

## Teenagers - Tobacco Industry Targets

### THE TOBACCO INDUSTRY – THEY HAVEN'T CHANGED

- ⊗ Teenagers are important to the tobacco industry since most people begin smoking during the teen years. <sup>1</sup>
- ⊗ Despite promising in the 1998 Multi-state Settlement Agreement (MSA) not to “take any action to target youth” these companies persist in doing so. <sup>2</sup>
- ⊗ In the August 2006 final opinion of U.S. District Court Judge Kessler in a landmark case against tobacco companies, stated that they:
 

*“...continue to engage in many practices which target youth and they deny that they do so. Despite the provisions of the MSA, Defendants continue to track youth behavior and preferences and market to youth using imagery which appeals to the needs and desires of adolescents.”*<sup>3</sup>
- ⊗ A 2008 National Cancer Institute report concludes that tobacco company advertising and promotion is causally linked to increased use and youth smoking initiation. <sup>4</sup>

### TEENS ARE MORE SUSCEPTIBLE TO ADVERTISING AND MARKETING

- ⊗ Tobacco companies spent **\$13.11 billion** on advertising and promotion in 2005. <sup>5</sup>
- ⊗ In New York that came to an estimated \$870 million, or **over \$2 million a day**. <sup>5</sup>
- ⊗ Over 80% of young smokers, age 12-17, buy Marlboro, Camel, and Newport, the three most heavily advertised brands in the U.S. <sup>6</sup>
- ⊗ Tobacco marketing remains a potent influence on whether teens experiment with cigarettes and become established smokers. <sup>7</sup>
- ⊗ The industry carefully studies youth—and are experimenting with Internet, and stealth marketing (where consumers do not realize they are being targeted) to create a “buzz” about products. <sup>4</sup>

### A SAMPLE OF TOBACCO INDUSTRY TACTICS

#### IN-STORE TOBACCO MARKETING STRATEGIES

- ⊗ Nationwide, tobacco companies spent \$182.2 million on in-store ads in 2005. <sup>5</sup>
- ⊗ Three-fourths of teens visit a convenience store at least once a week and nearly 25% visit these stores almost daily. <sup>8,9</sup>
- ⊗ In-store ads are often at a child’s eye level and at the check-out area. <sup>11</sup>
- ⊗ In New York almost all (97%) tobacco retailers had interior tobacco ads. <sup>10</sup> Stores had an average of 15 interior ads. <sup>12</sup>
- ⊗ Tobacco companies spent \$9.7 billion nationally in 2005 on discounts paid to retailers or wholesalers in order to reduce the price of cigarettes to consumers. <sup>5</sup>  
This tactic undermines efforts to reduce youth smoking as teens are price sensitive.
- ⊗ In New York, 81% of tobacco retailers provided special prices or discounts for pack sales. <sup>12</sup>

## SMOKING IN MOVIES

- ⊗ Beginning in 2002, smoking in youth-rated (G/PG/PG-13) films which are targeted to kids and teens, was more common than in adult-rated (R) films.<sup>13</sup>
- ⊗ Teens are aware of the high prevalence of smoking in films which leads to their having exaggerated ideas of the numbers of peers and adults that smoke.<sup>14</sup>
- ⊗ Youth with very high exposure to smoking in movies are 2.71 times more likely to smoke than those with the lowest exposure.<sup>15, 16</sup>

## APPEALING PRODUCTS

- ⊗ New brands of cigarettes are marketed to young smokers using colorful and stylish packaging and exploiting adolescents' attraction to candy flavors.<sup>17</sup>
- ⊗ Fruit and candy flavors are added to mask the harshness of cigarettes, cigars and rolling papers. Examples of flavors include Mandarin Mint and Kauai Kolada.<sup>17</sup>
- ⊗ In 2007, RJ Reynolds aggressively marketed Camel No. 9, a new product targeting young women and girls, by spending \$25-50 million on full-page ads in magazines such as *Glamour*, *Cosmopolitan*, & *InStyle* that have a high young female readership.<sup>18</sup>

<sup>1</sup> Campaign for Tobacco-Free Kids. (2008). Smoking and kids. Retrieved on October 3, 2008 from <http://www.tobaccofreekids.org/>.

