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# TOBACCO MARKETING UPDATE

## What's New in Tobacco Marketing? -

### Don't Discount My Life Art Installation

The tobacco industry continues to sell death at a discount. The Association for Nonsmokers-Minnesota (ANSR) collaborated with artists Katrina and Catrielle Barnett to show the impact of these discounts.

The recently completed art installation is a wearable garment adorned with more than 1,000 tobacco industry mailers and coupons. The artists' intention was to create a somber piece, reminiscent of the grim reaper. The weight of the thirty-five pound garment is both physical and visual. The hood completely conceals the face of the person wearing it, as if the tobacco advertisements have completely taken over their body.



**Left:** A close up of the commercial tobacco coupons used for the jacket installation.

**Right:** Artists Katrina and Catrielle Barnett



The artists were shocked and appalled at the attractiveness of the materials used in tobacco industry coupon mailings, and the goal of this piece is for viewers to think, "Are you kidding me?!" [When prices are higher, commercial tobacco use decreases, especially among youth and low-income individuals who smoke. Tobacco companies use coupons and retail promotions to lower the price of products.](#) Thank you Katrina and Catrielle for your creation of the Don't Discount My Life jacket!

## Congratulations Saint Anthony Village!

The Saint Anthony Village City Council voted in April to prohibit price promotions and the redemption of coupons for commercial tobacco products, among other measures. Saint Anthony Village became the first locality in in the nation to set minimum pricing for e-cigarette products. Congratulations to Saint Anthony Village for putting a stop to predatory marketing and putting community health over industry profits!



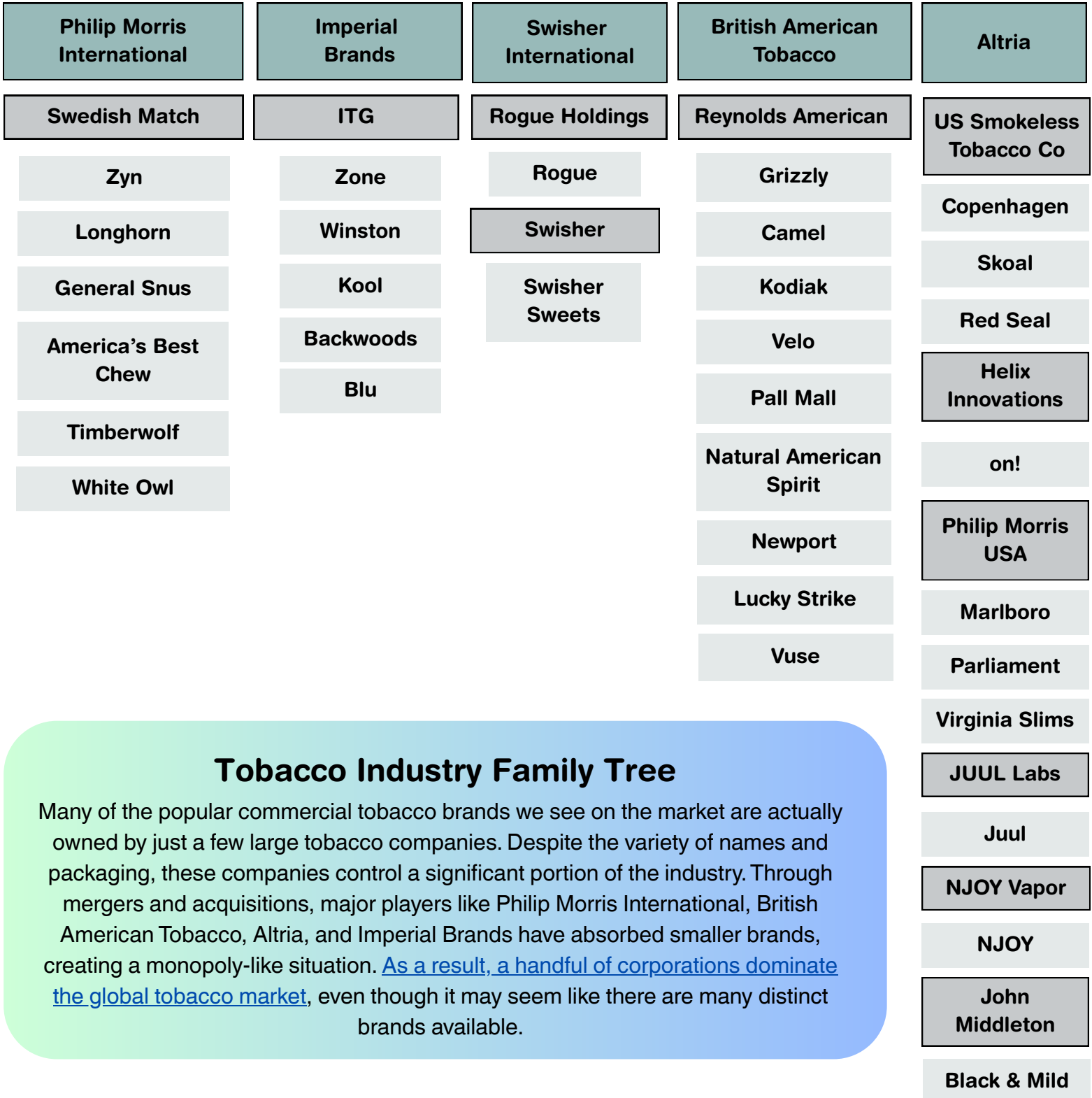
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Questions or want to  
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## Tobacco Industry Family Tree

Many of the popular commercial tobacco brands we see on the market are actually owned by just a few large tobacco companies. Despite the variety of names and packaging, these companies control a significant portion of the industry. Through mergers and acquisitions, major players like Philip Morris International, British American Tobacco, Altria, and Imperial Brands have absorbed smaller brands, creating a monopoly-like situation. [As a result, a handful of corporations dominate the global tobacco market](#), even though it may seem like there are many distinct brands available.