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TOBACCO MARKETING UPDATE

Reducing Youth Exposure to Tobacco Advertising and Promotion

Shoreview restricts the sale of flavored tobacco



The Shoreview City Council showed strong leadership in protecting the health and well-being of its residents on November 21st, 2016. The City Council voted unanimously to restrict the sale of flavored tobacco products to one adult-only tobacco store.

“Shoreview is showing leadership, as it has over the years,” Mayor Sandy Martin said in the meeting. “We are (making) a good leadership decision and hopefully many more communities will follow us.”

Shoreview joins Saint Paul and Minneapolis in restricting the sale of flavored tobacco products. Other places to restrict flavored tobacco sales include Minneapolis, Saint Paul, Santa Clara County, C.A., Providence, R.I., and New York City. In 2009, the Food and Drug Administration banned flavoring in cigarettes but didn't extend this to other tobacco products. Shoreview's action closes that loophole in an effort to protect its youth.

The tobacco industry has a long history of targeting young people with flavored tobacco. Katie Engman, Program Director for the Ramsey Tobacco Coalition, said she is excited to see Shoreview take action.

“Shoreview has proven itself to be a leader willing to stand up to the tobacco industry's blatant attempts at hooking kids with candy-flavored tobacco,” Engman said. “Shoreview has always shown strong leadership and was one of the first cities to ban the sale of tobacco by vending machines. The city continues to show a long-term commitment to creating a healthy community. Shoreview's leadership and vision make it a great place. We hope this encourages other communities to stand up to the tobacco industry and protect youth.” The new policy goes in to effect on February 1, 2017.

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TOBACCO MARKETING UPDATE



Products to watch:

Marlboro Black helps Altria gain market share

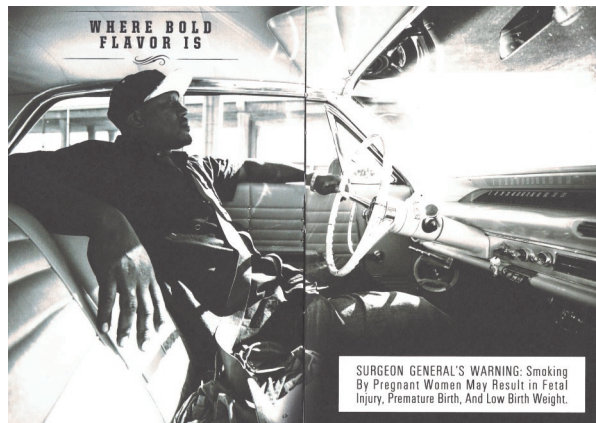


By **BETSY BROCK**

It has been five years since Altria released Marlboro Black—a cheaper offshoot of the number one U.S. cigarette brand. Marlboro Black is a “bolder” tasting cigarette that is targeted at millennials. The brand’s marketing efforts are designed to modernize Marlboro’s masculine image. The “Marlboro Man” cowboy hit the scene in the 1950s. The cowboy campaign, which is seen as one of the most brilliant marketing campaigns ever developed, helped Marlboro become the most popular cigarette brand in the U.S. However, in recent years, Marlboro’s market share was on the decline. This prompted Altria to explore ways to refresh the Marlboro image. The result is the Marlboro Black line. These cigarettes often retail for as much as \$1.50 less than a pack of traditional Marlboros. They are promoted using imagery of motorcycles, low-riders, and tattoos. Marlboro Black is promoted through the use of direct mail marketing (see image) and bar night promotions where tobacco industry representatives hand out coupons. These promotional efforts have paid off. In their first year on the market, Marlboro Black grabbed more than 1% of the U.S. cigarette market share

A direct mail marketing piece for Marlboro Black Slate. This mailing was sent in November 2016. It features images of low-rider cars (right) and four \$3 off coupons (above).

(which translates to about \$320 million in annual revenue per year). According to Bonnie Herzog, a tobacco industry analyst for Wells Fargo, Marlboro Black is “... making Marlboro relevant again.” Black helped Marlboro’s market share climb to the all-time high of 44.1%. Further, thanks to Black, Marlboro’s market share among 18-25 years olds climbed by 3% (from 43% to 46%) between 2011 and 2014. The Marlboro Black line continues to grow with the addition of new varieties. Currently, the Black line offers the following varieties: Black (non-menthol), Black Menthol, Midnight (menthol), Slate (bold, balanced menthol), and Edge (non-menthol).



Sources: Wall Street Journal, Convenience Store News & Petroleum

Al Capone Cigarillos market to Hip-Hop community

By **ESHA SETH**

Al Capone Cigarillos are a brand of cigars manufactured and distributed by the Intercontinental Cigar Corporation. Al Capone cigarillos are described as “hand-rolled in Honduras” and “dipped in cognac”. These cigarillos come in flavors that include rum, cognac, Jamaican Blaze and sweet slims. The company relies mostly on online marketing. For example, Al Capone Cigars are the primary sponsor of the Smack Ultimate Rap Battle League. Battle rap is a rugged form of the popular urban art form of rap. While popular rap has largely been criticized as being saturated with elements that are not pure to Hip-Hop culture, battle rap has remained a beacon of Hip-Hop culture among Hip-Hop purists. These battle raps are live events that are later available on YouTube. Al Capone has an advertising spot prior to each of these online videos and their merchandise is visible during the duration of the video. The image (right) is a still from a battle rap with one of the participants wearing Al Capone apparel.



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