



Es un hobby  
o una técnica  
de seducción.

# HOW DO YOU SELL DEATH!



**MARLBORO  
ADVENTURE  
TEAM**

1 gran pared de hielo.  
10 compañeros para ayudarte a subirla.





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# HOW DO YOU SELL DEATH...

## introduction

Millions of the tobacco industry's customers die from tobacco-related disease or quit, and the industry must replace them in order to survive.

Every year, the tobacco industry spends billions of dollars around the globe on advertising, promotion and sponsorship.

The tobacco industry's manipulative marketing tactics increase consumption of its products, leading to an increase in death and disease across the world. Tobacco is responsible for 5 million deaths every year.<sup>1</sup> If current trends continue unchecked, it is estimated that 500 million people alive today will be killed by tobacco.<sup>2</sup>

### Who does the tobacco industry target?

Millions of the tobacco industry's customers die from tobacco-related disease or quit each year, and the industry must replace them in order to survive.

Industry documents reveal that the companies carefully study the habits, tastes, and desires of their potential customers and use that research to develop products and marketing campaigns.<sup>3</sup> The industry is very effective

in enticing new consumers, including youth and women, to start using tobacco, since they are the "replacement smokers" so important to the industry's success.

The tobacco industry is now a truly global industry, investing huge sums of money in low- and middle-income countries to increase the social acceptability of tobacco and tobacco companies among both adults and young people.

**4000 PREMIOS**

wireless kit x 30 cupones

USB memory x 20 cupones

CONNECTRICITY & TV COLLECTION

microphone x 3 cupones

mouse óptico x 5 cupones

webcam x 10 cupones

1 webcam x 10 cupones

**Juntá los cupones**

Además, en cada uno podés ganarte una **PalmOne Zire 72.**  
Centros de canje sólo en locales **MUSIMUNDO** adheridos a partir del 10 de abril.

Activación en Argentina para funcionar después de 15 días desde el 10/04/07 a 05/07/07. Límite aplica sobre el microvisor 300, mouse óptico 100, webcam 100, teclado 100, teclado 100, teclado 100, teclado 100, teclado 100. Sin límite de 100. Por favor, leer el reglamento de la promoción en el sitio www.4000premios.com.ar. Para mayor información llamar al 2424-444-4388 o consultar en los centros de canje Musimundo adheridos y en el sitio La Nación del 7/04.

**What can we do?  
How can we take action?**

The best strategy to combat the tobacco industry’s marketing tactics is to adopt **comprehensive bans on advertising, promotion and sponsorship.** Well-drafted and well-enforced bans reduce tobacco use and help prevent disease and death among people of all income and educational levels.<sup>4</sup> To be effective, bans must be comprehensive — partial bans have been shown to have little or no effect.<sup>5,6</sup>

The Framework Convention on Tobacco Control — the world’s first global public health treaty — recognizes “that a comprehensive ban on advertising, promotion and sponsorship would reduce the consumption of tobacco products”<sup>7</sup> and requires that Parties to the Convention undertake comprehensive bans on **all** tobacco advertising, promotion and sponsorship. Any Parties that are precluded from undertaking comprehensive bans by their constitutions or

constitutional principles are required to apply restrictions on **all** tobacco advertising, promotion and sponsorship that are as comprehensive as possible in light of these constitutional constraints.



# TOBACCO INDUSTRY TACTICS

**Tactics range from the placement of traditional paid radio or magazine advertisements to sophisticated new uses of the internet, mobile phones, and other media.**

The tobacco industry is constantly changing its marketing tactics to attract new customers and keep tobacco users loyal to particular brands. Current tactics range from the placement of traditional paid radio or magazine advertisements to sophisticated new uses of the internet, mobile phones, and other media.

The following pages display major types of marketing tactics employed by the tobacco industry. While these are the most prevalent forms of advertising, promotion, and sponsorship to date, their use can vary by market. The tobacco industry has always developed new marketing strategies when its efforts have been restricted by partial APS bans which restrict only a limited set of APS tactics, and it will continue to do so until truly comprehensive bans are introduced and enforced.

