Lesson Two
Marketing and Advertising: What You See is Not Always What You Get

Lesson two provides students a general understanding of the marketing strategies used by the tobacco industry and how advertising affects everyday life, choices, and decisions.

Objectives and Competencies
1. General understanding of the basic advertising and marketing principles
2. Ability to identify and analyze tobacco marketing strategies and how they relate to youth, ethnic communities, women, and lower socioeconomic groups
3. Understanding of how the tobacco industry uses promotional marketing strategies to reach youth, such as promotions and coupons

Activities
1. Video: Deadly Persuasion: The Advertising of Alcohol & Tobacco (7 minutes)
   - [http://www.youtube.com/watch?v=qFENyemgk8](http://www.youtube.com/watch?v=qFENyemgk8)
2. Worksheet: Looking at Tobacco Advertising (10 minutes)
   Use worksheet in discussion of this section’s copies of tobacco advertising, products promotions, and other marketing strategies
   - Does the advertising grab your attention? If yes, how and why?
   - Besides tobacco, what else are these advertisements selling (e.g., freedom, romance, success, fun, independence)?
   - What are some of the tactics used in promoting their products (e.g., coupons, samples, free lighters, contests, concerts)?
3. Give them “Factsheet: Promotions and Coupons” to take home.
4. Product Comparison Plates Activity (5 minutes)
   Show the students comparison plates and ask them if they can tell the difference between the candy and the tobacco. Emphasize how this is a tactic the tobacco companies use to trick people into buying their products.
   - Ask: Why do you think tobacco companies do this? Is it a coincidence or on purpose?
5. Tobacco Marketing Simulation Activity and worksheet (40 minutes)

Outcomes
1. Understanding of some of the strategies used in the tobacco industry’s marketing campaigns, i.e., how an advertisement grabs your attention and makes you want to buy this product
2. Understanding of the deception involved in tobacco marketing and advertising
Materials Needed
1. Provided copies of advertisements and product promotions
2. Copies of worksheet: Looking at Tobacco Advertising
3. Product Comparison Plates
4. Factsheet: Promotions and Coupons
5. Supplies for marketing simulation
   a. Blank white paper
   b. Tape/glue
   c. Colored pencils/markers
   d. Copies of advertising worksheet and post activity worksheet
   e. Surgeon General warning cutouts
   f. 4 different candy products (ex. M&Ms, Skittles, Sprees….)
   g. “Top Secret” laminated letters
Looking at Tobacco Advertising

Tobacco advertising has some very specific goals. As you look at tobacco advertisements, you might see pictures and words that:

- Make a person feel good about the fact that he/she smokes
- Question or minimize the fact that smoking makes people sick and kills a lot of people
- Pair sex and cigarettes and imply that smoking makes one glamorous, sexy, and sexually desirable
- Remind people of good times with good friends
- Pair smoking with financial success
- Emphasize smoking as part of having fun and exciting night life
- Make a person feel a part of something special
- Suggest that smoking and rebellion or being wild and free go together (question authority)
- Uniquely appeal to something important to a racial/ethnic group
- Suggest that people can smoke without ever having smoke in the room, thus dispelling that issue about secondhand smoke. Why, even nonsmokers in the ads don't seem to notice any smoke

Do you see any of this?
Tobacco Advertising and Other Marketing Strategies Found in the Metro Area
SMOKE IN STYLE
With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.

SCAN FOR A CHANCE TO WIN A STARTER KIT

facebook.com/blucigs

Available at these fine retailers:

18+ only. | CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.
FIVE Lucky WINNERS EACH
$50,000

GET SOME BLING!

Newport PLEASURE PAYDAY

Enter weekly for a chance to win only at Newport-pleasure.com

Or call 1-877-745-6094

(Sweep ends 5/31/13)

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.
TAKE PRIDE IN YOUR FLAVOR

Enjoy smoke-free, spit-free, drama-free tobacco that's packed in a pouch for great tasting, long-lasting anytime enjoyment.

