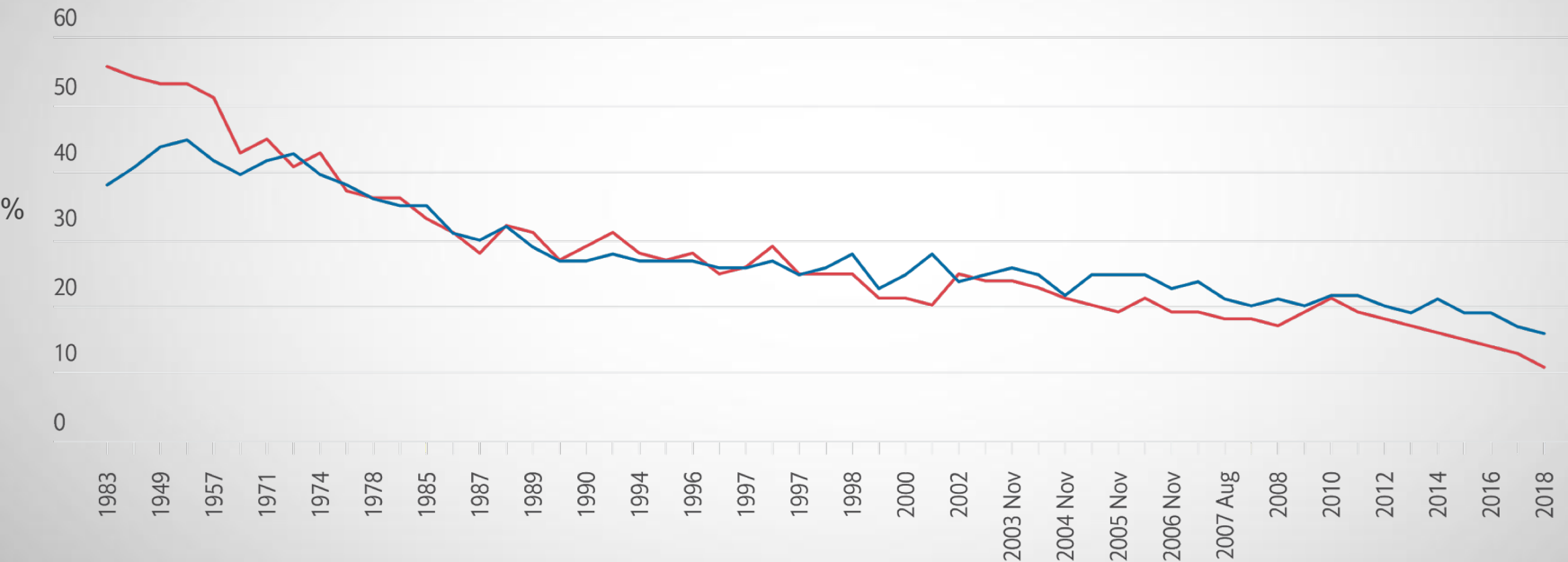
People smoking at least one cigarette per day (%)



Source: Gallup

Santa's decline

- Belief in Santa amongst under 12s (%)
- People smoking one or more a day (%)