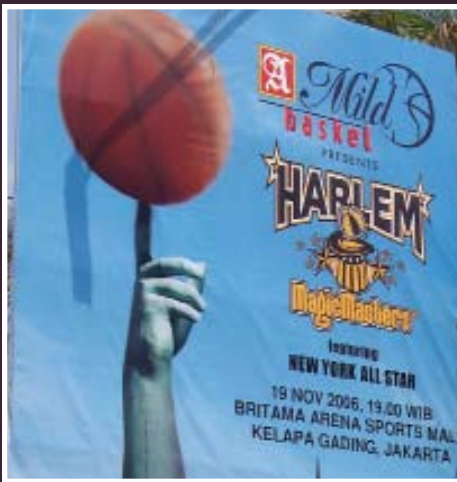
## **Tobacco Advertising, Promotion and Sponsorship (APS)**

### **Tobacco advertising and promotion**

Any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly.<sup>8</sup>

### **Tobacco sponsorship**

Any form of contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly.<sup>9</sup>



BASKETBALL SPONSORSHIP, INDONESIA



SPORTS SPONSORSHIP, MALAYSIA



DJARUM BADMINTON OPEN, INDONESIA



WINFIELD CUP, PAPUA NEW GUINEA



MOTORCROSS SPONSORSHIP, ARGENTINA

# SPORTS SPONSORSHIPS

Tobacco companies spend hundreds of millions of dollars sponsoring sports events, teams, and sportspeople. Many sporting events sponsored by tobacco companies are broadcast internationally and featured in leading newspapers and magazines around the world. Sports sponsorship increases the overall social acceptability of tobacco use and creates false perceptions about the relationship between athletic excellence and tobacco use.<sup>10,11</sup>

- Transnational tobacco companies have circumvented a ban on paid television advertising in China by sponsoring sports events and individual athletes. Forms of sponsorship have included featuring Marlboro logos on Formula 1 racecars and sponsoring professional basketball teams and a Chinese Olympic gold medalist.<sup>12</sup>

- In Nepal in January 2007, John Players and Shikhar Filter Kings, both brands belonging to the India Tobacco Company (ITC) and BAT-affiliated Surya Tobacco Company, announced a major sponsorship deal with The Cricket Association of Nepal. In a US \$272,000 deal, the tobacco companies and Standard Chartered Bank agreed to sponsor the Nepal cricket team for five years.<sup>13</sup>



MARLBORO GIRLS



CONCERT PROMOTION, INDONESIA



SURYA NEW YEAR'S PARTY, NEPAL



WINSTON IN CONCERT, PHILLIPINES



SAMPOERNA CONCERT BUS, MALAYSIA



MUSIC CONCERT, INDONESIA

# MUSIC and other CULTURAL EVENTS

**“The Philip Morris Group of Companies ASEAN Art Awards – an art competition involving seven ASEAN markets that provides Corporate Affairs and management with direct access to senior government officials in each country and gives us strong relationships at the ASEAN Secretariat.”**

**Philip Morris document**

Tobacco companies pay internationally known musicians popular with young people to perform in target markets, making an important connection between musical icons and the companies' brands. The tobacco industry is also a major funder of cultural events and classical performance groups around the world, with its logos prominently featured among benefactors of performance venues and concert series.

• In 2006, for the fifth year running, Camel Genuine Sound sponsored the internationally renowned Creamfields dance music festival in Buenos Aires, Argentina. The festival is incredibly popular; over 60,000 attended in 2006. Tickets and entrances were branded with Camel's logo and a luminous Camel mobile hung over Camel's VIP area.<sup>14</sup>

• In the UK, BAT has commissioned artists, designers and advertising agencies to raise the profile of Lucky Strike and Pall Mall through artwork that enhances brand awareness; creating an ambiance through installations, colors and shapes. The resulting artworks have been deployed by BAT around the world.<sup>15</sup>

• In Asia, Philip Morris sponsors an annual event where artists throughout Southeast Asia submit their works and compete for a grand prize of \$15,000 and five additional prizes of \$5,000 each. In 2004, the Global Partnerships for Tobacco Control reported that more than 18,000 works of art have been submitted to the competition since it started, and over 150,000 people have attended the awards.<sup>16</sup>

