

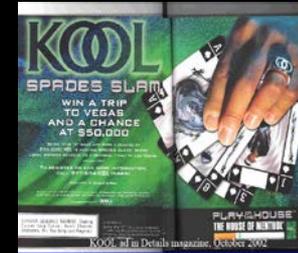


# The Tobacco Industry Targets “Special” Populations

March 27, 2013 – Priority Populations Round Table

## How does the Industry promote itself and its products?

- Direct advertising - through news print, magazines, websites and social media (TV and radio not allowed by law)
- Indirect advertising - giveaway tobacco products, gear and clothing coupons and contests, discount coupons for cigarettes and other tobacco products
- Event sponsorships - support for arts, music, and sports events
- Outreach efforts & community events
- Legislation – or counter-legislation to maintain regulatory advantage.
- Constant innovation in its products.



# Long history of targeting specific populations through advertising



The figures quoted have been checked and certified by LYBMAN, ROSE BROS AND MONTGOMERY, Accountants and Auditors.

**20,679\*** Physicians say **“LUCKIES are *less irritating*”**

**“It’s toasted”**

Your Throat Protection against irritation against cough



**Born gentle**

**P**ROUD mothers, please forgive us if we too feel something of the pride of a new parent. For new Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the *fresh unfiltered* flavor, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.

**New Philip Morris...gentle for modern taste**

©1961, Philip Morris Inc.



LIGHTS: 10 mg. "tar", 0.8 mg. nicotine, KING: 17 mg. "tar", 1.3 mg. nicotine, av. per cigarette by FTC method.

