

Lesson Two:

Marketing and Advertising: What You See is Not Always What You Get


In this lesson, students will use the basic information they learned in Lesson One to dive deeper into how the tobacco industry markets its products. Students will be able to identify the tactics tobacco companies use and will be able to discuss how advertising affects daily choices.



Learning Objectives

After Lesson Two, students will be able to:

- 1 Identify basic advertising and marketing principles;
- 2 Discuss how tobacco companies market to specific age, ethnic, gender and socioeconomic groups; and
- 3 Explain how tobacco companies use promotional campaigns and coupons to entice youth.

Materials Needed	<ul style="list-style-type: none"> • Computer with internet access or computer with USB drive that contains videos • Copies of Looking at Tobacco Advertising factsheet • Copies of advertisements
Overview of Lesson	<ul style="list-style-type: none"> • Warm-up and Introduction: 5 minutes • Video and Discussion: 20 minutes • Advertising Factsheet: 5 minutes • Local Tobacco Advertising: 10 minutes • Tobacco Advertising in Magazines: 20 minutes • Exit Ticket: 5 minutes <div style="text-align: right; border: 1px solid black; border-radius: 10px; padding: 5px; display: inline-block;">  TOTAL TIME: 65 minutes </div>
Before the Lesson	<ul style="list-style-type: none"> • Have Post-It notes or scrap paper ready for the students as they walk into class. • Double check the sound for the video. If streaming the video from YouTube, ensure you have a working internet connection. • Have the discussion questions posted on the board. • Either project the photos of tobacco advertisements from the computer or have one handout of the images for each table. • Have printed copies of the magazine advertisements ready to hand out.



Video and Discussion

TOTAL TIME: 20 minutes



- Choose one or both of the following videos to watch with students:

- o Teens React to Cigarette Commercials (9:23)

➔ <https://www.youtube.com/watch?v=6ZeiLwHKlds>

- o Through Our Eyes: NYC Youth on Tobacco Marketing (9:21)

➔ <https://www.youtube.com/watch?v=HeBcohAj9Qk>

- “One of the reasons people start smoking is because tobacco companies work hard to create advertisements to get people to think that smoking will make them popular, attractive or happy. We are going to watch a video about advertising and tobacco. As you are watching the video, I want you to think about things that surprise you and if you have ever seen these types of advertising in _____ (name of city) _____.
- Play the entire video.
- After the video is done, have students discuss with people at their table or in groups of four, the following questions. Have the questions on the board or projected on a PowerPoint slide. Give the students 5-7 minutes to discuss the questions. Circulate around the room to ensure that students are on-task.

1. What surprised you?

2. Have you seen examples of this in _____ (name of city) _____?

3. Why don't people try to stop this type of advertising?

4. What other things are advertised this way?



Tobacco Advertising Factsheet Activity

TOTAL TIME: 5 minutes



- Have a student pass out the “Looking at Tobacco Advertising” factsheet (pg. 37).
- Ask for student volunteers to read each bullet point.

Looking at Tobacco Advertising

Tobacco advertising has specific goals. As you look at tobacco advertisements, you might see pictures and words that:

- Make a person feel good about the fact that they smoke
- Minimize how smoking makes people sick and kills a lot of people
- Imply that smoking makes one glamorous, sexy, and desirable
- Remind people of good times with friends
- Pair smoking with financial success
- Emphasize smoking as part of having a fun and exciting life
- Make a person feel a part of something special
- Suggest that smoking and rebellion or being wild and free go together (question authority)
- Uniquely appeal to something important to a racial/ethnic group
- Suggest that people can use a tobacco product without ever having smoke in the room, thus dispelling the issue about secondhand smoke

Do you see any of these?





Local Tobacco Advertising

TOTAL TIME: 10 minutes



- Tell students to keep their factsheets close by as they will need them for the rest of the lesson.
- Show students the first collage of different tobacco advertisements.
- Have students come up to the front and point to different advertisements and explain what makes the advertising appealing to youth.
- If students are not able to come up with reasons why the advertisements are appealing, ask the following questions.

1. Are the products advertised inexpensive or expensive?
2. What other products (food, candy, pop) are near the tobacco advertisements?
3. Are any of these advertisements trying to be witty or funny?
4. What types of colors are used on the advertisements?

- Repeat the process with the other images.

NOTES

Outdoor Tobacco Advertising Found in the Twin Cities Metro Area







This bright and colorful poster was photographed at a local neighborhood corner store.