Camel SNUS—the pleasure's all yours.

camelsnus.com*
*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

WARNING: Smokeless tobacco is addictive.
WOMEN HAVE SPAS. MEN HAVE FIRING RANGES.

Tellin' it like it is.

WARNING: This product is not a safe alternative to cigarettes.
face the future

“My smokes have to be as unique as I am”

join the movement

Collaboration is everything. By collaborating with today’s adult tobacco customers, we are creating the unique new tobacco products they want. By partnering with retailers like you, we are creating new ways to bring more adult tobacco customers into your store. Both for today, and tomorrow. Working together, we will drive sales through innovation. And face the future.

For more information, just contact your local R.J. Reynolds representative.

RJ Reynolds
CAMEL / KOOL / PALL MALL

AWMA EXPO Booth 617

blu ELECTRONIC CIGARETTE

With no ash, no odor, and an unmistakably rich taste, blu is everything you enjoy about smoking without the things you hate. You control when and where you want to smoke. Take back your freedom with blu.

blucigs.com

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.
TOBACCO AND WATER
100% ADDITIVE-FREE
NATURAL TOBACCO

No additives in our tobacco does NOT mean a safer cigarette.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

AMERICAN SPIRIT
NATURAL AMERICAN SPIRIT

FOR MORE INFORMATION
TryAmericanSpiri.com
1-800-435-5515

CODE
Background

Billions of dollars are spent annually by tobacco companies to make tobacco use appear to be attractive as well as an accepted and established part of American culture. These tobacco advertising and promotion activities do much more — substantial evidence indicates that the tobacco manufacturers compete vigorously with each other for a share of the youth market.\(^3\)\(^5\) For more than two decades, the three most heavily advertised brands (Marlboro, Newport, and Camel) have accounted for more than 80% of brands smoked by adolescents.\(^5\)\(^9\)

Social norms play a significant role in shaping beliefs and behaviors in healthy and unhealthy ways.\(^10\) For example, survey data from California indicate that adult smokers with strong attitudes about the health effects and restriction of secondhand smoke are more than twice as likely to have made a recent quit attempt and to have the intention to quit in the next six months.\(^11\) Adult smokers who demonstrated strong anti-tobacco industry beliefs were 65% more likely to have made a recent quit attempt and 85% more likely to have the intention to quit in the next six months.\(^11\)

Adolescents and young adults are very sensitive to perceived social norms and media presentations of smoking behavior.\(^12\)\(^13\) Nonsmoking adolescents exposed to tobacco advertising and promotional campaigns are significantly more likely to become young adult smokers.\(^14\)\(^15\) Because adolescents and young adults have been and continue to be so heavily exposed to images of smoking in the media, tobacco advertising, and promotional campaigns, public health counter-marketing campaigns are needed to focus on preventing initiation and promoting cessation.

In 1998, the tobacco industry settled a lawsuit with 46 states to recoup funding from Medicaid expenses resulting from the treatment of tobacco-related illness, after having settled with four states individually.\(^1\) This multi-state Master Settlement Agreement (MSA) included specific tobacco industry restrictions related to youth access, marketing, lobbying, and some types of outdoor advertising. After the settlement, tobacco marketing expenditures more than doubled over the next five years. In 2005, tobacco companies spent $13.4 billion to market cigarettes and smokeless tobacco, outspending the nation’s total tobacco prevention and cessation efforts by a ratio of more than 22 to 1.\(^16\)\(^17\) Although the majority of current tobacco marketing consists of price discounts (which offset the anticipated impact of excise tax increases on tobacco consumption and on youth and adult prevalence), tobacco company traditional advertising budgets still exceed spending on public health-sponsored anti-tobacco campaigns.\(^16\)\(^20\) Since the MSA, tobacco promotions have shifted away from traditional media (e.g., billboards and magazines) and moved toward retail outlets.\(^31\) Research indicates that point-of-sale advertising is associated with encouraging youth, particularly younger teens, to try smoking and that cigarette promotions are more influential with youth already experimenting with cigarettes as they progress to regular smoking.\(^20\) Furthermore, youth- and parent-focused anti-tobacco advertising campaigns sponsored by the tobacco industry have been shown to actually increase youth tobacco use.\(^22\)\(^23\) Youth exposed to these ads are more likely to report greater intention to smoke in the future and more positive feelings toward the tobacco industry than those who were not exposed.\(^22\)\(^23\)
Camel Filters with a promotional Camel Casino C-Note attached
This C-Note replaces the traditional Camel Cash dollar found in a pack of Camel cigarettes during the Camel Casino promotion. When 10 C-Notes are collected, they can be mailed in for conversion to 10 online credits, which can be used to play and gamble at the online “casino” at Camel's website. The C-Note here also directs smokers to the website's address.

