

This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike License](https://creativecommons.org/licenses/by-nc-sa/4.0/). Your use of this material constitutes acceptance of that license and the conditions of use of materials on this site.



Copyright 2006, The Johns Hopkins University and Frances Stillman. All rights reserved. Use of these materials permitted only in accordance with license rights granted. Materials provided "AS IS"; no representations or warranties provided. User assumes all responsibility for use, and all liability related thereto, and must independently review all materials for accuracy and efficacy. May contain materials owned by others. User is responsible for obtaining permissions for use from third parties as needed.



JOHNS HOPKINS
BLOOMBERG
SCHOOL *of* PUBLIC HEALTH



Tracking Tobacco Industry Advertising, Marketing, and Promotion

Fran Stillman, EdD
Johns Hopkins University



JOHNS HOPKINS
BLOOMBERG
SCHOOL *of* PUBLIC HEALTH



Section A

Advertising and Cigarette Use

- Tobacco advertising and promotional activities create and stimulate the desire to use tobacco products

- “Without advertising, cigarette use would probably have grown; with advertising, the increase is amazing”
—Borden, 1942

- Restricting or eliminating tobacco advertising and promotion can effect the inclination to initiate smoking and the motivation to maintain tobacco use
- Advertising and promotion bans are most effective if they are comprehensive and cover all types of media, including restrictions on the use of brand names, images and logos

- Data from a study of 22 countries on the effectiveness of advertising bans found that comprehensive bans on cigarette advertising and promotion can reduce smoking, but limited bans or partial bans have little or no effect*
- The study concluded that, if the most comprehensive advertising restrictions were in place, cigarette consumption would fall by more than 6% in high-income countries

Advertising and Cigarette Use

- The strongest evidence to date of the significant effect on tobacco consumption that restricting promotional activities can have comes from a study commissioned by the government of New Zealand of trends in 33 countries from 1970 to 1986. The countries studied (24 free-market economies and nine centrally planned East European economies) provide over 400 calendar years of observation of different tobacco prices, personal incomes, and advertising restrictions, including tobacco advertising bans.
- The methodology of this study was rigorous and examined adult tobacco consumption, accounting for income and tobacco price effects, as well as health education effects. The overall finding of this study was that “. . . the greater a government’s degree of control over tobacco promotion, the greater the annual average fall in tobacco consumption and in the rate of decrease of smoking among young people.”

- Some countries have been able to pass complete advertising bans
- Countries with ad bans find ...
 - Decreases in smoking rates
 - Partial bans do not work
 - Indirect advertising is a way around ad bans
 - The amount of indirect advertising increasing

- Poland has a complete ban on all tobacco advertising and promotion
- Norway's 1973 Tobacco Control Act, as amended, unconditionally bans all forms of tobacco advertising and prohibits the free distribution of tobacco products
- In Canada, the advertising of tobacco products is prohibited except for product information and brand-preference advertising that is not life-style advertising, misleading or appealing to persons under 18

- Hong Kong ad ban in 1990
 - By 1996 ad revenue at two TV stations increased by 500%
- Thailand ad ban in 1992
 - Overall ad spending increased by 42% by 1995

- Malaysia previously banned advertising but law did not apply to point of purchase
 - Paragraph 3(1) (a) shall not apply to tobacco product advertisement displayed inside a shop or other retail place
- Tobacco industry used this loophole to aggressively use POP
- Malaysia's new Tobacco Control Act 2003 will prohibit point of purchase ads



JOHNS HOPKINS
BLOOMBERG
SCHOOL *of* PUBLIC HEALTH



Section B

Direct Advertising

- Advertising encompasses a wide range of activities
 - Direct and indirect advertising
 - Promotion
 - Product design that contributes to the sale of the product

- Advertising encompasses a wide range of activities
 - Direct and indirect advertising
 - Promotion
 - Product design that contributes to the sale of the product

- Marketing strategies
 - Attaching symbolic meaning to a specific brand
 - Manipulating the design of the packaging
 - Advertising images
 - Promotion and placement in popular culture

■ Direct

- Newspaper
- TV
- Magazines
- Outdoor
- Transit
- Direct mail
- Internet

■ Indirect

- Point of sale
- Sponsorship
- Free samples
- Promotions
- Entertainment
- Value added

- All have youth readership (12–17 years old) totaling more than two million (more than 15%) of the magazine's overall readership (Simmons Market Research Bureau)
- Advertising in magazines with high youth readership, (Sports Illustrated, People, Rolling Stone, Glamour, Motor Trend, Spin)

Tobacco Industry Study of Newspaper and TV

- Ads in newspapers
 - Name of newspaper
 - Date published
 - Total number of millimeters
 - Ad value (quantity of millimeters X price of ad)

- Ads on TV
 - Number of seconds and value by brand



Image source: Shawn Carney, Anna White & Jessica Harvey
<http://www.essentialaction.org/tobacco/event/altria04/PMtour.html> accessed 3/20/06

The online tobacco store

Cigoutlet.net

Cheap tax free cigarettes

CigarettesExpress.com

Delivering savings to you!