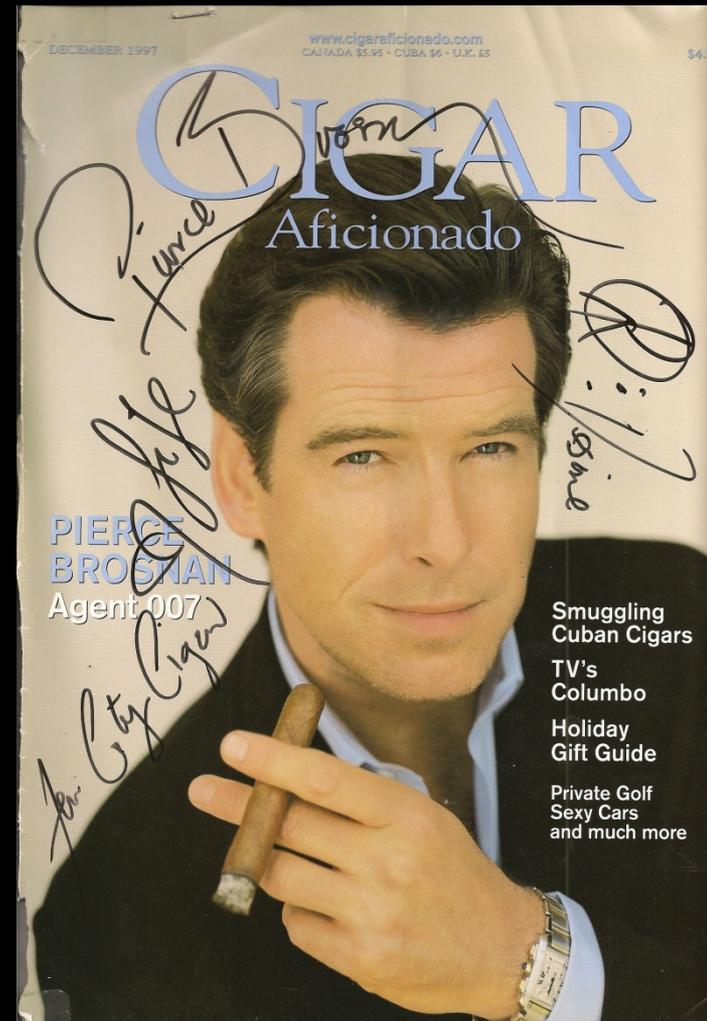
**You've got what it takes.**

**Salem Spirit**

*Share the spirit, share the refreshment.*

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

# Cowboys and Movie Stars



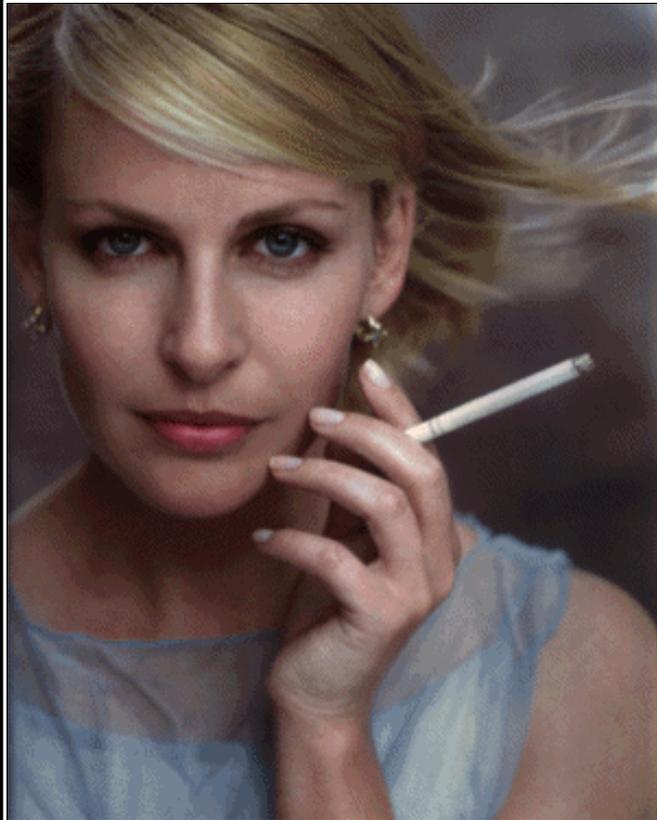


**Marlboro**

© Philip Morris Inc. 2004  
11 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.  
The amount of "tar" and nicotine per cigarette may vary depending on how you smoke the cigarette.  
For more information about PM USA and its products,  
visit [www.marlboro.com](http://www.marlboro.com) or call 1-877-PM1333.

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

# Targeting Girls and Women



So maybe we define practical

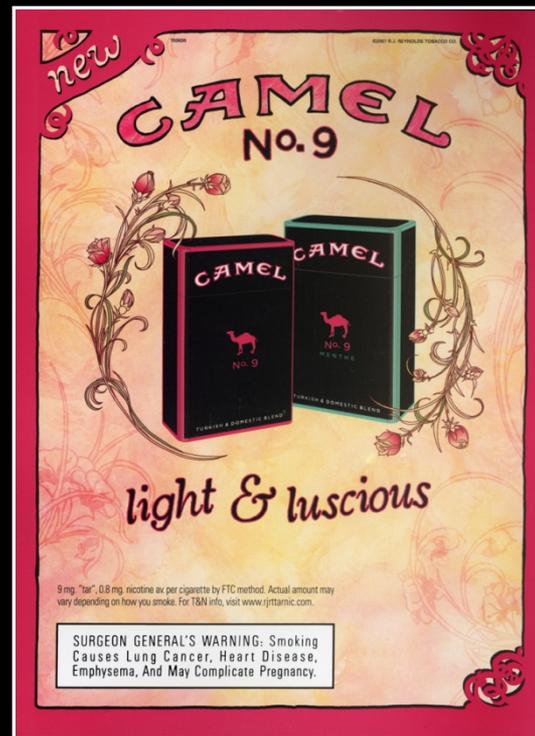
a little differently than you.

© Philip Morris Inc. 2000  
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**VIRGINIA SLIMS**  
It's a woman thing.

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

# Tobacco Product Enhancement



# Targeting African Americans

"Diamonds are a girl's best friend."

"You have enough friends."

