

Tricky Tactics: How Tobacco Products Are Advertised To Youth

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Video Communications and Distance Learning Division

Faculty

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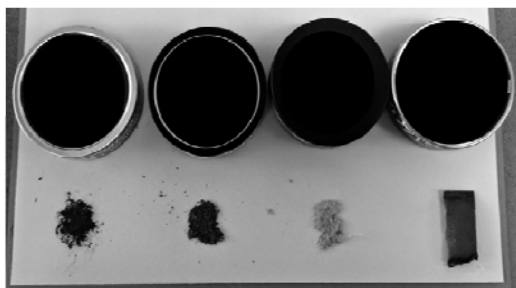
Quiz Time



Quiz Time



Which of These Is Not A Tobacco Product?



Not Tobacco



Can You Tell The Difference At First Glance?



Can You Tell The Difference At First Glance?



“The ability to attract new smokers and develop them into a young adult franchise is key top brand development”

1999 Philip Morris report, “Five-Year Trends 1988-1992”
Bates 2044895378-484

Did You Know?

- 9 out of 10 people who currently smoke cigarettes started smoking before they were old enough to buy them
- 80% of underage smokers purchase the top 3 heavily advertised brands

How Old Do You Have To Be To Purchase Tobacco?

- 18 years old in every state OTHER THAN Alabama, Alaska, New Jersey, and Utah
- 19 years old in Alabama, Alaska, New Jersey, and Utah
- 21 years old in several New Jersey cities and three counties in New York

“We have been asked by our client to come up with a package design...a design that is attractive to kids.....While this cigarette is geared to the youth market, no (obvious) attempt can be made to encourage persons under twenty-one to smoke. The package design should be geared to attract the youthful eye...not the ever-watchful Federal Government.”


August 1970 letter from Lorillard advertising account executive to a marketing professor soliciting help from his students with advertising design.
Bates No 92352889

Tobacco Advertising Through The Decades


1970's



1970's



1980's



Remember These From The 1990's?



Or This Ad?



The Master Settlement Agreement...What Is It?

- In 1998, after Florida, Minnesota, Texas, and Mississippi settled separate lawsuits with tobacco companies, an agreement was entered into between the attorneys general of the remaining 46 states and the 5 major tobacco companies

The Master Settlement Agreement

- Settled ongoing Medicaid lawsuits to recover tobacco-related healthcare costs
- Required tobacco companies to make yearly payments to the States
 - A total of \$195.5 billion by 2025

The Master Settlement Agreement

- Ordered tobacco companies to publish internal documents
- Created and funded the American Legacy Foundation, a public education program to prevent and discourage underage tobacco use
 - The TRUTH Campaign

MSA Advertising Restrictions

- Eliminated billboard advertising
- Prohibited the use of cartoon characters
 - Example: Joe Camel
- Prohibited sale of brand name merchandise

MSA Advertising Restrictions

- Prohibited brand-name sponsorships for concerts, or events in which any contestants are under 18
- Limited event sponsorships to one in a series annually (racing series)
- Limited free product distribution to locations where children are not allowed

MSA Advertising Restrictions

- Restricted non-tobacco gifts with tobacco purchase to adults
- Prohibited non-tobacco brand names
 - Example: Harley Davidson Cigarettes
- Reaffirmed prohibition of tobacco product placement in movies and on television

No More Cartoons



Post-Master Settlement Agreement Advertising

Post MSA Advertisements



Have You Seen This Ad?



The Family Smoking Prevention and Tobacco Control Act

- Signed into law on June 22, 2009
- Gave the Food and Drug Administration regulatory authority over the content, marketing, and sale of tobacco products in the United States

The Family Smoking Prevention and Tobacco Control Act

- Required tobacco companies to disclose all ingredients in their products
- Further limited tobacco advertising

Advertising/Packaging Provisions

- Tobacco companies can no longer claim “reduced risk” in advertising any product
- Tobacco products can no longer be classified as “light,” “low,” or “mild”
- Prohibition of flavored cigarettes, besides menthol

Advertising/Packaging Provisions

- No branded tie-ins with product purchase
- No free samples of cigarettes
- No outdoor cigarette advertising within 1,000 feet of schools, parks, or daycares
- No sponsorships of sporting or cultural events

Advertising/Packaging Provisions

- FDA determines if a tobacco product can be marketed to promote public health
 - Nicotine gum, patches, etc.