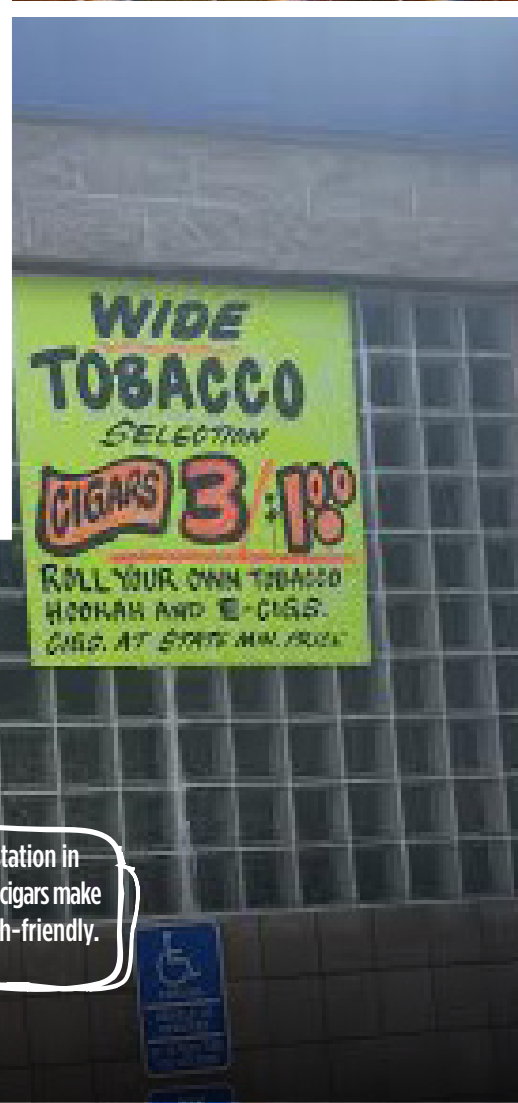
This advertising is placed prominently on the exterior of a store near advertising for other popular products.



This advertisement was placed on a sidewalk outside of a tobacco shop.



This e-cigarette advertisement was taken outside a local convenience store.



This was taken at a gas station in Minneapolis. Cheap prices on cigars make these products more youth-friendly.



Indoor Tobacco Advertising Found in the Twin Cities Metro Area

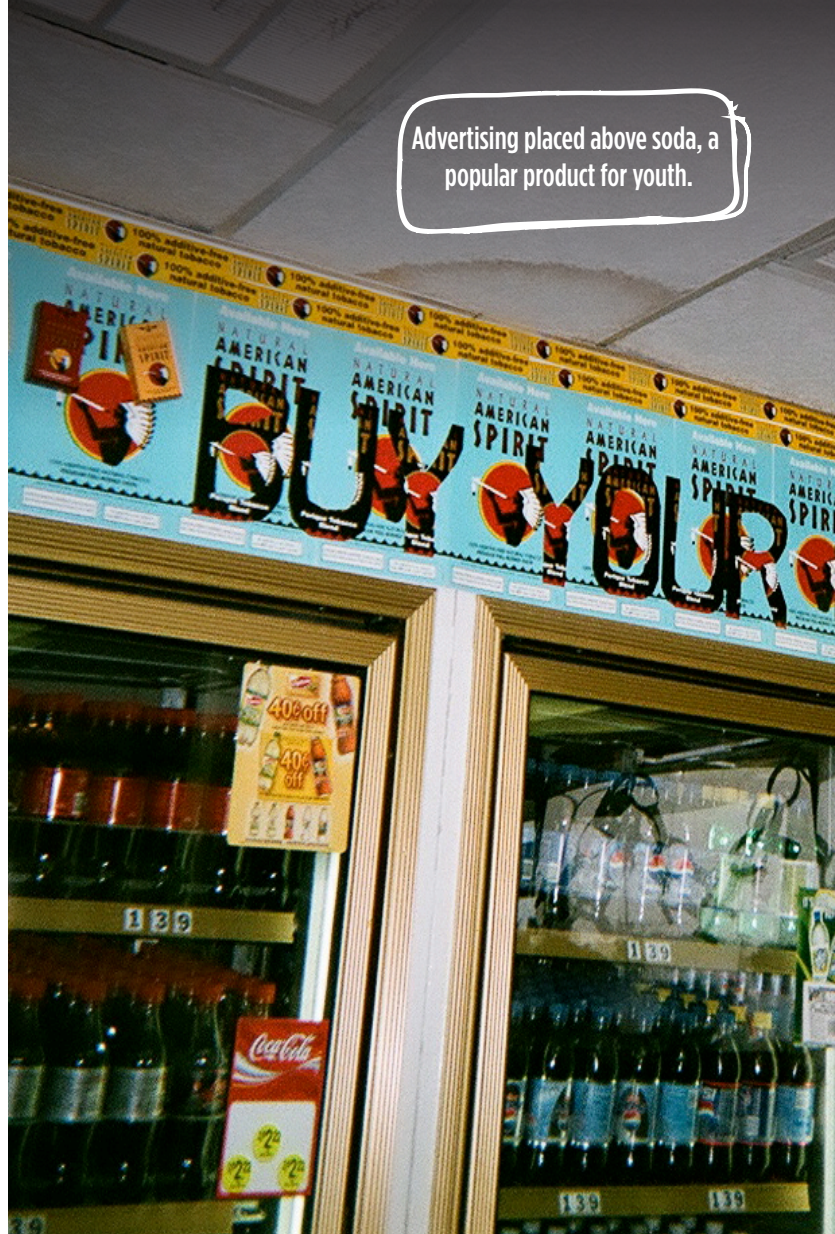




Advertising placed right next to register in visible location and next to candy. Also, provides points for purchase.