*But there's one taste they agree on.*

**Benson & Hedges**  
America's Favorite 100.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1985  
10 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Feb '85.

**CAMEL**  
PLEASURE  
TO  
BURN

Camel Lights  
11 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

**SINCE 1913**

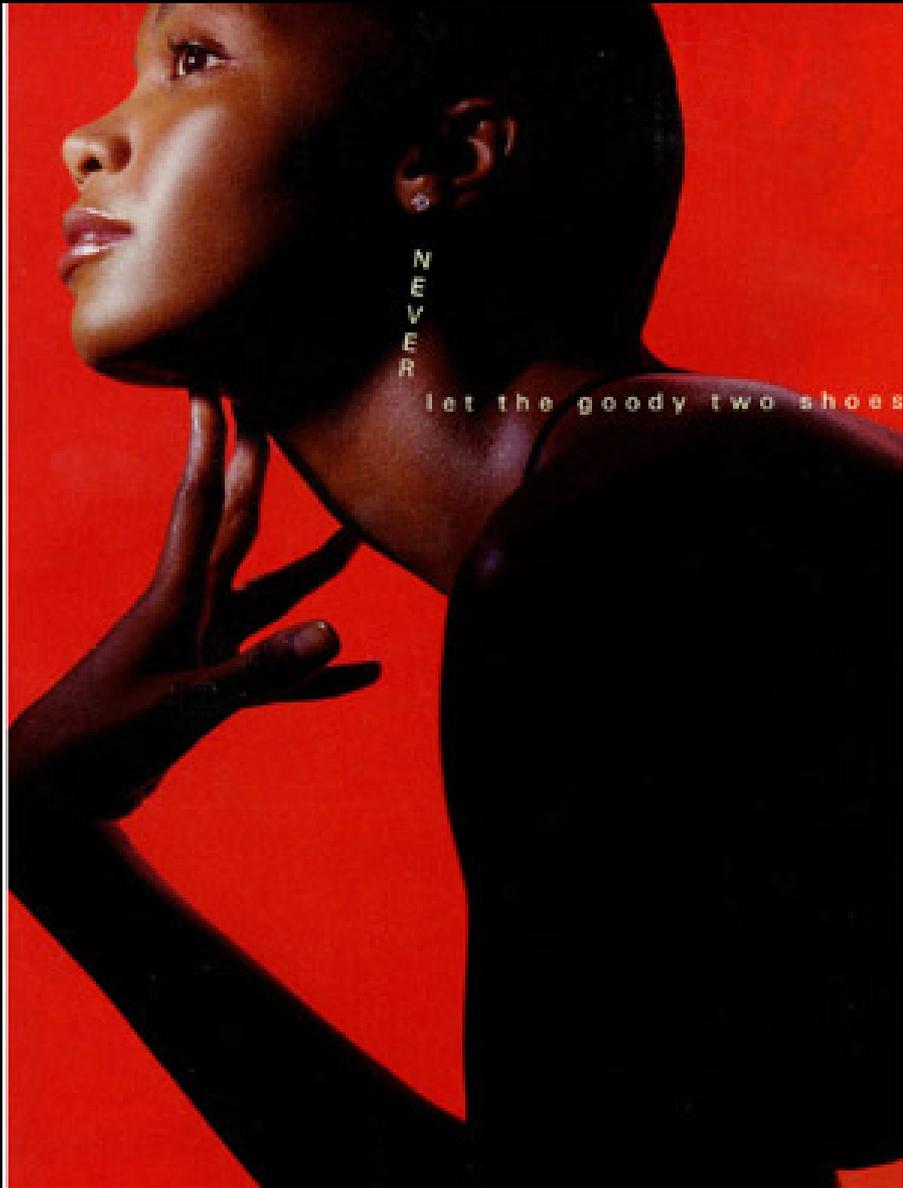
SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

GREEN LABEL FULL FLAVOR

18 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC  
method. For more product information, visit [www.rjt.com](http://www.rjt.com).

stir the senses

**SALEM**



NEVER

let the goody two shoes get you down.