The One That Got Away

- Larger graphic warning labels required to cover the top half of the front and back of cigarette packages



The Next Generation of Tobacco Products



SNUS – Spit-less Tobacco Pouches

Used just like smokeless tobacco pouches, except the user swallows the juice instead of spitting it out



Orbs - Dissolvable Tobacco

It melts in your mouth, looks just like a tic tac, and you use it just like you were having a tic tac



Camel Sticks / Strips

- More dissolvable product
- The strips are just like Listerine Strips, except they are tobacco instead of mints



The Dissolvable Line

- The latest packaging for these products

– Looks just like a mint tin



Camel Crush AKA Interactive Cigarettes

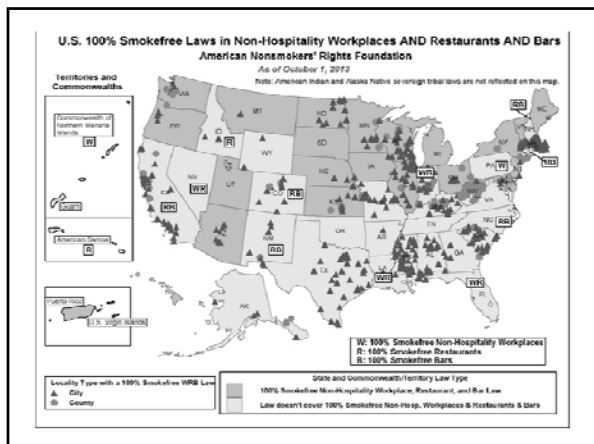


What Is The Solution?

- Decrease opportunities to smoke in public
- Decrease point of sale advertising
- Increase excise tax
- Continue to increase awareness of the dangers of tobacco and secondhand smoke

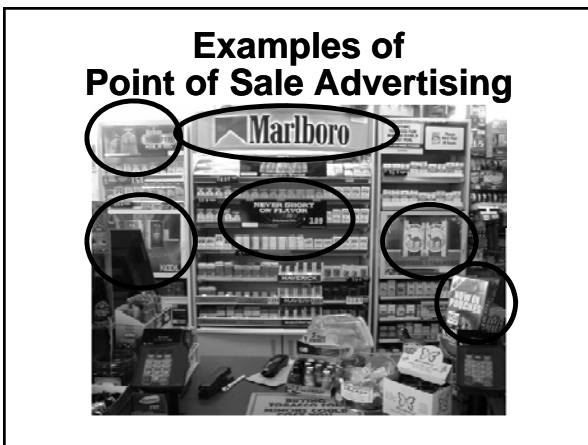
Decrease Opportunities To Smoke In Public

- In Alabama, there are 23 cities with 100% smoke-free restaurants, bars, and workplaces
- Many more cities have a combination of the three



Decrease Point of Sale Advertising

- Point of Sale Advertising refers to advertisements that are found on, near, or next to the checkout counter
 - It is used by companies to entice customers and result in impulse purchases by customers



Increase Cigarette Excise Tax

- The federal cigarette excise tax is \$1 per pack
- The average state cigarette excise tax in the United States is \$1.51 per pack
- Alabama excise tax = \$.425 per pack
 - 47th lowest

Increase Awareness

- Knowledge is power, and education is key

The More You Know...

- 50 years ago people did not know that secondhand smoke contained over 7,000 chemicals, that 250 of those were harmful chemicals, and that 69 of those chemicals are now known to cause cancer

The More You Know...

- This explains why 54% of adult males smoked regularly in the mid-1960's, compared to 22% currently
- Social norms have changed and smoking is no longer seen as acceptable behavior in most public places

So Be Aware...Your Candy Might Not Actually Be Candy



Looks Can Be Deceiving



Be On The Lookout For Imposters



Things Are Not Always What They Seem



Someone Might Be Trying To Trick You



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