Advertising placed above soda, a popular product for youth.



Tobacco products placed in a visible counter-top location next to candy.



Advertising placed above ice cream, a popular product for youth.



Tobacco Advertising on Billboards







The 1998 Master Settlement Agreement prohibited direct or indirect marketing to youth and any use of cartoons in cigarette advertising. However, e-cigarette companies are not subject to the same restrictions. A cartoon version of Santa is used in this Florida billboard.

Vapor Shark E-Cigarettes Billboard,
Florida, 2013
[*www.trinketsandtrash.org](http://www.trinketsandtrash.org)



The 1998 Master Settlement Agreement restricts some outdoor forms of tobacco advertising, including billboards. E-cigarette companies are not subject to the same agreements and are using similar tactics the tobacco industry used to employ.

Smokeless Smoking Billboard,
Minneapolis, MN



Tobacco Advertising through the Mail





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

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

For more information about PM USA, its products or quitting smoking, visit www.philipmorrisusa.com.

THE
SAVINGS
you requested
ARE HERE!

For more fashion, great conversation
and monthly coupons, get clicking at
VIRGINIASLIMS.COM

Site limited to eligible smokers 21 years of age or older.

This is an example of tobacco product coupons mailed directly to consumers by the tobacco industry. In 2013, the tobacco industry spent \$8.2 billion, approximately 87% of their marketing budget, to reduce the price of cigarettes and smokeless tobacco to consumers.^{1,2}

© Philip Morris USA 2015 FS368D2

For more information about PM USA, its products or
quitting smoking, visit www.philipmorrisusa.com.

Thanks for choosing
**VIRGINIA
SLIMS**

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

© Philip Morris USA 2015 FS368D2

MANUFACTURER'S COUPON | EXPIRES 03/31/2016

\$1.50 OFF A PACK OF ANY STYLE VIRGINIA SLIMS CIGARETTES

Consumer: Limit one coupon per purchase of specified product. Limited to smokers of legal age to purchase. Valid in face-to-face transactions only. Not to be transferred, sold, or reproduced. Any other use constitutes fraud. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax. **Retailer:** PM USA will reimburse you the face value of this coupon plus postage and 8c handling provided you have complied with the terms of the PM USA Coupon Redemption Policy. Void when submitted by an unauthorized agent. PM USA reserves the right to request and verify retailer's purchases and sales of PM USA products. Void where prohibited by law. Cash value 1/20c. Redeem by mailing to: Philip Morris USA, CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

© Philip Morris USA 2015 FS368D2

MANUFACTURER'S COUPON | EXPIRES 03/31/2016

\$1.50 OFF A PACK OF ANY STYLE VIRGINIA SLIMS CIGARETTES

Consumer: Limit one coupon per purchase of specified product. Limited to smokers of legal age to purchase. Valid in face-to-face transactions only. Not to be transferred, sold, or reproduced. Any other use constitutes fraud. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax. **Retailer:** PM USA will reimburse you the face value of this coupon plus postage and 8c handling provided you have complied with the terms of the PM USA Coupon Redemption Policy. Void when submitted by an unauthorized agent. PM USA reserves the right to request and verify retailer's purchases and sales of PM USA products. Void where prohibited by law. Cash value 1/20c. Redeem by mailing to: Philip Morris USA, CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