# VIRGINIA SLIMS

Find Your Voice

VIRGINIA SLIMS  
REGULAR LIGHTS 100s

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

1 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

© 1999 B&W T Co.



**K**ila mtu  
ana uzuri wake

NO SINGLE INSTITUTION OWNS THE COPYRIGHT  
FOR BEAUTY.

VIRGINIA SLIMS  
Find Your Voice

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

VIRGINIA SLIMS  
REGULAR LIGHTS 100's

# Post Tobacco Settlement Advertising

In silence I see,  
With WISDOM, I speak.

我默，觀察，三思而後言

VIRGINIA SLIMS  
Find Your Voice

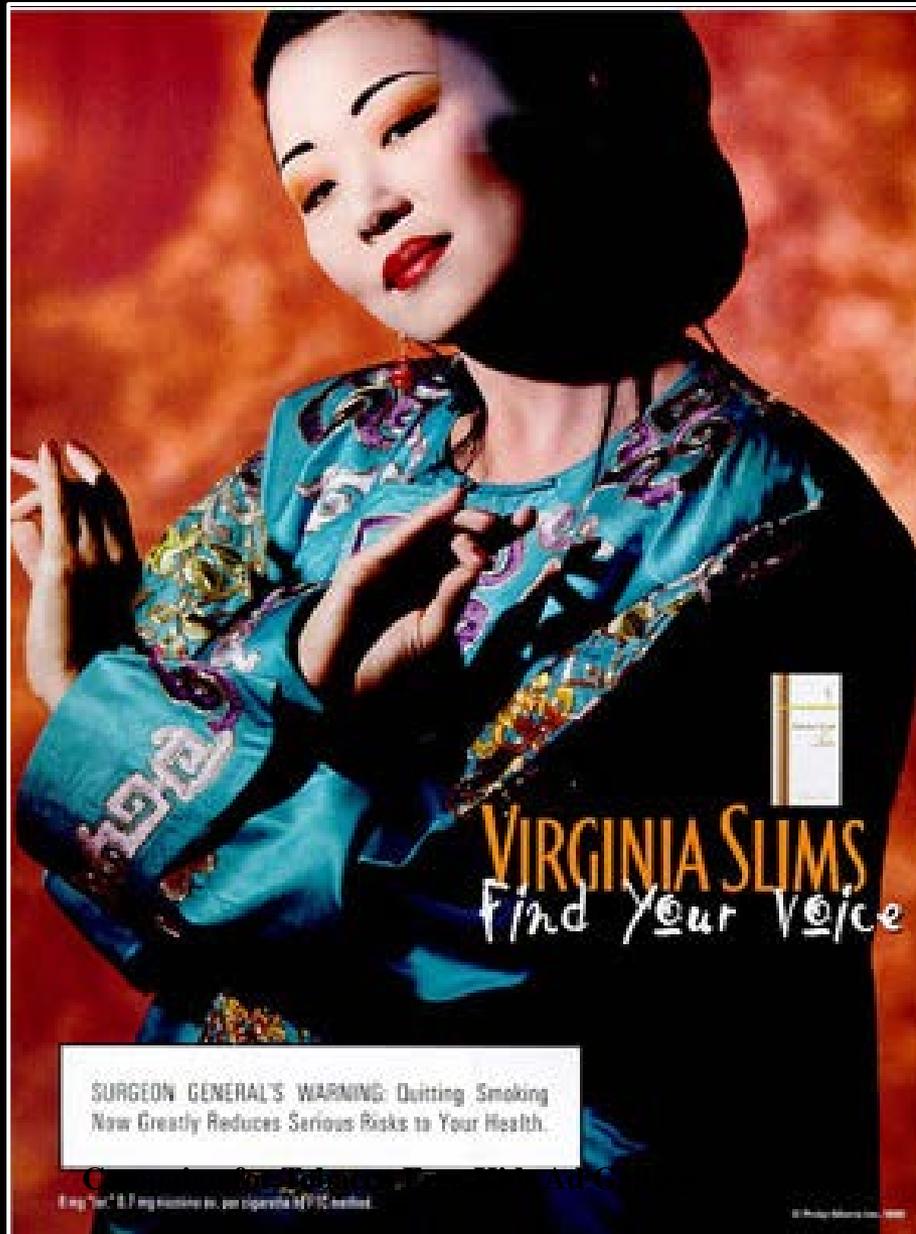
DU TOBACCO GENERAL'S (NASDAQ: DGE) Cigarettes  
Soft Co. Filter and Carbon Monoxide