Discount-cigarettes-store.com

Your one stop for cheap discount
online cigarettes from both
Europe and USA in one place!



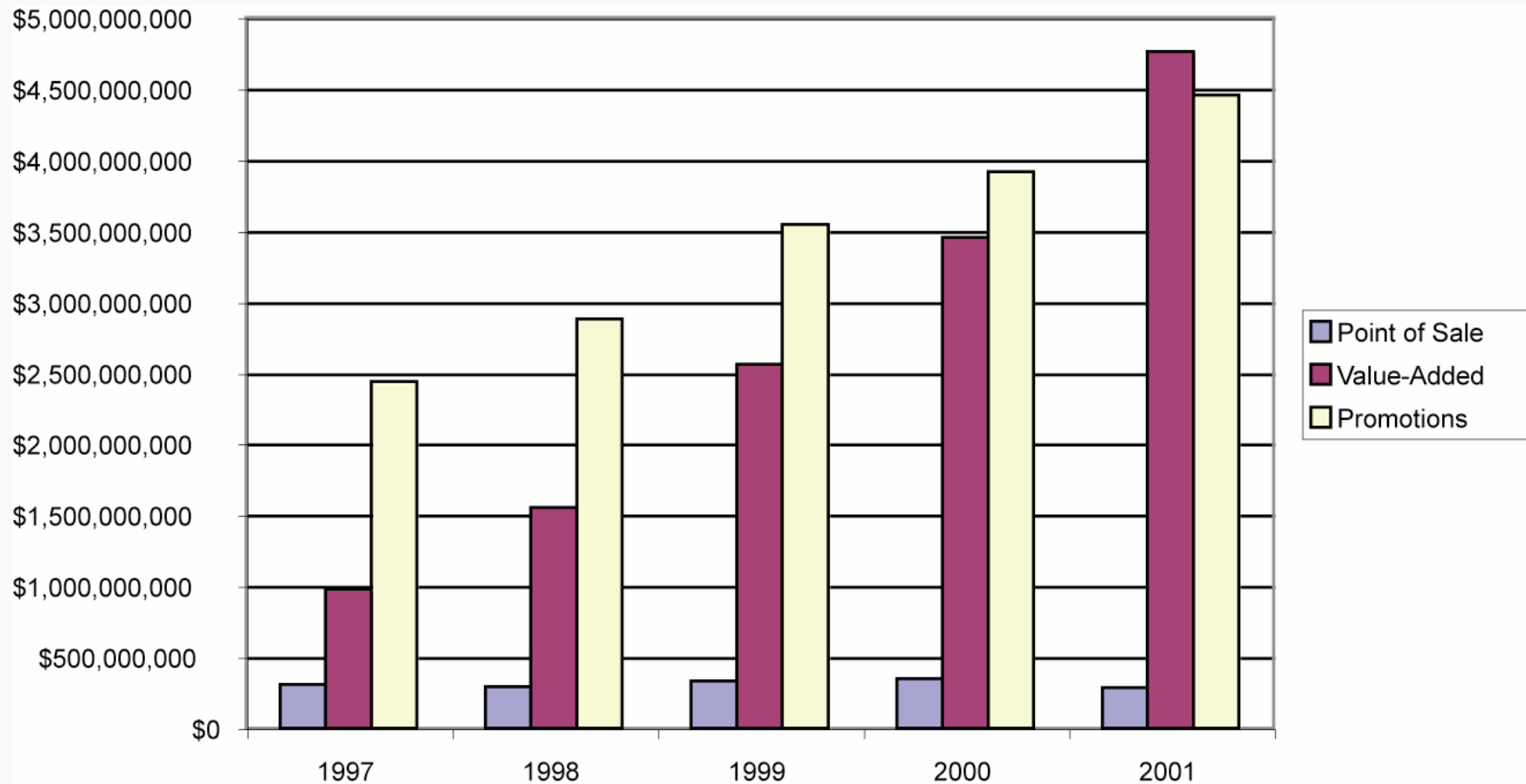
JOHNS HOPKINS
BLOOMBERG
SCHOOL *of* PUBLIC HEALTH



Section C

Indirect Advertising

Percent of Tobacco Industry Advertising (\$)



Data source: Federal Trade Commission Cigarette Report for 2001.
<http://www.ftc.gov/os/2003/06/2001cigreport.pdf> accessed 3/1/06

- Tobacco industry spending has decreased by \$62 million (18.1%) from 347 million in 2000 to 284.3 million (2001)
- POP accounted for 2.5% of total advertising in 2001
- Little data exists on magnitude of tobacco industry's POP advertising and promotional efforts internationally

Point of Purchase Ads

- Target consumers at the place where they will actually buy the product
- Attract attention of shopper
- Remind them of previous seen ads

“Expenditures on public entertainment (*e.g.*, sponsorship of concerts, auto racing, and fishing tournaments) are reported at \$312.4 million in 2001.