© Philip Morris USA 2015 FS368D2

www.trinketsandtrash.org



Savings to suit your

STYLE



\$1.50 one dollar & fifty cents off one pack of any style
VIRGINIA SLIMS

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

\$1.50 one dollar & fifty cents off one pack of any style
VIRGINIA SLIMS

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

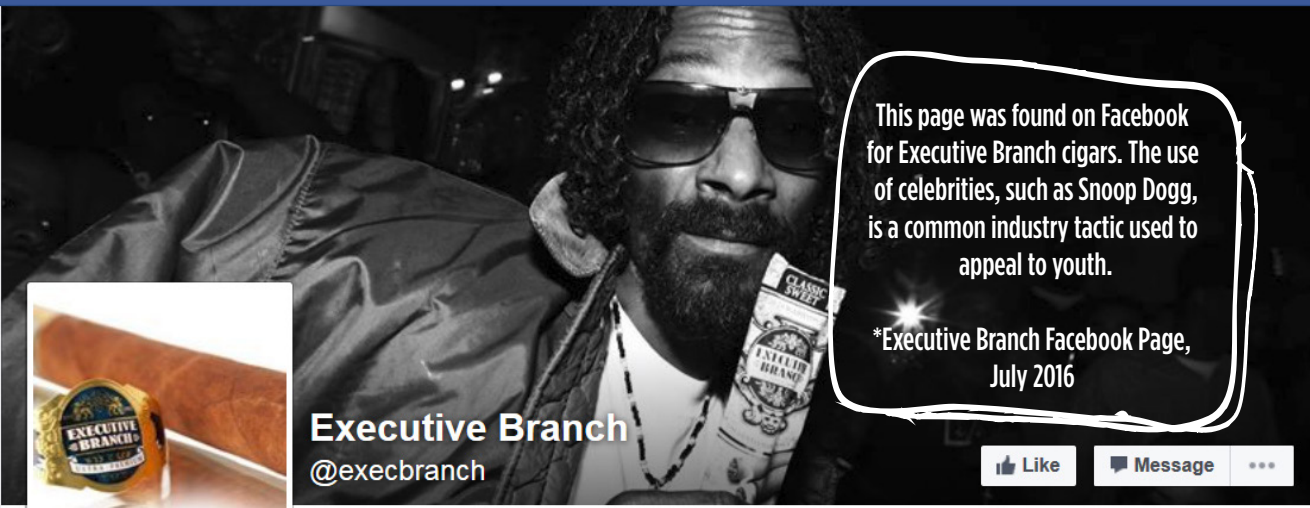


Tobacco Advertising Through Social Media





Create Page



Executive Branch
@execbranch

This page was found on Facebook for Executive Branch cigars. The use of celebrities, such as Snoop Dogg, is a common industry tactic used to appeal to youth.
*Executive Branch Facebook Page, July 2016

Like Message

Home About Photos Likes More

Company

Status Photo / Video

Search for posts on this Page

Write something on this Page...

35,159 people like this

Executive Branch



E-cigarette advertisements can also be found on TV and YouTube. TV advertising of tobacco products by the tobacco industry is restricted. The e-cigarette industry is not subject to these restrictions.
*blu YouTube Video, July 2016

"Pilot" - Just You & blu (TV Commercial)

blu

 Subscribe 5,661

43,934 views

Add to Share More

324 97





Tobacco Advertising in Magazines

TOTAL TIME: 20 minutes



- Introduce the activity by telling the students “Now it’s your turn to look closely at tobacco advertisements found in magazines. I will give each of you copies of magazine ads. You will work with a partner to answer the questions that are posted on the board. When you’re done answering the questions, you will share what you learned with the group.”

1. Who does this advertisement target? (i.e. age, gender, ethnicity)
2. Why is this company targeting this group?
3. How is this advertisement trying to attract this group?
(look at your factsheet for help)
4. Do you think this advertisement will be successful?

- Pair students off. Mix English language learners with native English language speakers and mix students with different genders and ethnicities. Many of these advertisements are designed to attract specific demographics, so diverse grouping will allow for a deeper conversation.
- Give each group of students 1-2 advertisements to work with.
- Give the students 5-7 minutes to prepare their presentation.
- Ask for volunteers to start presenting their information and have every group share. If possible, project the advertisement under a document camera. If that is not possible, have one of the student presenters show the class their advertisement so everyone can see it.
- After everyone has presented, ask students the following questions:

1. What were some tactics that showed up in different advertisements?
2. What were the differences between e-cigarette advertisements and cigarette advertisements?
3. Why might these advertisements be successful in convincing people to start smoking?

Smell as Good as You Look



No Smoke, No Smell.

apollo
Electronic Cigarettes

www.ApolloECigs.com/Star



#1

Star Magazine: October 2013³



new

© 2006 R.J. REYNOLDS TOBACCO CO.

CAMEL No. 9



light & luscious

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

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. Actual amount may vary depending on how you smoke. For T&N info, visit www.rjrt.com.

#2
Cosmopolitan: January, February 2007⁴



© 2013 Lorillard

FIVE *Lucky* WINNERS
\$50,000 EACH



GET SOME BLING!

**Newport
PLEASURE
PAYDAY**



Enter weekly for a
chance to win only at
Newport-pleasure.com

Restricted to Adult Smokers 21 or Older

Or call **1-877-745-6094**

(Limit of one phone entry per person.)



NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. Sweepstakes begins at 12:01 AM ET on 5/31/13 and ends at 11:59 PM ET on 5/31/13. Entries must be from U.S. residents who are at least 21 years of age at the time of registration. Newport Pleasure Payday is paid online at time of entry. Sweepstakes ends at 11:59 PM ET on 5/31/13. Age verification will be conducted by date of Sweepstakes ending. Void in CO, WA, NC, TX, or where prohibited. For Official Rules call 1-877-745-6094, go to www.newport-pleasure.com or visit us at Newport Pleasure Payday, P.O. Box 900 - 4, Great Falls, VA 22063-0900. To enter call 1-877-745-6094, go to www.newport-pleasure.com, or complete and mail an Official Entry Form. Sweepstakes and other certain specific website messaging rules and all applicable laws apply depending upon the selected website, phone, internet service, internet and wireless carrier. Help pages may apply. All you should contact our website provider for more information on this game and other charges that may apply to your use of the service. Grand Prize: valued at \$50,000 each, will be awarded. Odds of winning depend upon the number of entries received. SPONSOR: LORILLARD TOBACCO COMPANY, 714 GREEN HILLWAY ROAD, SPRINGFIELD, VA 22150.

Newport, Pleasure, Newport Pleasure, Newport Pleasure Payday, package design and other trade dress elements TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

VOID IN COLORADO, MASSACHUSETTS, MICHIGAN, TEXAS, AT RETAIL IN VIRGINIA, AND WHERE PROHIBITED.

SWEEPS ENDS 5/31/13

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

#3
Essence: March 2013⁵



©2011 R.J. REYNOLDS TOBACCO CO.

BREAK
FREE 



TAKE PRIDE IN YOUR FLAVOR

Enjoy smoke-free, spit-free, drama-free tobacco that's packed
in a pouch for great tasting, long-lasting anytime enjoyment.

Camel SNUS—the pleasure's all yours.

camelsnus.com*

*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS



**WARNING: Smokeless
tobacco is addictive.**

#4

Lavender (Minneapolis): October 6, 2011⁶



COHIBA

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

COHIBA.COM
© 2012 General Cigar Co., Inc.

#5
Esquire: August 2012; September 2012⁷



**WOMEN HAVE SPAS.
MEN HAVE
FIRING RANGES.**



Tellin' it like it is:

mygrizzly.com*

**WARNING: This product is not
a safe alternative to cigarettes.**

*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.
© 2012 American Snuff Company, LLC

MOIST SNUFF

#6

Field & Stream: July 2012⁸



miVape

by vaporfection

CLEARLY AHEAD OF THE PACK



ARE YOU READY FOR
THE ULTIMATE EXPERIENCE?