VIRGINIA SLIMS  
REGULARS 100'S 075

© 2007 R.J. REYNOLDS TOBACCO COMPANY

The advertisement features a woman in traditional Chinese attire, including a red and blue patterned shawl and a red top. She is looking down thoughtfully. The background is a warm, golden-brown color. The text is in both English and Chinese. The English text includes the slogan 'In silence I see, With WISDOM, I speak.' and 'VIRGINIA SLIMS Find Your Voice'. The Chinese text is a vertical calligraphic phrase: '我默，觀察，三思而後言'. There is also a small box with text about tobacco products and a small logo in the bottom right corner.





**VIRGINIA SLIMS**  
*Find Your Voice*

MY *Voice*

REVEALS

THE HIDDEN POWER WITHIN

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

**VIRGINIA SLIMS**  
REGULAR LIGHTS 100'S

1 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1999

1 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.



Tengo la  
**capacidad**  
 de decirlo **todo**  
 sin decir una  
**palabra.**

**VIRGINIA SLIMS**  
*Busca tu Verdad.*



ADVERTENCIA DEL CIRUJANO GENERAL: El Humo del Cigarrillo Contiene Monóxido de Carbono.

**VIRGINIA SLIMS**  
 REGULAR LIGHTS 100's

© 1997 R.J. REYNOLDS TOBACCO COMPANY. R.J. REYNOLDS TOBACCO COMPANY. R.J. REYNOLDS TOBACCO COMPANY.



Dance  
 around naked  
 with a *cigarette* between your teeth  
 if you want...

but do it

like you *would* it.

**VIRGINIA SLIMS**  
*Find Your Voice*

VIRGINIA SLIMS  
 100% TOBACCO

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

© 2000 B&W T Co. All rights reserved. www.virgiaslms.com

© 2004 R.J. REYNOLDS TOBACCO CO.

# CAMEL

PLEASURE  
— TO —  
BURN

*The official blends of summer  
— for a limited time only —*



KAUAI KOLADA, TWISTA LIME, 11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. For more product information, visit [www.rjrt.com](http://www.rjrt.com)

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

© 2004 R.J. REYNOLDS TOBACCO CO.

# CAMEL

PLEASURE  
— TO —  
BURN



Camel Lights

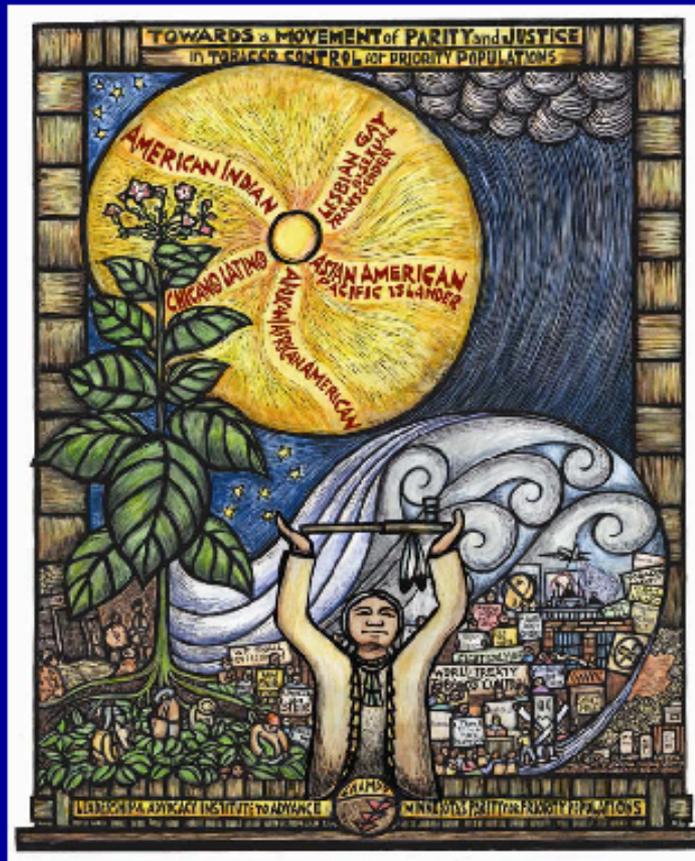
11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**