The Content Comfort Zone



Full Pepsi Commercial Starring Kendal Jenner

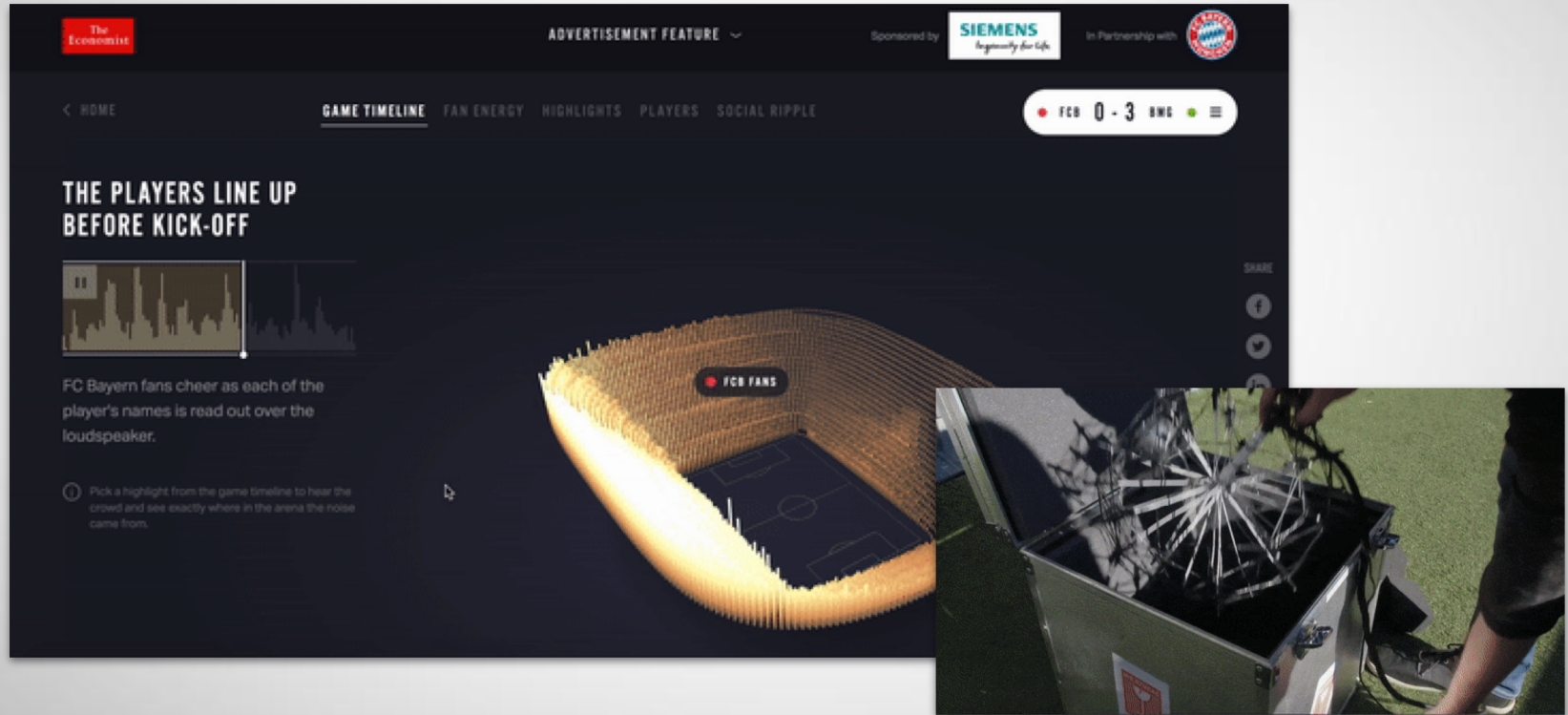
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3.6K 3.3K SHARE SAVE

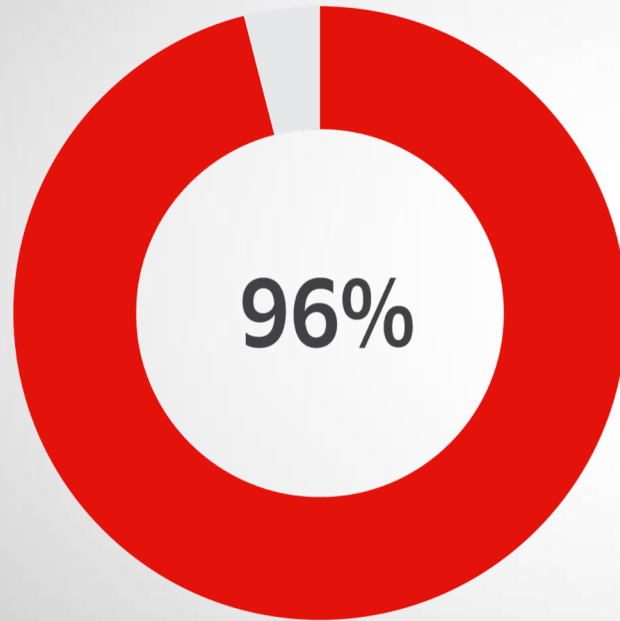
values



Reimagine the game



They want to be inspired



of executives like to encounter thoughts and ideas that go beyond their current thinking.

Source: The Economist Group, Thought Leadership Disrupted.

Are you investing in data analytics?

“The challenge is in communicating the impact these systems can have to our management. They’re complicated tools and when you have so many immediate financial pressures you can see why they’re hesitant.”

Neil, Senior executive with over 10 years
experience

People aren't kept awake by your
buzzwords; they're kept awake by their
problems.

INSPIRING SUCCESS

Emerging technologies are rapidly transforming the corporate landscape and redefining business roles. Discover how you can harness new opportunities and leverage technology tools to achieve more.

Choose a role below to start your journey

General
Management

CFO

CMO

CTO

Human
Resources

Explore All







**What will the social media
comments say?**



**Am I addressing a specific
challenge audience members
have?**



**How else could I tell this
story?**





THANK YOU