WWW.VAPORNATION.COM
YOUR ONLINE VAPORIZER SUPERSTORE

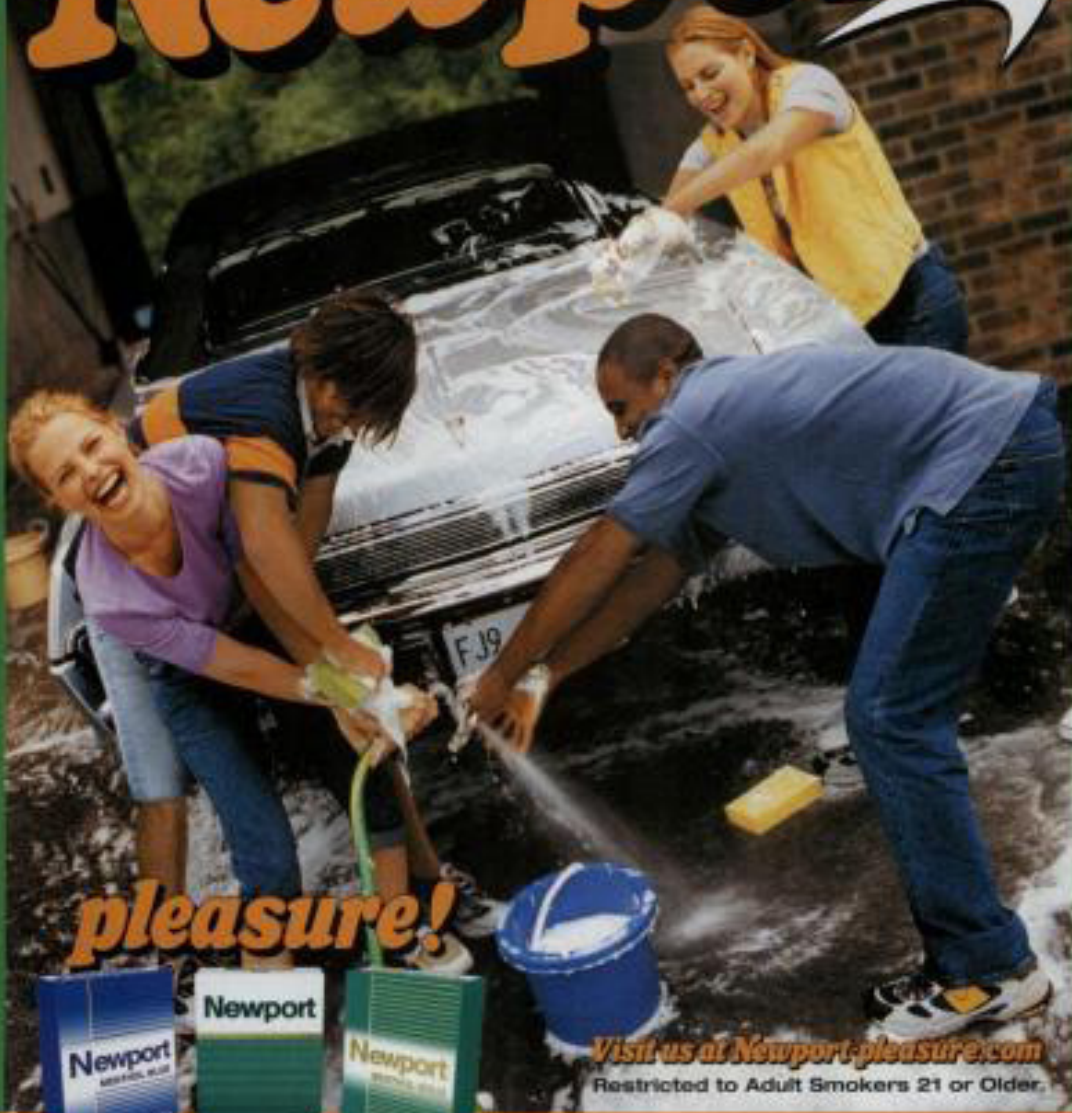
#7

Rolling Stone: July 2, 2015⁹



© 2013 Lorillard

Newport



pleasure!



Visit us at Newport-pleasure.com
 Restricted to Adult Smokers 21 or Older.

These cigarettes do not present a reduced risk of harm compared to other cigarettes.



Scan to visit the World
 of Newport Pleasure!®

Newport, Pleasure, Newport Pleasure, The World of Newport Pleasure, Mild and Light, Identified by a, signature design, package design, and other trade dress elements TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

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

#8
 People: April 2013; December 2013¹⁰



~~Filthy.~~ ~~Stinking.~~ Rich.



blu ELECTRONIC CIGARETTE

With no ash, no odor, and an unmistakably rich taste, blu is everything you enjoy about smoking without the things you hate. You control when and where you want to smoke. Take back your freedom with blu.

New blu Smart Pack

blucigs.com

18+ only. | CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

#9
Rolling Stone: May 2012¹¹



CIGARETTES



TOBACCO AND WATER
100% ADDITIVE-FREE
NATURAL TOBACCO



No additives in our tobacco
does **NOT** mean a safer cigarette.

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



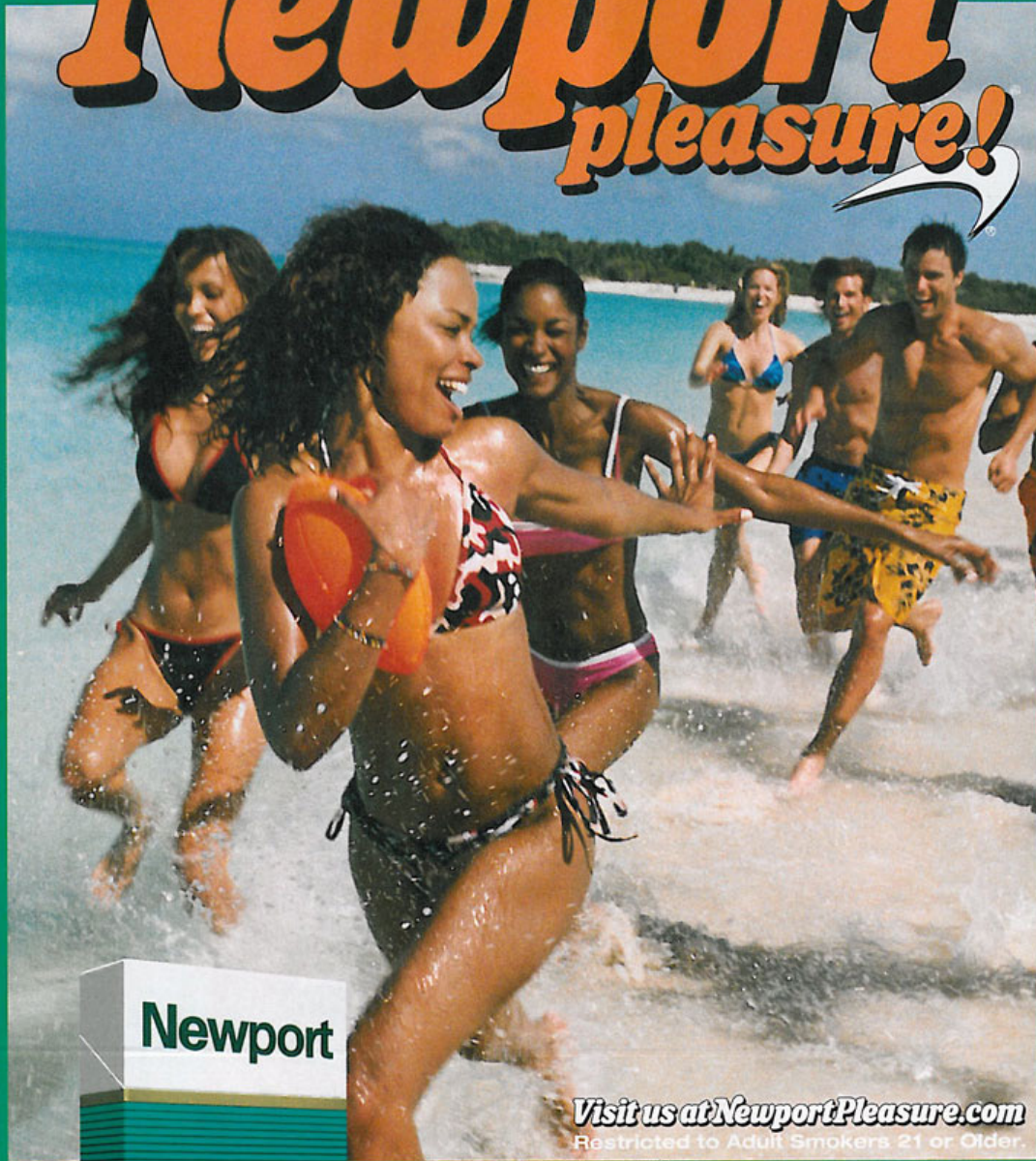
TRY 2 PACKS FOR \$2.
TryAmericanSpirit.com
1-800-435-5515