**SINCE 1913**

# Tobacco: From Sacred Use to Commercial Abuse



# Targeting Native Americans

A collection of Natural American Spirit cigarette packs, some in blue and some in yellow, arranged in a cluster. The packs feature the brand's logo and the text 'NATURAL AMERICAN SPIRIT'.

**America's Best Cigarette™**  
**FIND OUT WHY**

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

**For a sample CARTON call: 1-800-872-6460 ext. 8701**

Other restrictions to smokers 21 years of age or older. Offer good only in the USA. Offer valid in GA, IA, MN, NY, UT, King County WA, WI and in any other location where restricted or prohibited by law or by SPFTC policy. Limit one sample carton per person per year (12 months).

© SPFTC. America's Best Cigarette™ is a trademark and Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Company.

A display of Natural American Spirit cigarette packs on a wall. The display features a large graphic of a Native American hand holding a pipe, with a pack of Natural American Spirit cigarettes in the foreground. Below the main display are four smaller packs of Natural American Spirit cigarettes in different colors (blue, yellow, red, green).

**NATURAL AMERICAN SPIRIT**

**100% additive-free natural tobacco**



*Another Philip  
Morris brand, L&M  
ad published in  
European  
magazines,  
2001*

American Blend

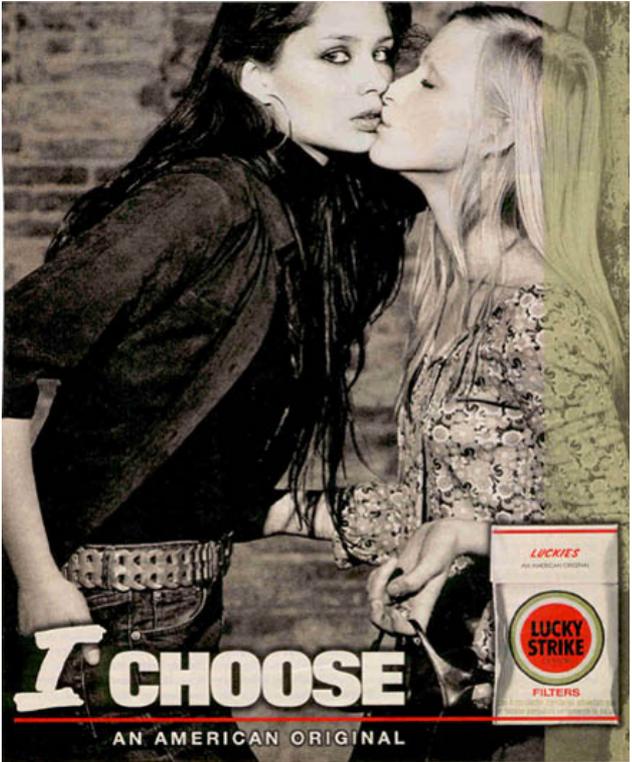
COMPARTE  
tu ALEGRÍA

260  
STAB.



Las Autoridades Sanitarias advierten que el tabaco perjudica seriamente la salud.  
Nic.: 0.9 mg., 0.6 mg. Alq.: 12 mg., 8 mg.

