



Tobacco Industry Marketing

Ritney A. Castine

Campaign for Tobacco-Free Kids



Presentation Outline

- Basics of tobacco marketing practices & T&T
- Overview of marketing
 - Basic MST marketing themes
 - Broadening of target populations
 - Introducing new products and packaging
 - Use of new technology
 - Getting consumers involved



Industry Spending

The Bottom Line:

The major tobacco companies now spend \$8.8 billion per year—**more than \$24 million every day**—to promote their products, and many of their marketing efforts directly reach kids.



In other words...

Philip Morris: *"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...The smoking patterns of teenagers are particularly important to Philip Morris."*

RJ Reynolds: *"Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term."*

Brown & Williamson: *"Kool's stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs . . . all magazines will be reviewed to see how efficiently they reach this group."*

Lorillard Tobacco: *"[T]he base of our business is the high school student."*

U.S. Tobacco: *"Cherry Skoal is for somebody who likes the taste of candy, if you know what I'm saying."*



Tobacco Marketing

- Stimulates purchase – initiation, consumption
- Points out product benefits - practical, social, aspirational
- Forms and reinforces brand preference. Brand choices are made not solely on taste but because of
 - the psychological and social meaning a brand represents and your identifying with projected images and buying brand as a surrogate for adopting the behaviors
- Marketing reinforces brand image through brand-appropriate visuals, colors, activities



Marketing Practices

- Relationship marketing - develop and maintain relationship with customers
- Direct/database marketing – reach consumer directly; requires signing folks up and constant updating
- Targeted marketing – tailor product and promotion to a specific population

Importance of Tobacco Marketing

- Tobacco advertisements have been shown to affect smoking initiation and consumption
- Contributes to social norms/perceptions of tobacco use as cool, rebellious, glamorous, slimming, relaxing, fun, acceptable, normal
- Encourages continued, increased tobacco use
- Introduces/demonstrates use of new tobacco products

Use/Purpose of Tobacco Marketing

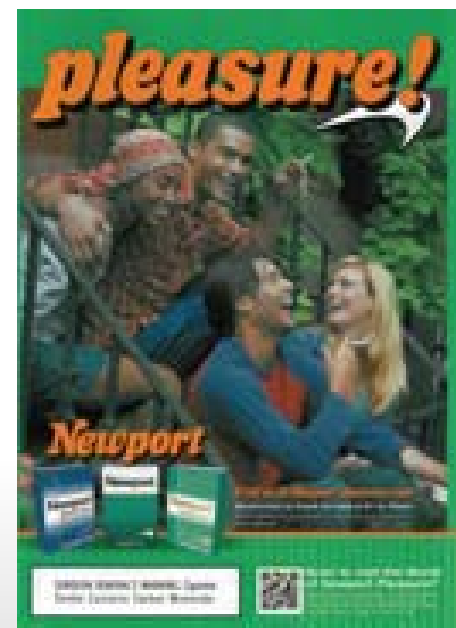
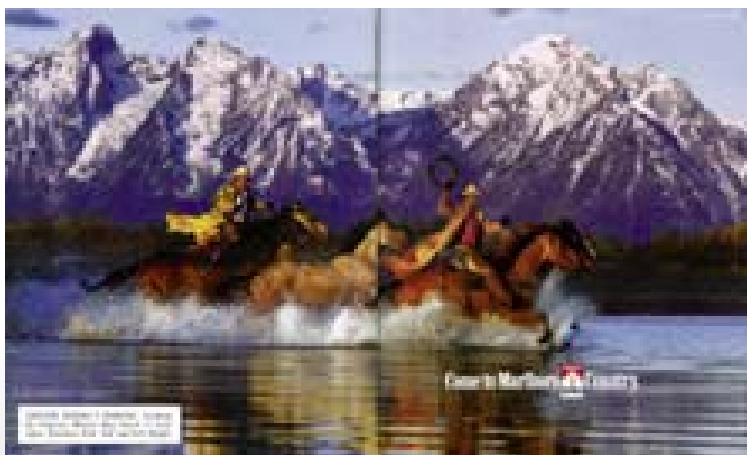
- Build & reinforce brand image through brand appropriate visuals, colors, activities
- Marlboro Man: adventure, freedom, in charge of his destiny
- Virginia Slims: women's independence





Use/Purpose of Tobacco Marketing

Reduce fear of risks of smoking through positive imagery—nature, beaches, healthy, happy folks





Use/Purpose of Tobacco Marketing

Use/Purpose of Tobacco Marketing

- Recruit new users, retain existing ones,
- increase purchase and consumption
- Promote new products & programs
- Build and support relationships with consumers



Ritney A Castine

Associate Director, Youth Advocacy

Campaign for Tobacco-Free Kids

rcastine@tobaccofreekids.org