Advertising: Us vs. Them

Bob, I’ve got cancer.

Presented by the Texas Department of State Health Services, Office of Tobacco Prevention and Control
Advertising: Them

The tobacco companies really do care about their customers…
Tobacco advertising goes back before advertising was considered a profession...
We wouldn’t say it if we didn’t mean it.
Avoid that future shadow...

AVOID that future SHADOW

“COMING EVENTS CAST THEIR SHADOWS BEFORE”
Thomson Campbell (1688)

When Tempted
Reach for a LUCKY

“Lucky Strike It’s toasted”

Doc

1917
Marketing Strategies

Tobacco company marketing strategies are quite simple. They use **BIG** and **BOLD** eye-catching marketing schemes in order to attract **YOuTH**!!

![CAMEL poster](image1)

![Kool poster](image2)

![Sex improves poster](image3)
Many tobacco companies use sports to advertise their products to a broader audience.
Racing is one of their largest markets...

In America, it is the:

- Largest live spectator sport
- Second most watched sport on TV
Brand Loyalty

More than 70% of NASCAR fans prefer NASCAR sponsors’ products over non-sponsors’ products...just because they sponsor NASCAR.
Youth Market

More than 1,000,000 youth (age 12-17) watched auto racing on television in 1996.

Hanna-Barbera cartoon company executive, when asked to explain why they sponsor a cartoon racing car, replied...
Hannah-Barbera Exec.

“In NASCAR we found a great kids business. I was astounded by their information, statistics, and demographics regarding kids.”
The tobacco companies found a new market too...
It is illegal for tobacco companies to advertise on television or radio, however:

In the 1989 MARLBORO Grand Prix the Marlboro logo was clearly displayed more than 6,000 times in 90 minutes.
In 1996 they obtained

More than 19 hours of in-focus, brand display on television

More than 3,300 on-air radio brand mentions

More than $94 million worth of TV brand and name exposure
In 1999 they obtained

More than $122 million worth of TV exposure

+ MILLIONS more in radio, magazine and newspaper exposure
"It's like a 3-hour commercial every time the car races"
SWISHER SWEETS
LITTLE CIGARS
IT JUST DOESN'T GET ANY SWEETER THAN THIS.
WWW.SWISHER.COM

SURGEON GENERAL WARNING: Tobacco Smoke Increases the Risk of Lung Cancer and Heart Disease, Even in Nonsmokers.

5 DAYS
4 NIGHTS
3 CARS
BRING A FRIEND. DRIVE 'EM ALL.

WIN A TRIP TO Marlboro RACING SCHOOL

WIN ONE OF OVER 100 TRIPS.
1.877.DRV.FAST
CALL BY APRIL 1, 2003,
FOR YOUR CHANCE TO WIN.

GET THE GEAR
EXPLORE FREEDOM

10 OFF ROAD ADVENTURE SETS
100 FPS PROJECTOR
2 HYDRO ADVENTURE SETS

Government Warning: Cigarette smoking is dangerous to your health.
Other sports…
Just want to have some fun!!!
Women have also been a target audience for tobacco industry advertising.
Women-specific campaigns began in the 1920s

World War II Era:
Focus on fashion, beauty, and sophistication
"Light a Lucky and you'll never miss sweets that make you fat"

INSTANTLY SOUND HUMAN MUSCLE... instead of generating sweat. Beautiful women keep ativated steatoprotein tissues alive by smoking Lucky Strike. The abundant and brilliantly white of the smoker's thumb the secret of keeping slender... there's incredible facturing sweets, they light a Lucky Strike.

Lucky Strike is a delightful blend of fine Tobacco. These tobaccos are considered ideally cured process which develops and improves the flavor. That's why Lucky Strike is a delightful alternative for current smokers. That's why so many are sold in Lucky Strike. The word of mouth is the best for Lucky Strike. That's why people say "we need to make it last.

For years this has been so true in these days when the unit is right and the time. They know that Lucky Strike improves their man's and do not know that he is physically condition. They know that Lucky Strike is the best tobacco, and many prefer tobacco, who would keep in good shape. They agree the opinion of 240 physicians who maintain that Lucky Strike is less irritating to the smoker than other cigarettes.

A reasonable proportion of sugar in the food is recommended, but the authorities are overwheling that too many fattening sweets are harmful and that too much sugar are eaten by the American people. So, for interiors sake we say:

"REACH FOR A LUCKY. INSTEAD OF A SWEET."
"There's no substitute for fine tobacco, and don't let anyone tell you different!"

**Fun Small Print:**
"Luckies are made to taste better. A month-after-month cigarette comparison, measuring those important factors of workmanship that affect the taste of cigarettes, proves Lucky Strike is the best-made of all five principal brands!"