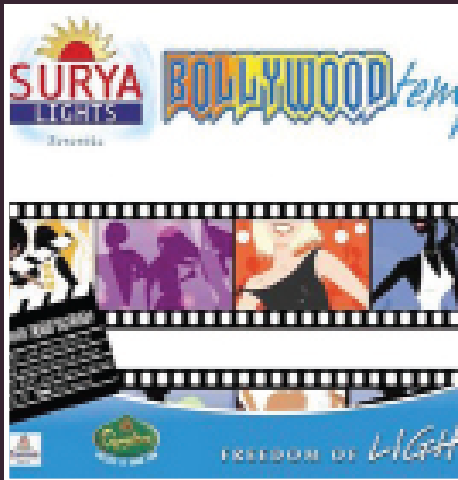




NIGHTCLUB OFFERINGS, BRAZIL



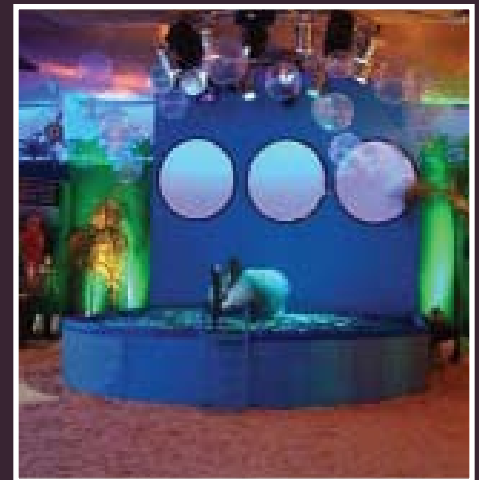
PALL MALL PARTY, NIGERIA



BOLLYWOOD TEMPTATIONS AD, NEPAL



PALL MALL TALENT SHOW, SENEGAL



HOLLYWOOD CARIBBEAN BLEND PARTY, BRAZIL

## POPCULTURE & EXCLUSIVE EVENTS

The tobacco industry hosts events and uses glamorous young people as “brand ambassadors” to sell and promote their products. This tactic equates tobacco products with sexiness, glamour and sophistication, which resonates well with potential new consumers on the lookout for the next big trend.

- In 2006 in the UK, the Philippines, Nigeria, and Argentina, BAT cigarettes were promoted by celebrities such as British based artists Julian Opie, Peter Blake, Paul Veroude and El Ultimo Grito; the Filipino DJ, Kaskade, and the Nigerian DJ Olisa Adibua.<sup>17</sup>

- In the UK, bars frequented by celebrities exclusively sell Lucky Strike and other BAT cigarettes. By using buzz-marketing techniques BAT has attempted to create an association between trendsetters and its brands so more people take up smoking Lucky Strike, Pall Mall, and other BAT brands.<sup>18,19</sup>

- Throughout 2006, BAT ran a series of marketing events in the Philippines called “Dunhill Dimensions”, “Dunhill Perfectionists” and “Dunhill Senses” parties. These parties included music performances, fashion shows, and cigarette giveaways.<sup>20,21,22</sup>





PHILLIP MORRIS DISCO VIDEO, ARGENTINA



SEXY SMOKING GIRLS VIDEO, YOUTUBE



MARLBORO WEBSITE



RED LIST ONLINE TICKET SALES



CAMEL WEBSITE

# TECHNOLOGY

**Anyone, including children, can input their information into online tobacco websites and become a recipient of regular emails and offers from the tobacco industry.**

As restrictions on more traditional forms of advertising and promotion increase, the tobacco industry looks to find new ways to market its products, including the internet and cell phones.

The internet is also a useful mechanism for gathering information about potential consumers. Tobacco companies have created online websites dedicated to particular brands, offering gifts or access to fashionable parties for those who sign up to receive more information. Anyone, including children, can input their information into the database and become a recipient of regular emails and offers from the tobacco industry.

