

# Marketing Tactics of Tobacco Companies

## Objectives:

- Understanding of the regulations governing the sale and use of tobacco products.
- Awareness of the strategies used by advertisers to entice customers.
- Understanding of the difference between advertising messages and reality.

## Tobacco Regulations in Canada

It is against the law in Canada to provide cigarettes to a person under the age of majority.

Depending on which province or territory you live in that age is either 18 or 19.

In Newfoundland and Labrador it is illegal to provide cigarettes to a person 19 years of age or under. Signs showing the legal age limit must be displayed in all stores that sell tobacco.

It is illegal for tobacco companies to advertise in Canada. Advertisements in the form of TV, radio or magazines are not permitted. The federal government found that tobacco ads were targeted at the youth audience and contained false information about the effects of smoking.

In 2002, the federal government passed regulations requiring all cigarette packaging to display health warnings. These messages must take up at least 50% of the package and contain both words and photos. One of the following 16 warnings along with photos must be displayed on each cigarette package sold in Canada:

- Cigarettes are highly addictive
- Children see, children do
- Cigarettes hurt babies
- Tobacco can make you impotent
- Don't poison us
- Tobacco smoke hurts babies
- Cigarettes cause strokes
- Cigarettes cause mouth diseases
- Each year, the equivalent of a small city dies from tobacco use
- Cigarettes leave you breathless
- Cigarettes are a heartbreaker
- Cigarettes cause lung cancer (1)
- Cigarettes cause lung cancer (2)
- Idle but deadly
- Where there's smoke there's hydrogen cyanide
- You're not the only one smoking this cigarette

The regulations also state that information about the amounts of toxic chemicals found in cigarette smoke must be listed on the package as well.

## Tobacco Regulations in Newfoundland & Labrador

As of 2003 smoking is banned in all enclosed public places including restaurant and bar patios. This means that it is illegal to smoke in every public place in NL including stores, schools, hospitals, restaurants and bars. People who work in places such as restaurants and bars where smoking had been permitted were at very high risk of developing diseases caused by smoking such as emphysema and lung cancer. The ban was passed to protect non smokers from the dangers of secondhand smoke.

The Nova Central School Board has passed regulations banning smoking on all school grounds, including doorways, playgrounds and parking lots.

## Marketing Tactics of Tobacco Companies

More than 45,000 smokers die each year in Canada, while thousands more find the strength to quit. In order to continue to get big profits tobacco companies must find new smokers to replace the people who die or quit. Tobacco companies spend millions of dollars every year trying to hook these “replacement smokers”. Tobacco companies know that 90% of smokers start before the age of 18. That is why their most important customers are youth. Tobacco companies market to youth because a person who begins smoking as a teenager will likely become a lifetime smoker, which means a lifetime of profits.

Tobacco companies use many methods to get customers to buy their products. Most times more emphasis is put on a lifestyle or image than on the product itself. Here are some of the tactics tobacco companies use:

- **The Cool Factor** - companies use celebrities and people with fun, exciting lives to convince consumers that if they don't smoke they're not cool. It is illegal to advertise tobacco in Canada however many actors are paid to smoke in movies.
- **Insecurities** - tobacco ads play on the insecurities many young women have about image by using words like “slim” and “slender” and having extremely thin models in their ads. The ads play on the insecurities of young men by using very masculine models who are participating in sports while surrounded by beautiful women.
- **Fitting In** - Tobacco ads try to make it seem as though everyone smokes and non smokers are outsiders.
- **Individuality** - Tobacco ads often show smoking as a form of independence and rebellion against authority figures.
- **Omission** - Tobacco companies do not explain the dangers of smoking.

Tobacco ads do not show people with cancer or lung disease.

- **Positive Lifestyles** - Tobacco ads show smokers who are outdoors participating in sporting activities and events. They portray smoking as a healthy lifestyle choice.
- **Retail Promotion** - Tobacco companies pay store owners to display tobacco products in areas that are attractive to young consumers such as near the candy displays at the checkout.



Ask students:

- What are some of the reasons young people start smoking?
- What do they get by smoking?