Offer for two "1 for \$1" Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 150g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer void in MA and where prohibited. Other restrictions may apply. Offer expires 12/31/13. Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Co. © SFNTC 2 2013

#10
Maxim: April 2013¹²



Newport pleasure!



Visit us at NewportPleasure.com

Restricted to Adult Smokers 21 or Older.

Newport® (logo), pleasure® (logo), Newport pleasure® (logo), spinnaker design and package design are trademarks of Lorillard Licensing Company LLC. © 2016 RJRTC

CIGARETTES

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

#11
Sports Illustrated: February 23, 2016 ¹³



pleasure!
Rich & Refreshing. The Perfect Menthol!

Newport

Visit us at Newport-pleasure.com
 Restricted to Adult Smokers 21 or Older.

Newport® (logo), pleasure!® (logo), Newport pleasure®,
 spinnaker design and package design are trademarks of
 Lorillard Licensing Company LLC. © 2015 RJRTC

CIGARETTES

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

#12
 Essence: October 2015 ¹⁴



SKOAL
A PINCH BETTER
SINCE 1984

GRAB A COUPON AND THEN SOME AT SKOAL.COM*

WARNING: Smokeless tobacco is addictive.

*Site and offer limited to eligible tobacco consumers 21+
© U.S. Smokeless Tobacco Co. 2015 F5502 03

SMOKELESS TOBACCO

#13
Car and Driver: July 2015¹⁵



blu PLUS+ WORKS for me

"blu PLUS+ has
made AN impact
ON my life."
-Kim



"See My Story" at:
www.blucigs.com/plusworks

- + Real Draw
- + Maximum Hit
- + Big Flavors

NOT FOR SALE TO MINORS. ©2016 blu eCigs. WARNING: This product contains nicotine derived from tobacco. Nicotine is an addictive chemical.

#14
Entertainment Weekly: February 19/26, 2016¹⁶



SETTLE FOR NOTHING LESS

HAND ROLLED • NATURAL LEAF CIGARILLOS

The advertisement features a man in a light-colored suit and dark tie, looking directly at the camera with a serious expression. He is holding a pack of King Edward Vanil cigars. To his right is another pack of King Edward VII cigars. Both packs are labeled 'BUY 2 GET 3' and 'HAND ROLLED NATURAL LEAF WRAP RESEALABLE FOIL POUCH'. The background is dark with a subtle pattern.

