

# Talking Points – Tobacco Marketing Targeting Youth

## Slide 1 – Title-Tobacco Marketing Targeting Youth

## Slide 2 – Big Tobacco = Big Money

### Talking Points:

- Tobacco companies spent more than \$9.5 billion marketing their products in the United States in 2013.
  - This amounts to over \$25 million tobacco companies spend on marketing every day in the United States.
- Much of this money is spent on price discounts and two-for-one promotions.
  - These tactics reduce the price of cigarettes to consumers and make cigarettes more affordable to youth and teens.
- Tobacco companies also spend a lot on in-store advertising, especially convenience stores that youth often visit.

## Slide 3 – This is Tobacco Marketing.

### Talking Points

- Tobacco advertising is prevalent in retailers where youth often visit and shop.
- According to data from the National Youth Tobacco Survey, 81.5% of middle school students and 86.9% of high school students were exposed to tobacco advertisements in stores.
- Nearly half of teenagers visit a convenience store at least once a week. Tobacco companies advertise heavily in convenience stores.
  - Research shows that the more cigarette marketing teens are exposed to, the more likely they are to smoke.
- Tobacco advertisements are often placed near products popular with kids and teens, such as near candy and gum.

#### Slide 4 – Most Popular Cigarette Brands Among Youth

##### Talking Points

- The most popular brands of cigarettes among youth and teens are Marlboro, Newport, and Camel.
  - Studies have found that about 80% youth smokers ages 12-18 smoke Marlboro, Newport, or Camel brand cigarettes.
  - Not surprising, these three brands are the most heavily marketed and advertised brands of tobacco.
- Due to restrictions on magazine and billboard ads, tobacco companies have targeted youth using advertisements on social media and the internet.
- Ask students to look at the ads on the slide. Discuss what type of audience the ads are targeting: youth, middle-aged adults, or seniors? Also discuss what type of image they're trying to promote: fun and carefree? Or serious and responsible?

#### Slide 5 – Reality? (Marlboro Ads)

##### Talking Points

- These are the classic Marlboro ads that used to appear on billboards and magazine ads. Marlboro still uses these, but they've developed newer ads that target youth like the one on the previous page for Marlboro's "Maybe" campaign.
- Ask the students who the tobacco companies are targeting with these ads and what kind of image the ads are trying to convey.

#### Slide 6 –Reality Check (Marlboro Ads)

##### Talking Points

- Marlboro has consistently used their cowboy ads to promote an image of a rugged independence.
- In reality, hundreds of thousands of Americans die every year from tobacco related diseases such as lung cancer, emphysema, and COPD (chronic obstructive pulmonary disease).

## Slide 7 – Camel Ads

### Talking Points

- Camel has previously used the Joe Camel cartoon character to portray a cool image of a Camel cigarette smoker. Joe is seen riding motorcycles, driving convertibles, chilling on the beach, and playing in a jazz band.
- Ask the students who they think the ads are targeting.

## Slide 8 – What Happened to Joe Camel?

### Talking Points

- Emphasize again that lung cancer is just one of the serious diseases caused by smoking. Chemotherapy is one of the treatments that lung cancer patients undergo. It's a long, painful, and exhausting process. Ask the students if anyone in their family has ever undergone chemotherapy treatment for any type of cancer.
- Let students know that 9 out of 10 lung cancer cases are attributable to smoking.
  - Lung cancer accounts for 13.3% of all cancer cases, but accounts for 26.5% of all cancer deaths.
  - The 5-year survival rate for people diagnosed with lung cancer is just 17.7%.

## Slide 9 – What If Cigarette Packages Came with Graphic Warnings?

### Talking Points

- 77 countries have graphic photos along with warnings on cigarette packaging. The United States is not one of them.
- 60 of those countries require that graphic photos showing the negative health effects of smoking cover at least 50% of the package.
- The United States only requires text warnings. No graphics or photos are required.
  - Ask the students if they would be less likely to buy a package of cigarettes if it was covered with a large graphic photo illustrating the harmful health effects of smoking.

## Slide 10 – Don't Fall for Tobacco Marketing Tactics-Video

### Talking Points

- Video from thetruth.com. The Truth has a "Finish It" campaign that encourages today's youth to be the first generation to end smoking.

- The video talks about tobacco companies using social media platforms (Facebook, Instagram, etc.) to advertise tobacco products to youth.

### Slide 11 – Don't Be a Replacement, Be an Original

#### Talking Points

- Remind students that tobacco companies call new youth and teen smokers “replacements”. They need the new youth smokers because so many older smokers eventually die from smoking related causes every year.
- If 480,000 people in the United States die every year from smoking related causes, the tobacco companies need that many new smokers to replace them.
  - This is why tobacco companies target youth in their advertising and market so heavily to youth.
  - You are smart enough to make your own decisions to be healthy and tobacco-free. Do not let the tobacco companies try to influence you.
  - Don't be a replacement. Be an original.

### Slide 12 – Thank You!

- Contact Information