In some countries, where SMS or text messaging is very popular, the tobacco industry has used this as a means of transmitting its messages and advertisements that feature famous local celebrities or culturally popular themes.

☛ Tobacco manufacturers in the U.S. reported a 285 percent increase in spending for advertising on company Web sites from 2002 (\$940,000) to 2005 (\$2,675,000).<sup>23</sup>

☛ In the Philippines, the UK, and Argentina, BAT products have benefited from marketing on the Internet through online promotions of Lucky Strike, Camel and Dunhill parties and events. BAT-organized events have been advertised on BAT's own websites as well as independent chat rooms and forums around the world. These may have helped give Lucky Strikes cult status on websites such as MySpace, Flickr and YouTube.<sup>24</sup>



FLAVORED CANDY TOBACCO, USA



TOY RACECAR WITH LOGO, MARLBORO



A MILD BASKETBALL HOOP, INDONESIA



SHAG CIGARETTES AD, SOUTH AFRICA



VIRGINIA SLIMS AD, ARGENTINA



PINK CAMEL NO. 9 PACKAGE, USA

## TARGETING WOMEN AND CHILDREN

While tobacco companies maintain that they do not target specific groups, they have long understood the importance of children and women in the overall market for tobacco products.

Tobacco companies have developed some of the most aggressive and sophisticated marketing campaigns in history for reaching and influencing women and girls, portraying tobacco use as a means of empowerment, independence, and sex appeal.

The tobacco industry has also long employed strategies targeting children, from developing special packaging or candy-flavored cigarettes, to creating contests to win free electronics. The industry has used the internet and youth-oriented social networking sites like Facebook and MySpace to advertise sponsored events or promotions.

- Brown & Williamson has promoted its Kool cigarettes with hip-hop music themes and images that have particular appeal to African-American youth.<sup>25</sup>

- The tobacco industry targets women by using seductive images of vitality, slimness, emancipation, sophistication and sexual allure. They also create feminized brands for women; examples include 'Glamour' and 'Vogue' and cigarettes which are extra-slim, light colored or menthol.<sup>26,27,28</sup>

- A free promotional magazine mailed to smokers in 2003 featured an array of Virginia Slims advertisements and related lifestyle stories. Each issue of this magazine, All Woman, carried articles tailored for each decade of life between ages 20 and 60, as well as fashion images for women from slight to full body sizes.<sup>29</sup>





TEXT MESSAGE LINGO LM ADS, ARGENTINA



MOVING CAMEL AD, UKRAINE



CIGARETTE VENDING MACHINE, JAPAN



HOSPITAL, ARGENTINA



BILLBOARD, INDIA

## SELLING DEATH IN THE NEIGHBORHOOD

Advertising and promotion in and around local neighborhoods is a common industry tactic. Tobacco companies have painted colors and patterns from their products onto the sides of buildings to foster instant recognition of tobacco brands. Tobacco companies have also created moving advertisements painted on cars and sponsored shop signs.

Tobacco companies will frequently use billboards to promote their products; they are ubiquitous in many countries and dominate the landscape. Billboards can

feature messages around key elements of life in the local target market and will sometimes be the only ad in a particular area.

- Anticipating the banning of the display of brand logos and names on advertisements in Southeast Asia, the industry has paired the tobacco company name and logo along with specific colors and patterns. When logos are finally banned in certain countries, consumers will still be able to recognize particular brands when they see certain color combinations and patterns.<sup>30</sup>

- In Sudan, BAT advertised Benson & Hedges cigarettes using the leaf, sun, and & icons. This advertising is common in takeaway restaurants and cafes popular with young people.<sup>31</sup>

- Advertisements also appeared in the Argentinean version of the international youth magazine, Rolling Stone.<sup>32</sup>



WALKING CIGARETTE BOX, MOLDOVA



KIOSK, BANGLADESH



CARLTON DISPLAY, BRAZIL



POINT-OF-SALE AD, CHINA



MARLBORO KIOSK, ARGENTINA



PONIT-OF-SALE DISPLAY, CHINA



CIGARETTES AND CANDY, NEW ZEALAND

# POINT-OF-SALE

Tobacco companies have paid retailers of their products to place cigarette and smokeless tobacco ads and functional items (such as counter mats and change cups) inside, outside, and on the property of convenience stores, drug stores, gas stations, and other retail sales outlets. The companies supply vendors with promotional materials, including posters and display cases to turn the stores into giant cigarette advertisements.