# Targeting the LGBTQ Community



**I CHOOSE**  
AN AMERICAN ORIGINAL

Las Autoridades Sanitarias advierten que el tabaco perjudica seriamente la salud.  
Nic.: 0,9 mg. Alq.: 12 mg.

LUCKY STRIKE  
ALL AMERICAN TASTE  
LUCKY STRIKE  
FILTERS

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.

Light Lights Box: 9 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method.



**NO FAKE SMILES.  
NO HIDDEN AGENDAS. NO BULL.**

NO  BULL

# Targeting the Military

**KEEP 'EM SMOKIN'**

Our fighting men rate the best . . . See that they get plenty of milder, cooler-smoking Chesterfields. Everybody who smokes 'em likes 'em.

**It's CHESTERFIELD**

**THEY TREAT YOU RIGHT . . .** They keep you happy because they're *Milder* . . . they let you know how good a cigarette can be because they *Taste Better*. You'll like them these hot days because Chesterfields smoke *Cooler*.

**TODAY'S Milder BETTER-TASTING CIGARETTE**

JOAN BENNETT in her American Woman's Voluntary Service uniform. Starring in Edna "Nellie" Laund's Famous Production "Twin Beds"

*His Cigarette and Mine*

**It's CHESTERFIELD**

**Yours too** for a full share of *Mildness Better Taste and Cooler Smoking* . . . that's what you and all other cigarette smokers are looking for . . . and you get it in Chesterfield's Right Combination of the world's best cigarette tobaccos.

*Make your next pack Chesterfields . . . regardless of price there is no better cigarette made today.*

**EVERYWHERE YOU GO**

*They Satisfy*

WHERE A CIGARETTE COUNTS MOST

**It's CHESTERFIELD**

**MILDNESS and TASTE**  
that's what the real pleasure of smoking adds up to

Up at dawn or to bed at dawn . . . fresh or fagged, more smokers every day are finding this out . . . for *Real Smoking Pleasure* it's Chesterfield's *Milder, Better Taste* every time.

**BUY U.S. BONDS AND STAMPS**

# Globalization of Arghile or Hookah Americans in Iraq, 2004



# A case of jumping the cultural divide



# Tobacco and Socioeconomic Status

Across the board, the greatest single predictor of tobacco use is low socioeconomic status (SES)





# Targeting Youth

## Not Your Grandfather's Cigar

*A New Generation of Cheap and Sweet Cigars  
Threatens a New Generation of Kids*



## AMERICA'S MOST WANTED TOBACCO VILLAINS

# THE USUAL SUSPECTS

TOP CIGARETTE & SMOKELESS TOBACCO BRANDS USED BY KIDS



Tobacco companies spend \$8.5 billion a year – almost \$1 million every hour – to market cigarettes and smokeless tobacco.



AMERICA'S MOST WANTED  
TOBACCO VILLAINS

NEW VILLAINS  
IN VARIOUS FRUIT AND CANDY FLAVORS



Cheap, sweet, colorfully-packaged small cigars target kids and can substitute for cigarettes.