Marlboro 2006
The Last Collection Catalogue
Note inside indicates that this is the final catalog and chance to use Marlboro Miles: "Marlboro Miles and the Marlboro Gear catalog are reaching the end of the road. Soon, the miles will be coming off the packs. So here's one last chance to use your miles. It's our final collection with all new versions of 10 popular classics. As an added thank you, you'll also find a coupon attached on the back page. So kick back and enjoy. Your friends at Marlboro." Catalog includes a coupon for $5 off a carton or 4 packs of cigarettes. Also mentions that Marlboro will be donating one million dollars to Keeping American Beautiful, Inc. and informs that unused Marlboro Miles can be contributed to the donation.
Marketing simulation for youth on hidden tobacco company tactics

SE MN Tobacco Collaborative
BRIEF DESCRIPTION OF ACTIVITY

Target Audience: Middle School and High School students

Estimated Time Needed: 40 minutes

Objectives: Teach students about marketing strategies used to target youth.
   1) Wrestle with ethical issues concerning media and the public good.
   2) Identify strategies used for target marketing
   3) Recognize different motives used in advertising by tobacco companies (specifically: Philip Morris and RJ Reynolds)

Materials/Preparation:
   1) 4 candy products (i.e., M&Ms, Skittles, Mike and Ikes, Licorice bites, Spreees, Reeces Pieces)
   2) Blank Paper
   3) Markers
   4) Tape

Description:
Have students get inside tobacco company’s minds by creating an ad campaign for their favorite brand of candy to demonstrate the methods tobacco companies use to reach target audiences (youth). The students will become the new ‘marketing team’ for the company selling the candy product. Throughout the exercise they discover “Breaking News” that the product they’re marketing and trying to sell is addictive, causes cancer, stains your teeth, causes bad breath, and creates breathing problems. Watch as your students employ different strategies to sell their product, do they continue their same game plan for marketing their product knowing the health risks associated with consuming their candy product or do they re-evaluate their marketing plan?
Part 1: 25 minutes
1) Divide class (or organization group) into 4 teams

2) Hand out 1 candy product to each group
   a. If possible, have different candy products for each group
   b. Optional: Have candy that can be shared at the end of the activity with group

3) As you hand out the candy, congratulate the groups as they are the new 'marketing and design team' for their specific candy product

4) Explain to your class that their job is to create a new magazine ad for their product.

5) Hand out magazines (for visual aid/ideas), markers, and tape.

6) Have groups work on project for 20 minutes.

7) Interject “Breaking News” statements starting at five minutes into project.


9) After final “Breaking News” statement is released inform all groups that they must include a Surgeon General’s Warning label to candy package and created advertisement.
   a. Hand out 2 Surgeon General’s Warning labels per group

Part 2: 15 minutes

10) Hand out worksheet to each group to complete prior to presenting their ad to class. Have groups do a mini-30 second presentation of their ad.

11) After group presentations, go over teacher wrap-up sheet showing the connection between this marketing project and the tobacco industry.

12) Open to questions and discussion with group, hand out post activity worksheet.
“BREAKING NEWS” SCRIPT

Read the first breaking news five minutes into activity and continue to read breaking news announcements throughout activity.