This comprises 2.8% of total advertising and promotion expenditures in 2001.”

- Creation of walking billboards
- Cigarette logos on ...
 - T-shirts
 - Hats
 - Backpacks
 - Children's clothes and toys

- Move beyond traditional promotions to market items with a shared brand name
 - Marlboro Classic Clothing
 - Salem Power Station music stores
 - Benson and Hedges coffee shops

- Retail value are the costs associated with offers such as ...
 - Buy one, get one free
 - Buy three and get a free T-shirt
- Cigarettes are often packaged together with the bonus item
- In U.S. increased by 37.9% since 2000

- Promotional allowances
 - Payments to retailers for displaying and merchandising brands
 - Payments to retailers and other persons to facilitate the sale of cigarettes
 - Volume discounts to wholesalers

- Increased by 13.8% in U.S. since 2000

- Use of young women to give out free cigarettes at concerts, clubs, discos
- In the U.S., 3.9 billion cigarettes were given away in 2001



Image source: Institute for Global Tobacco Control



JOHNS HOPKINS
BLOOMBERG
SCHOOL *of* PUBLIC HEALTH



Section D

Entertainment

- Tobacco industry sponsors discos, rock concerts, and other events popular with young people
- Positive portrayal of smoking in movies is also encouraged
- New methods included global satellite, cable, and internet advertising to circumvent country ad bans

Movies Have Put Advertising for Smoking Back on Television

- Smoking in TV ads for movies is widespread
- Between December 2001–August 2002, 10 movies showed a specific cigarette brand in the movie and smoking in the trailer
 - TV ads reached 93% of all 12- to 17-year-olds in the U.S., a total of 137 million impressions
 - Eighty-one percent (81%) of all 12- to 17-year-olds in the U.S. saw at least one of these trailers three or more times

Mr. Bob Kovoloff
Associated Film Promotion
10100 Santa Monica Blvd.
Los Angeles, CA 90067

Dear Bob:

As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films.

It is my understanding that Brown & Williamson will pay a fee of \$500,000.00.

Hoping to hear from you soon;

Sincerely,
Sylvester Stallone

- Letter from Sylvester Stallone agreeing to use Brown and Williamson product in five feature films for a price of \$500,000

- Only 19% of Americans of high SES smoke
- Movies show 57% of same population smoking
- Smoking in the movies is one of the most powerful pro-tobacco influence on kids today

