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# TOBACCO MARKETING UPDATE

Reducing Youth Exposure to Tobacco Advertising and Promotion

## What's New in Tobacco Marketing?



### Camel Entices Artists with Cash Prizes

Camel has been running its *artAffect in Residence* original artwork project for four years. In the current 14-week timeframe, Camel is showcasing seven artists. The project has contributed \$1.4 million to 18 projects. Website viewers can enter daily for a chance to win \$500 to “fuel your next creative project.” Artists can also submit their ideas for a chance to win \$25,000 “to make it happen.”

### Misleading Claims: Lucy CHEW+PARK

Lucy markets its CHEW AND PARK nicotine gum for smokers who want to quit smoking and claims it’s “on a mission to reduce tobacco related harms to zero.” This nicotine product comes in fruit and mint flavors. The website claims “Lucy Chew+Park’s Fruit flavor tastes like

fresh pomegranate arils with notes of açai fruit.” Each piece contains 4mg of nicotine. That’s four cigarettes worth of nicotine per piece!

However, unlike FDA approved nicotine replacement therapies (NRT) (e.g., Nicorette gum) Lucy does not have FDA approval to make modified risk claims. In fact, according to the FDA database, Lucy has not applied for or been granted an order to be considered a modified risk tobacco product.

We reached out to Lucy to ask if its nicotine gum is FDA approved as an NRT. A Lucy representative replied that the gum is not yet approved for cessation, but its FDA application is under review. Nonetheless, Lucy continues to make harm reduction claims about its nicotine gum, not knowing if or when the FDA will grant NRT approval for this product.



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## Tobacco Industry Anti-Racism ~~Support~~ Hypocrisy

After the killing of George Floyd in May 2020, the **Altria Group** was quick to lend its specious support for anti-racism initiatives while ignoring the significant harm it has caused to the Black community with menthol cigarettes and its continued targeted marketing of Black consumers. See John Middleton Co.'s 7/27/20 email (right) and Altria's 6/5/20 press release (below).

(Note Altria owns John Middleton Co.)

### Altria Announces Five Million Dollar Donation to Fight Racial Inequality (June 5, 2020)

"Altria Group, Inc announced an initial commitment of \$5,000,000 to address systemic racism faced by Black Americans and advance social and economic equity. These funds will be used to support national and local organizations working across the United States and in our operating communities, as well as provide immediate support to small businesses in our communities impacted by recent vandalism. This commitment is incremental to Altria's planned 2020 corporate giving.

Altria will also launch a month-long employee giving campaign which will match on a two-for-one basis all employee donations.

Recipient organizations will be selected by Unifi, Altria's Black Employee Resource Group (ERG) and other ERGs. Altria also announced a company-wide paid "Day of Healing" on Juneteenth (June 19<sup>th</sup>) to allow employees time for personal reflection and healing. Altria is also voicing support for removing confederate monuments in its hometown of Richmond, Va., once the Capital of the Confederacy."

**CLOSING THE GAP:  
Black-Owned Business Initiative**

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**BLACK LIVES MATTER.**  
These three words aren't a trend. They are the truth.  
We stand in solidarity with the Black community.  
We stand against systemic racism.

We understand that racism is not a new issue in this country, and not fighting against it is no longer an option. When we looked at ourselves, we saw that through the years we have respected and highlighted the spirit of Black musicians, creatives and entrepreneurs, but we haven't done enough in the fight against systemic racism or economic inequality.

**BUT TODAY WE START.**  
This fight will take more than monetary donations, it will take meaningful actions. John Middleton Co. is establishing a Black-Owned Business Initiative to create sustainable and effective change in order to help close the economic gap. Economic inequality won't go away overnight. And neither will our commitment to this cause.

**OUR FIRST STEPS:**

1. Provide an initial \$1MM commitment to nonprofits that support Black-Owned Businesses in our community.
2. Strengthen relationships and continue spending toward Black-Owned vendors and suppliers.
3. Utilize our marketing efforts to amplify Black-Owned Businesses.

*John Middleton Co.*

**POLICY ALERT:** The MN legislature is now in session! Stay tuned as our statewide coalition, Minnesotans for a Smoke-Free Generation, will urge lawmakers to pass bold policies to stem youth tobacco addiction, including clearing the market of menthol and all flavored tobacco products and investing in youth prevention.

## Mail Items and Giveaways



- Engraved with his initials, a tobacco prevention community partner received this unexpected birthday gift of coasters from Marlboro.
- Hats received from Skoal by two male ANSR tobacco collectors. The card says "Thanks for bringing us along."

