

TOBACCO INDUSTRY MARKETING

- Magazines such as Vibe, XXL, and Honey have more tobacco advertisements than “mainstream” magazines such as Rolling Stone, Billboard, and People.
- The tobacco industry spend millions of dollars to study the hip-hop culture in order to create advertisements such as “The House of Menthol,” “BIG MENTHOL,” “The Perfect Mixx,” and “FLAVOR.”
- People between 15-24 years old remembering seeing more tobacco advertisements in a week than people under the age of 25.
- The tobacco industry has tried to increase its credibility among the Latino population by contributing to programs targeted at Latino’s primary and secondary education of children, including universities and colleges.
- The tobacco industry targets American Indian/Alaska Natives by funding cultural events such a powwows and rodeos to build its image and credibility in the community.
- Tobacco companies spend about \$60 million in advertising in the most popular youth magazines.
- About 80% of teen smokers prefer Marlboro, Camel and Newport – three heavily advertised brands.
- About half of all California stores that sell tobacco place the products three feet high or lower, at the eye level of kids – with a 25% of all retail stores displaying cigarettes right next to candy.
- About 94% of retail stores in California have tobacco advertising.
- Tobacco companies target young adults (18-24 year olds) and college students by sponsoring musical events at bars and nightclubs, advertising in college and free newspapers, and providing free samples of tobacco to young people.
- An internal document for a tobacco company stated, “The base of our business is the high-school student.”
- In the late 1990’s, R.J. Reynolds launched Project SCUM- subculture urban marketing- aimed at increasing smoking among gays and the homeless in San Francisco.

Sources: www.tobaccofreekids.org, www.dhs.ca.gov/tobacco, www.bigtabaccosucks.org