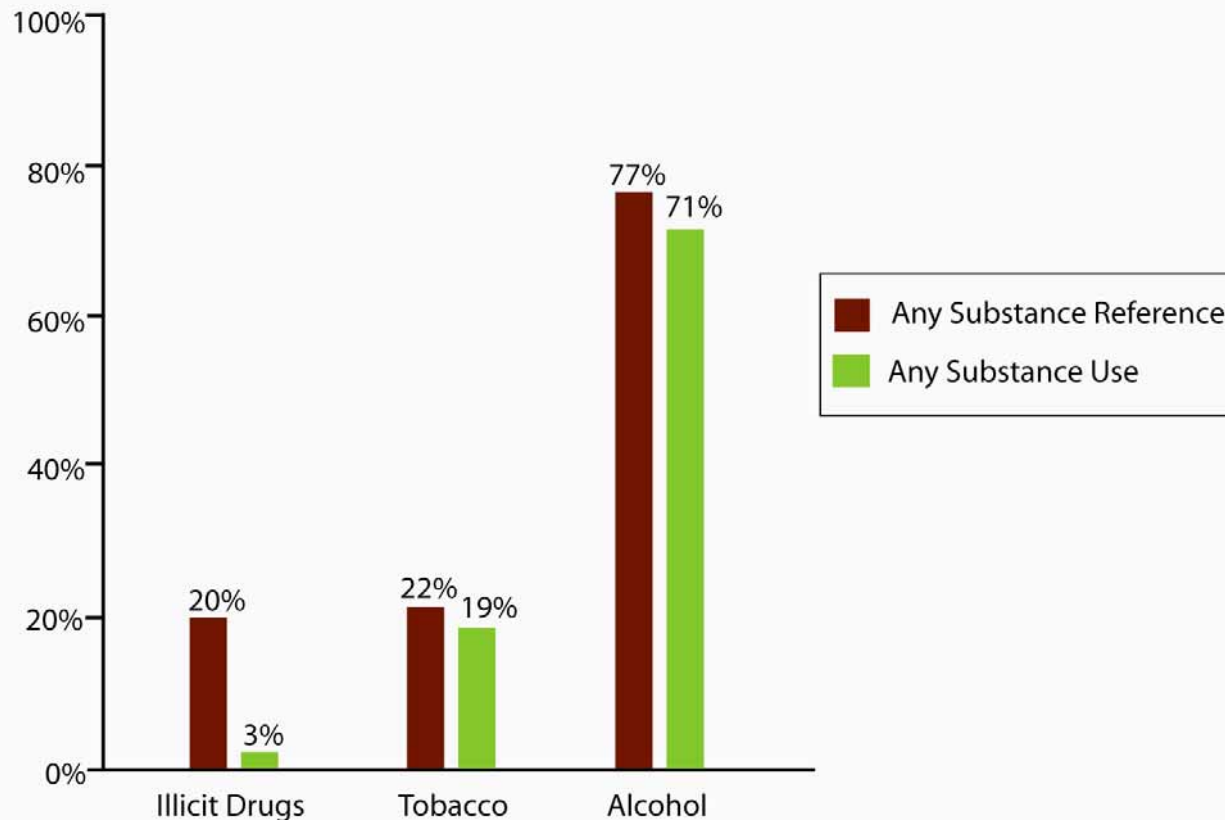
- A Philip Morris executive said—"We do not pay for product placement"
- But the Philip Morris documents clearly show that arrangements between Philip Morris and Hollywood continue even after the movie industry instituted "bans"

- Documents show arrangements in the following films:
 - Jaws II
 - Grease
 - Blade Runner
 - Rocky II
 - Mr. Mom
 - Crocodile Dundee
 - Robocop
 - Die Hard
 - Who Framed Roger Rabbit
 - Field of Dreams
 - The Muppet Movie

- Tobacco use by major vs. minor characters
- Tobacco use as a major theme or sub-plot
- Settings in which use occurred (bar, restaurant, party)
- Negative consequences associated with use
- Positive statements concerning use
- Attempts to quit use

Study to Monitor Substance Use

- How are illicit drugs, tobacco, and alcohol portrayed in the most popular television series?
 - Frequency; nature of use; top-rated, prime-time shows



Tobacco Scenes in Films

Year	Movie	Star	No. of tobacco scenes in film	No. of tobacco scenes with Star
1996	A Time to Kill	Matthew McConaughey	30	12
1996	Independence Day	Will Smith	28	6
1996	Birdcage	Robin Williams	25	3
1996	Mission Impossible	Tom Cruise	14	4
1996	The Rock	Ed Harris	3	1
1990	Born on the 4 th of July	Tom Cruise	32	0
1990	The Hunt for Red October	Sean Connery	20	1
1990	Bird on a Wire	Mel Gibson	5	0
1990	Pretty Woman	Julia Roberts	2	0
1990	Total Recall	Arnold Schwarzenegger	1	0

- For example, BAT launched a huge promotional campaign in Nigeria for its Rothmans brand
 - The theme of the campaign was "Experience It" and the main feature was blockbuster Hollywood films (Warner Brothers) that combined free movies in a giant air conditioned dome with free cigarettes

- The transnational tobacco companies promote images of Western themes—affluence and sophistication

Cigarette brands:

- American Dream
- All American
- Natural American Spirit
- Marathon American
- Hollywood
- Kansas
- Virginia Slims

- Comprehensive advertising, promotion, and sponsorship ban would reduce consumption

- Based on constitution or constitutional principles
 - Shall undertake a comprehensive ban
 - Prohibit all forms of false advertising
 - Require health warning
 - Restrict use of direct or indirect incentives
 - Require disclosure of tobacco industry expenditures, if there is no ban
 - Data may be made available

- Endorsements
- Testimonials
- Direct mail
- Coupons
- Retail value added
- Internet
- Sales of cigarettes
 - Local
 - Western
 - Novel
- Presence and expenditures
 - Newspapers
 - Magazines
 - Outdoor
 - Transit
 - Point-of-sale
 - Sampling
 - Public entertainment
 - Promotional allowances

- Tobacco industry invokes right to “freedom of speech”
- Promotes “freedom of choice”
- Advocates for voluntary restrictions

**THE SURGEON GENERAL WARNED
ME; NOW LET ME MAKE A CHOICE**