BUY 2 GET 3
HAND ROLLED
NATURAL LEAF WRAP
RESEALABLE FOIL POUCH

King EDWARD
VANIL
3 FINEST Q CIGAR

BUY 2 GET 3
HAND ROLLED
NATURAL LEAF WRAP
RESEALABLE FOIL POUCH

King EDWARD VII
3 FINEST QUALITY CIGARILLOS

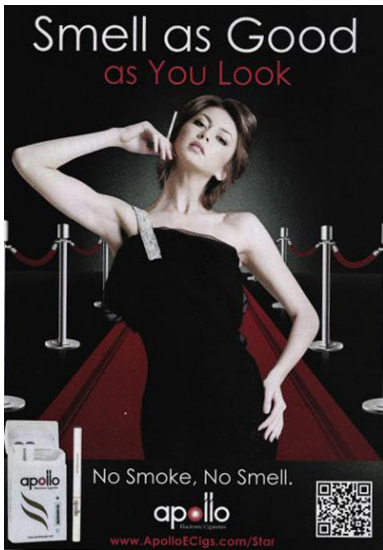
SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.

WWW.THEKINGCIGAR.COM

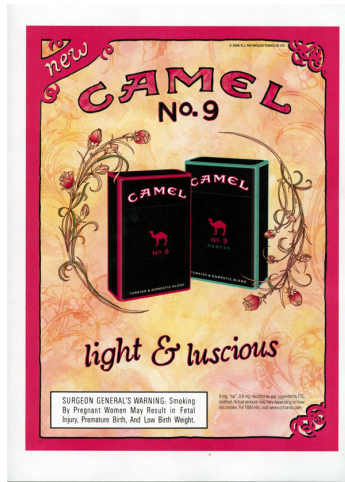
#15

Philadelphia Weekly: October 8, 2014 ¹⁷





#1



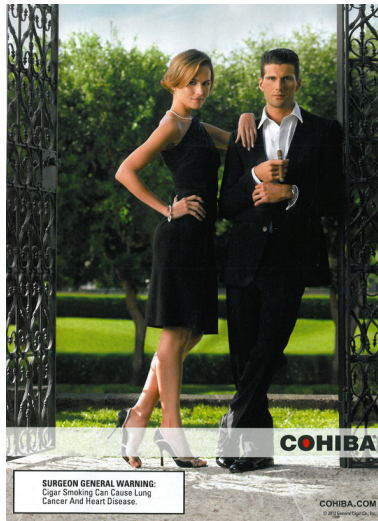
#2



#3



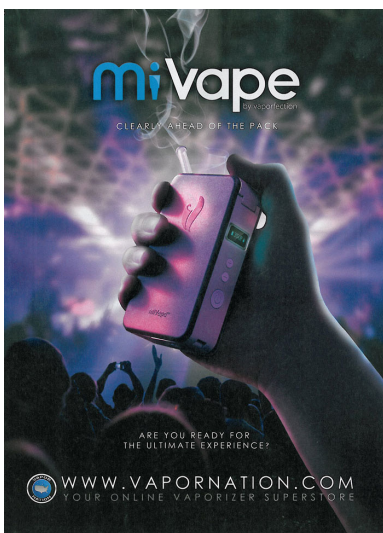
#4



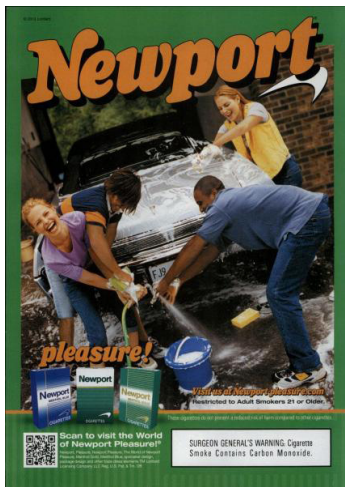
#5



#6



#7



#8



#9

CIGARETTES

TOBACCO AND WATER
100% ADDITIVE-FREE
NATURAL TOBACCO

AMERICAN SPIRIT

No additives in our tobacco does **NOT** mean a safer cigarette.

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

TRY 2 PACKS FOR \$2.
TryAmericanSpirit.com
1-800-435-5515

#10

Newport
pleasure!

Visit us at NewportPleasure.com

NEWPORT CIGARETTES

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

#11

pleasure!

Rich & Refreshing. The Perfect Menthol!

Visit us at NewportPleasure.com

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

#12

SKOAL
A PINCH BETTER

SINCE 1900

GRAB A COUPON AND THEN SOME AT SKOAL.COM

WARNING: Smokeless tobacco is addictive.

#13

blu PLUS+
works for me

"blu PLUS+ has made an impact on my life."
-Kim

See My Story at: www.blucigs.com/plusworks

- Real Draw
- Maximum Hit
- Big Flavors

NOT FOR SALE TO MINORS. ©2016 blu eCigs. WARNING: This product contains nicotine derived from tobacco. Nicotine is a addictive chemical.

#14

SETTLE FOR NOTHING LESS
HAND ROLLED • NATURAL LEAF CIGARILLOS

BUY 2 GET 3

King EDWARD

VANIL
FINEST 3 CIGAR

BUY 2 GET 3

King EDWARD

FINEST 3 CIGARILLOS

#15

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