

Camel No. 9 Ad Campaign Attractive to Adolescent Girls

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A new study by University of California, San Diego Researcher John P. Pierce and Legacy provides evidence that the Camel No. 9 cigarette marketing campaign was attractive to adolescent girls. The study followed over 1,000 10-13 year olds from 2003-2008. Over the course of these years, youth were asked five times to report the name of the brand of their favorite cigarette ad.

Youth who reported having a favorite cigarette ad at the beginning of the study period were 50% more likely to report smoking by the end of the study. The proportion of boys who reported having a favorite cigarette ad remained stable throughout the study. However, for girls, after the release of Camel No. 9 (in 2007), the number reporting a favorite cigarette ad went up by 10%— a number almost wholly accounted for by an increase in preference for Camel ads. The majority of girls who reported a preference for Camel at the end of the study where girls who had not had a favorite cigarette ad at all at the beginning of the study.

When Camel No. 9 cigarettes were first released back in 2007, print ads for the product were run in magazines like Vogue. These ads focused on fashion and beauty. Ads were seen in-stores, as well. There was an outcry from public health groups in response to these ads, which were seen as very appealing to young girls. The ads were eventually pulled.

RJ Reynolds, the company that manufactures Camel No. 9, stated that they have not run any print ads for cigarettes in the past two years. They also state that they no longer promote Camel No. 9 in stores. However, the study conducted by Pierce indicates that the Camel No. 9 campaign may have done a lot of damage in it’s short life— Pierce estimates that 174,000 girls might have started smoking because of it.

Pierce had this to say: “This study provides the evidence that the Camel No. 9 campaign was clearly very attractive to underage adolescent girls, effectively encouraging them to start smoking... with 44 percent

of underage adolescents having a favorite cigarette advertisement in 2007, clearly the commitment that the industry made in 1998 that they would not target teens is far from being met.” ♦



Camel No. 9 Cigarettes

Sources:

Legacy Foundation Press Release (3/15/2010)

CNN.com:

<http://pagingdrgupta.blogs.cnn.com/2010/03/15/was-it-a-cigarette-ad-campaign-that-worked-on-teenagers/> (3/18/2010)



Marlboro Snus Available Nationwide by End of March

Altria Group, Inc. has announced that it will release “Marlboro Snus” nationwide by the end of March. Marlboro Snus has been in several test markets. Soon, the product will be on Minnesota shelves. Altria has already been sending direct mail pieces (like the one on the left) that suggest that the products is good for “dual use” or for use when you can’t smoke. ♦

Sources: New York Times

<http://www.nytimes.com/2010/01/31/business/31altria.html?pagewanted=1&fta=y> (3/19/2010)

wtvr.com

<http://www.wtvr.com/news/wtvr-snusnationwide-100218.0,239056.story> (3/19/2010)

Ramsey Tobacco Coalition



Blunt Wraps in a Variety of Fruity Flavors

Illinois Senate Passes Blunt Wrap Ban

In mid-March, the Illinois Senate unanimously voted to pass a bill that would classify blunt wraps, or individual tobacco wraps, as drug paraphernalia.

If approved by the Illinois House, possession of a blunt wrap would be a misdemeanor. The bill was introduced by Senator Kwame Raoul, a Democrat whose district is in Chicago. The bill is designed to fight drug use.

Ramsey Tobacco Coalition staff and community members have seen an increasing number of highly flavored blunt wraps for sale in our neighborhoods. These wraps are usually extremely cheap (\$1 for 2, or so) and are often right on the counter next to the candy. ♦

Source:

Convenience Store News

http://www.csnews.com/csn/cat_management/tobacco/article_display.jsp?vnu_content_id=1004075809

(3/19/2010)

“Truth to Tell” Show Airs a Special Episode About Tobacco Marketing

“Truth to Tell” a weekly KFAI radio show recently released a special video production called: “Tobacco Marketing to Youth.” Truth to Tell host, Andy Driscoll, spoke with Katie Engman and Betsy Brock from the Ramsey Tobacco Coalition, Ramsey Tobacco Coalition youth advocates, and Lisa Ray of Parents for Ethical Marketing. This special episode highlights how young people are still targeted by the tobacco industry and what can be done about it.

The show will air on the St. Paul Neighborhood Network (SPNN) as well as on other cable access channels across the state. Look for the show to appear on cable access stations in the following locations: Minneapolis, White Bear Lake, Roseville, Northwest Suburbs, South St. Paul, Duluth, Red Wing, Sleepy Eye, Fairbault, Marshall, and Southwest Minnesota.

If you happen to live in St. Paul, catch the show on SPNN at one of these times:

- 3/20 @ 7 p.m.
- 3/21 @ 7 p.m.
- 3/23 @ 11 p.m.
- 3/24 @ 11 p.m.
- 3/25 @ 11 p.m.
- 3/26 @ 11 p.m.

- 3/27 @ 7 p.m.
- 3/28 @ 9 p.m.
- 3/29 @ 10 a.m.
- 3/29 @ 7 p.m.
- 3/30 @ 9 p.m.
- 3/31 @ 10 a.m.
- 3/31 @ 7 p.m.
- 4/2 @ 10. am

Truth to Tell: Tobacco Marketing to Youth



You can also watch the show online at:

<http://blip.tv/file/3366869>

We hope you get a chance to tune in!



Shot from the “Truth to Tell” special. From left to right: Andy Driscoll, host; Shanicee Dillon, RTC Youth Advocate; Brian Bell, RTC Youth Advocate; Calitta Jones, RTC Youth Advocate; Jeremiah Carter, RTC Youth Advocate; and Katie Engman, RTC Program Manager.