That's a fact - established in The Research Laboratory of The American Tobacco Company..."
1960s

Women’s Liberation

Focus on independence and success
We make Virginia Slims especially for women because they are biologically superior to men.

Virginia Slims.

You've come a long way, baby.

Rosemary

FOR PRESIDENT

Someday.

Meanwhile you've got Virginia Slims. The taste for today's woman.

You've come a long way, baby.
1970s – 1980s

Virginia Slims

“You’ve Come a Long Way Baby”
Stylish and Sexy, Independent

Focus on how women’s lives have changed since 1920s and 1930s
1990s

Upgraded to “It’s a Woman Thing”

Focus on Empowerment and Attractiveness
It’s not just a bath... It’s our aromatherapy-meditation—don’t-bother-me-or-you’ll-regret-it-later zone.

So maybe we define practical a little differently than you.
1999 - 2000

“Find Your Voice” Campaign

Focus on Independence, Allure, Women around the world
“Never let the goody-two-shoes get you down”

“Every person has their own goodness/good qualities”
In June 2000, Phillip Morris removed the slogan because it might be “offensive to smokers with throat cancer.”
Low-tar and Light

1978: Philip Morris: “Women make up the majority of low tar smokers. Almost half of all women have switched to low tar.”

10 Years later: nearly 70% of low tar smokers are female
“They do not want to stop smoking, yet they are guilt ridden with concerns for their families if smoking should badly damage their own health. Thus they compromise by smoking low-tar cigarettes…This new product can fit this positioning exactly.”

Philip Morris, June 1985
2006

*American Journal of Public Health:*

Smokers who switch to light cigarettes to reduce health risks were about **50% less likely to quit** smoking than those who smoked non-light cigarettes.
2006

U.S. District Court Judge Gladys Kessler:

Tobacco Companies can no longer use descriptive labels such as “Low-tar” or “Light” because they are false and misleading by implying a more healthful product.
2007

Camel No. 9

Focus on independence, stylishness, weight control, sophistication and power

Between $25 and $50 million spent to market and launch the No. 9 brand
NOW AVAILABLE IN STILLETO!

Camel No. 9
Currently…

• More than 21 million adult women (18.1%) and 1.8 million girls (23%) are regular smokers

• 178,400 women die of smoking-caused diseases each year
Leading Cause of Death

• By 1987 Lung cancer surpassed breast cancer as the leading cause of cancer deaths among women.

• Smoking causes 82% of all lung cancer cases in women

• Lung cancer death rates increased more than 600% between 1950 and 2003.
Now it’s OUR turn!!!

Counter Marketing in Texas
2000

Texas Teen Ambassador Initiative begins

Teens helped create the DUCK campaign

Target Audience: 9 - 12 year olds
Messages:

“Tobacco is Foul”

Tobacco is stupid, uncool, tastes/smells bad, won’t help you relax

Dispel the myths
DUCK results

• In the first year:
  – Contributed to a 40% decrease in tobacco use among middle school students in the pilot area (Beaumont / Port Arthur)

• Currently:
  – 35% decrease in tobacco use among middle school students in the entire East Texas region
DO YOU REALLY WANNA GET SUCKED INTO A

- Breath stinkin' teeth stainin'
- Rat poison containin'
- Brown spit makin'
- Law violatin'
- Nicotine addictin'

HABIT?

It's your call.

Tobacco isn't pretty. Rap along at www.ducktexas.com or mix your own music with DJ Duck Mixer.
TOBACCO IS FOUL
2001

• Worth It? Campaign launches

• Teen Ambassadors provide input on design of campaign materials

• Target Audience: 16 -17 year olds
Worth It?

• Designed to educate teens about the Texas Tobacco Law and consequences

• Focus on independence, personal freedom, driver’s license

• Point out the manipulation by and targeting of tobacco companies
Got tobacco under 18, and what’ll get smoked is your driver’s license.

Everybody knows tobacco will kill you eventually. But did you know it can kill your social life instantly? If you get busted trying to buy tobacco and you’re under eighteen years of age, a lot of things can happen to you and none of them good.

You may have to pay a $250 fine. You may have to attend Tobacco Awareness Classes. And you could very easily lose your driver’s license.

Hey, we can’t stop you from smoking. But when you consider what you’re risking, you might want to reconsider.

The Texas Department of Health
1-800-365-8647
Arsenic kills rats.
What do you think it does to you?

Arsenic.
One of 4,000 chemicals found in cigarette smoke.

worthit?
worthit.org

There ought to be a law against it.
Under 18? Got tobacco? Your driver's license is what gets smoked.

smoke because your friends do?

worthit.org
Ideas?

If you have ideas for a WorhIt? or DUCK advertisement:

Email:  
txteenambassador@hotmail.com

MySpace:  
www.myspace.com/txteenambassador