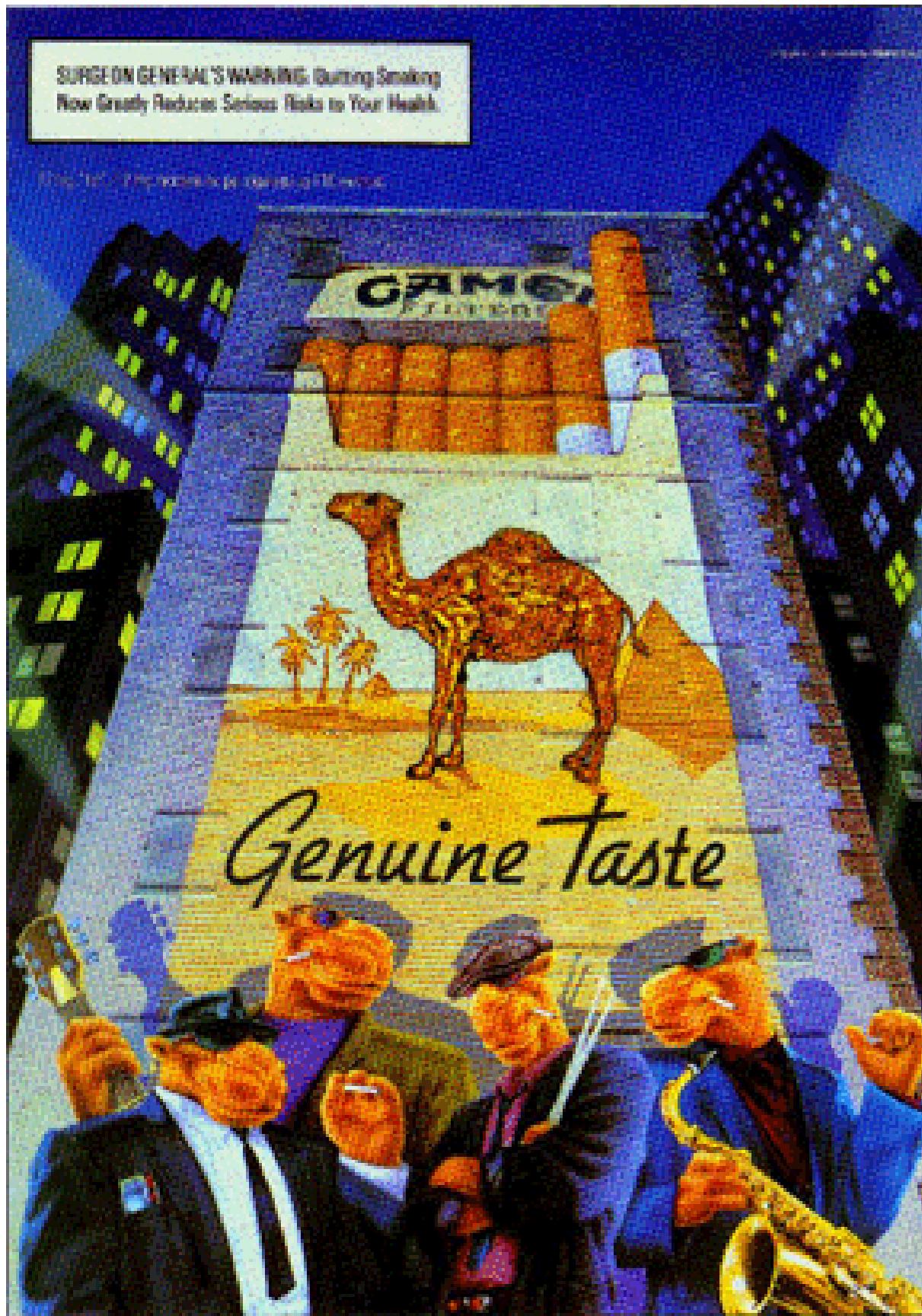
Show the sample cigarette ads and ask students:

- How would you describe the person or people in the ad?
- What is the ad saying?
- Who is the target audience?
- How do you feel about this ad?
- Does it give a true picture of what smoking can do?

Show the spoof ads and ask students:

- What is the message?
- Who is the target audience?
- Who may have made this ad?
- Does it work? If so, why?