- (After 5 minutes) Breaking News: This just in… Research has now shown that candies 1 and 2 cause lung cancer.
  o Hand out ‘Top Secret’ letter to all groups!

- (After 8 minutes) Breaking News: This just in… Research has now shown that candies 3 and 4 cause heart disease.

- (After 10 minutes) Breaking News: This just in… 1200 people die every day due to consuming candy products.

- (After 15 minutes) Breaking News: This just in… All candy must now have a warning sign on package and on any advertisement to warn individuals of health risks associated with consuming your product!
  o Hand out 2 Surgeon General’s warning labels to each group (for package and ad)
Dear Marketing Team:

Our research department has come to the conclusion that our loyal and long time customers of our product are becoming ill and dying from prolonged use of our product.

We need your help in designing a new marketing campaign that appeals to teens, females and/or ethnic groups. These groups are our next generation of loyal and long time customers. These customers will replace those who are no longer using our product due to death or illness.

The law states that our advertising cannot target children or youth 18 and younger, with this said, we have faith in your marketing team that you will find creative ways to still get children/teens to notice your advertisement. This could be achieved by the advertisement itself or in the placement of the advertisement.

We look forward to your contributions in making our company a continued success. Without your expertise in marketing to these target groups we would fail as a company and no longer make the big bucks!

Thank you for your support and we look forward to seeing your new marketing advertisement soon.

Sincerely,

Ickey Mouse
CEO of your candy product
ADVERTISEMENT WORKSHEET
To be completed in group after advertisement is completed.

CANDY PRODUCT COMPANY NAME:

NAMES OF MARKETING TEAM:

1) What target audience(s) did your team focus on youth, females or ethnic groups?

2) Did the ‘Top Secret’ letter and Breaking News announcements change your strategy in developing your ad? If yes, how?

3) If you were to place your advertisement in a magazine, which magazines would you put it in, and why?
- Tobacco companies market their products to youth, females and ethnic groups to replace those customers who have died or have quit using their products. They know that if they target younger customers they will have you as a customer for life.

- When tobacco products were first introduced the harmful side effects were unknown. The candy products used in this activity demonstrated a similar scenario where a ‘thought to be’ safe product was marketed and then later discovered to be unsafe and still sold.

- After tobacco products were found to contain harmful and addictive chemicals, restrictions were established as to who could buy them and what advertising techniques were used.

- Tobacco companies know they cannot survive without gaining new customers. Advertising/marketing tactics that they use to appeal to certain populations include:
  
  o Youth: Ads represent independence, rebelling against authority, “adult” activity, to fit in
  o Females: Convey body image (skinny), independence, sophistication, glamorous
  o Ethnic Groups: independence, to fit in

- Tobacco use causes:
  o Lung, Mouth Cancer and many others
  o Heart Disease
  o Stroke
  o Emphysema
  o Bad breath, tooth decay
  o Premature birth and low-birth weight in babies
  o And many others….

  o Tobacco companies know this… yet continue to market their products to groups most likely to believe their advertisements (youth, low-income, minority groups, etc)

- Breaking News statement: 1200 people die every day due to tobacco related illnesses

- Tobacco companies claim that they do not target to youth. However, next time you’re at a store or looking through a magazine look at their choice of colors, images, wording and placement of the advertisement and ask yourself if they are targeting you, your parents, or grandparents?

- Open to Classroom Discussion, and hand out Post Activity Worksheet.
POST ACTIVITY WORKSHEET/DISCUSSION

1) How did this activity make you feel?

2) Were you surprised to hear that these are the same tactics that tobacco companies use?

3) Have you noticed tobacco advertisements that target you?

4) Do you think your friends know about these marketing tactics?

5) Would you ever work for a tobacco company or any other company that sold dangerous products, and aimed their marketing and advertisements directly to youth to increase their usage of that product?
SURGEON GENERAL’S WARNING:
This product

SURGEON GENERAL’S WARNING:
This product

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