AMERICA'S MOST WANTED  
TOBACCO VILLAINS

# EMERGING THREATS

TOBACCO IN DISGUISE



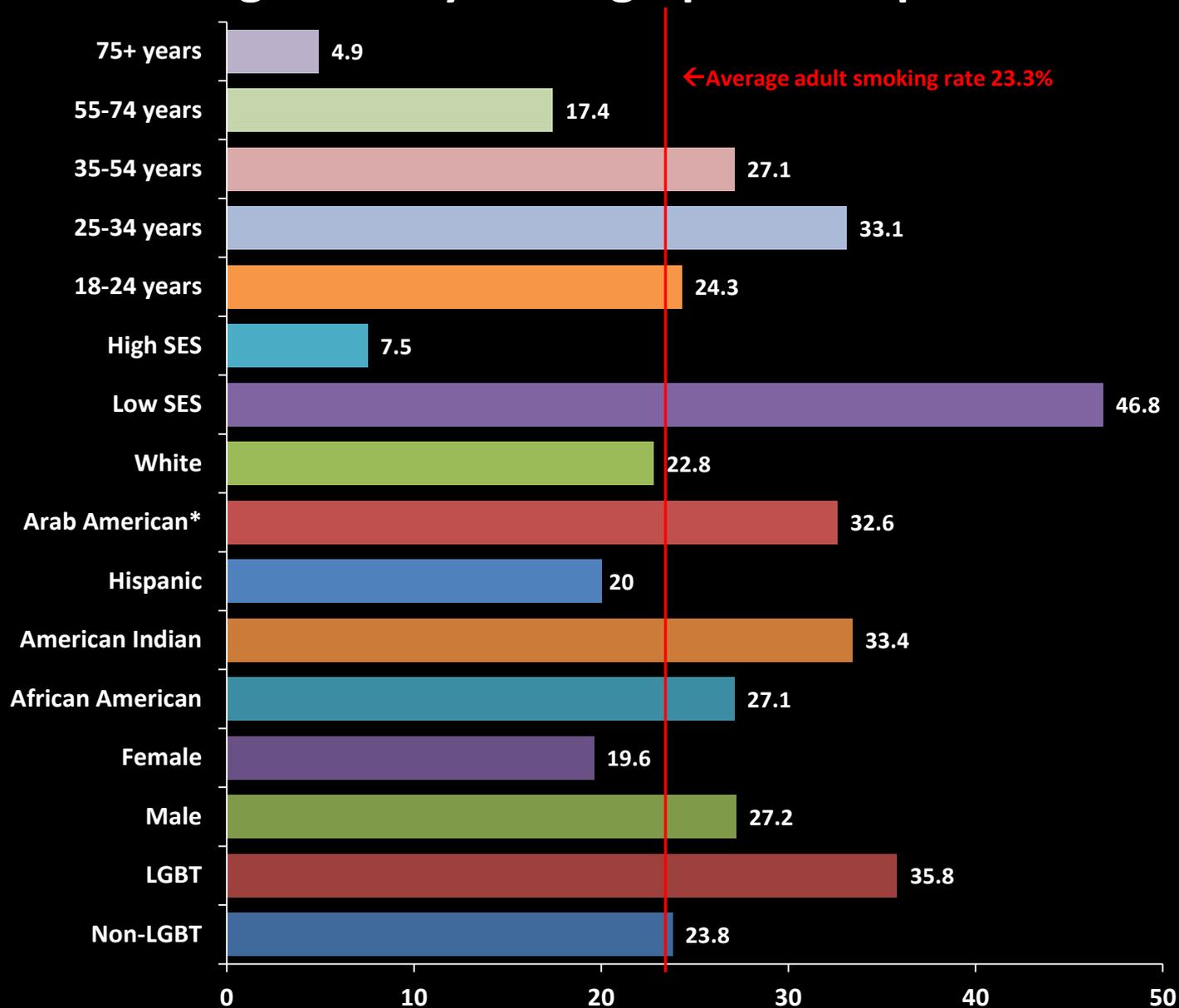
New tobacco products look like breath mints, tea bags  
and toothpicks. They are addictive and easy to hide.



HELP US PROTECT OUR KIDS FROM TOBACCO

JOIN THE FIGHT: [TOBACCOFREEKIDS.ORG](http://TOBACCOFREEKIDS.ORG)

# Smoking Rates by Demographic Group - 2011



\* Tobacco use Prevalence among Arab Americans in Metro Detroit , Michigan 2009-Survey

**Tobacco is a Winnable Battle ...  
let's work together**



Questions or follow-up requests?

Please contact the MDCH Tobacco Program

Janet Kiley [kileyj@michigan.gov](mailto:kileyj@michigan.gov)

Orlando Todd [toddo@michigan.gov](mailto:toddo@michigan.gov)

Or call 517-335-8376