CAMEL GENUINE TASTE AD



**YOUR BASIC 3-PIECE SUIT AD**

VIRGINIA SLIMS AD

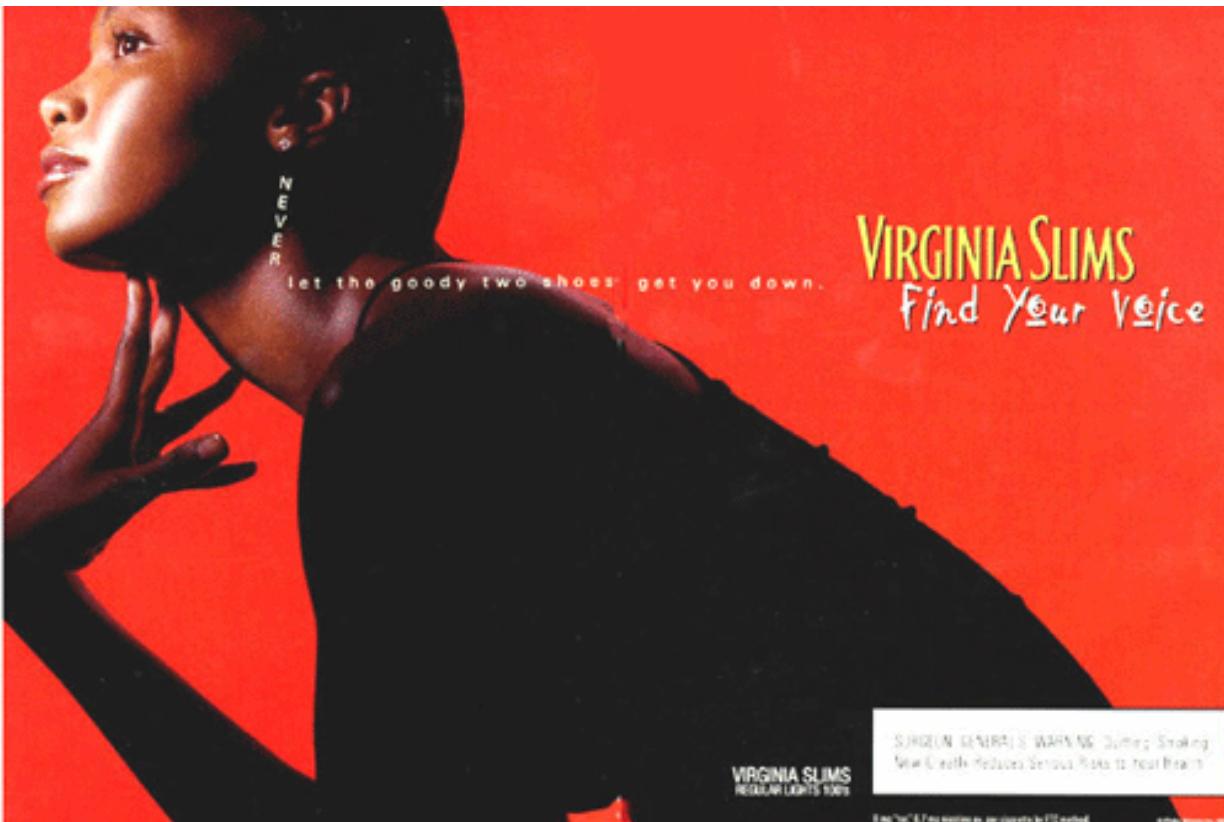


## YOUR BASIC 3-PIECE SUIT



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

© Philip Morris Inc. 1990  
Cigarettes: 11 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.



let the goody two shoes get you down.

VIRGINIA SLIMS  
Find Your Voice

VIRGINIA SLIMS  
REGULAR LIGHTS 100's

SCIENCE GENERAL'S WARNING: Smoking Now & Death Reduces Serious Risk to Your Health.

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

NEWPORT PLEASURE AD

**FIRE iT UP!**

**Newport**

**pleasure!**

**Surgeon General's Warning: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy**

LUCKY STRIKE AD



**PERFUME WON'T HIDE IT SPOOF AD**



**Perfume won't hide it.**

SMOKELINE 8000 84 84 84  HEALTH EDUCATION BOARD FOR SCOTLAND

THEY SLOW YOU DOWN SPOOF AD



**They slow you down.**

SMOKELINE 0800 24 24 24  HEALTH EDUCATION BOARD FOR SCOTLAND

**UTTER FOOL SPOOF AD**

UTTER  
5  
9  
L



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