<sup>2</sup> Full copies of the Master Settlement Agreement are available at: [http://www.naaq.org/settlement\\_docs.php](http://www.naaq.org/settlement_docs.php)

<sup>3</sup> U.S. v. Philip Morris USA, Inc. et al. (2006). No. 99-CV-02496GK. (U.S. Dist. Ct., D.C.), Final Opinion, August 17, 2006. Retrieved on October 6, 2008 from <http://www.tobaccofreekids.org/reports/doj/FinalOpinion.pdf> pp. 1607-1608.

<sup>4</sup> National Cancer Institute. (2008). *The Role of Media in Promoting and Reducing Tobacco Use*. Tobacco Control Monograph No. 19. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. NIH Pub. No.07-6242, June 2008.

<sup>5</sup> U.S. Federal Trade Commission (2007). *Cigarette Report for 2004 and 2005.*, 2007. Washington, DC: Federal Trade Commission.

<sup>6</sup> Substance Abuse and Mental Health Services Administration. (2005). *Results from the 2004 National Survey on Drug Use and Health*. Rockville, MD: SAMSHA Office of Applied Sciences.

<sup>7</sup> Gilpin, E., White, M., Messer, K., Pierce, J.P. (2007). Receptivity to tobacco advertising and promotions among young adolescents as a predictor of established smoking in young adulthood. *American Journal of Public Health*, 97(8), 1489-95.

<sup>8</sup> Point of Purchase Advertising Institute. (1992). *The Point-Of-Purchase Advertising Industry Fact Book*. Englewood, NJ: The Point of Purchase Advertising Institute.

<sup>9</sup> Henriksen, L., Feighery, E.C., Wang, Y., & Fortmann, S.P. (2004). Association of retail tobacco marketing with adolescent smoking. *American Journal of Public Health*, 94(12), 2081-2083.

<sup>10</sup> RTI International. (2007). *Forth Annual Independent Evaluation of New York's Tobacco Control Program: Final Report*. August 2007. Research Triangle Park, NC: RTI International.

<sup>11</sup> Feighery, E.C., Ribisl, K.M., Schleicher, N., Lee, R.E., & Halvorson, S. (2001). Cigarette advertising and promotional strategies in retail outlets: results of a statewide survey in California. *Tobacco Control*, 10, 184-188.

<sup>12</sup> RTI International. (2005). *Independent Evaluation of New York's Tobacco Control Program Final Report 2005*. Research Triangle Park, NC: RTI International.

<sup>13</sup> Charlesworth, A. & Glantz, S.A. (2005). Smoking in the movies increases adolescent smoking: a review. *Pediatrics*, 116(6), 1516-1528.

<sup>14</sup> McCool, J.P., et al. (2001) Adolescents' perceptions of smoking imagery in film. *Social Science and Medicine* 2001; 52(10):1577-1587.

<sup>15</sup> Dalton, M.A., et al. (2003) Effects of viewing smoking in movies on adolescent smoking initiation: A cohort study. *Lancet*, June 10, 2003.

<sup>16</sup> Sargent, J.D., Adachi-Mejia, A.M., Gibson, J.J., & Titus-Ernstoff, L.T., Carusi, C.P., Swain, S.D., et al. (2005). Exposure to movie smoking: its relation to smoking initiation among US adolescents. *Pediatrics*, 116(5), 1183-91.

<sup>17</sup> Carpenter, C.M, Wayne, G.F., Pauly, J.L., Koh, H.K. & Connolly, G.N. (2005). New cigarette brands with flavors that appeal to youth: tobacco marketing strategies. *Health Affairs*, 24(6),1601-1610. Press release obtained from Harvard School of Public Health, retrieved on March 1, 2006 from <http://www.hsph.harvard.edu/press/releases/press11102005.html>.

<sup>18</sup> Campaign for Tobacco-Free kids. (2008). Tobacco industry continues to market to kids. Retrieved on October 3, 2008 from <http://www.tobaccofreekids.org/research/factsheets/pdf/0156.pdf>.