The display of products at the point of sale is itself a powerful marketing tactic.

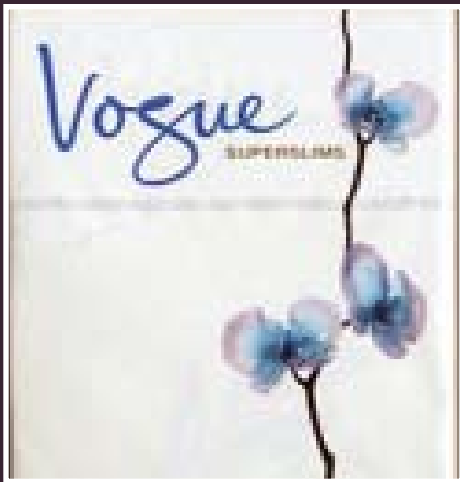
Tobacco products often occupy large and prominent display space in stores and are strategically designed to encourage impulse purchasing and promote certain brands while making health warnings less visible.<sup>33</sup>

Often located alongside everyday items such as candies, soft drinks and magazines, displays of tobacco products reinforce

the idea that tobacco products are a normal, benign product. To further increase sales, tobacco companies have spent considerable sums of money on price discounts.<sup>34</sup> These price discounts are advertised prominently near display cases and are another means of luring consumers into impulse purchases.



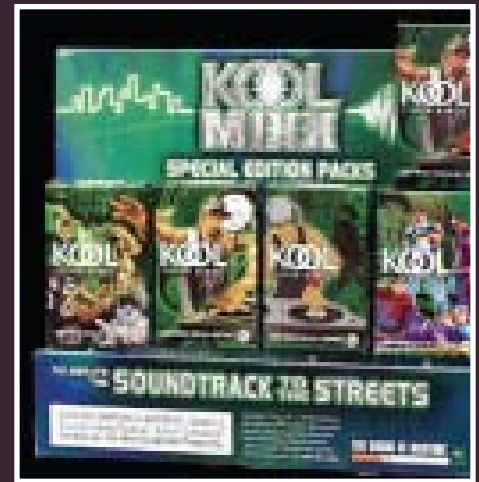
CHILD STREET VENDOR, CAMEROON



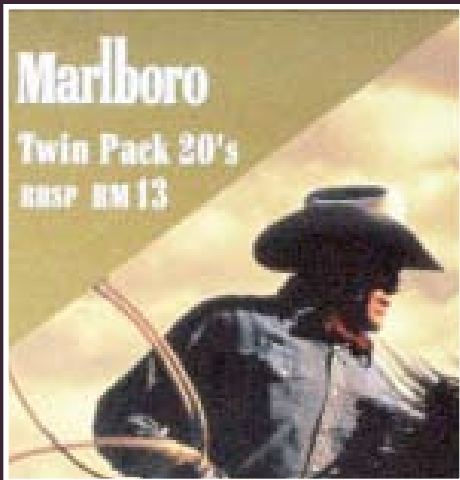
VOGUE SUPERSLIMS, FRANCE



NEW SUPER SLIMS AD, ISRAEL



KOOL SPECIAL EDITION PACKS, USA



MARLBORO MAN, MALAYSIA

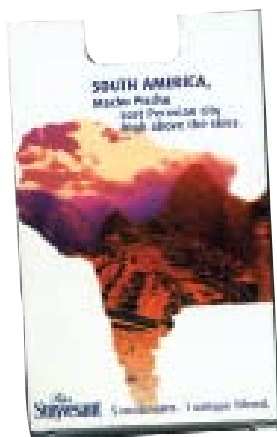


L&M FLAVORED CIGARETTES, MALAYSIA



PALL MALL ADVENTURE PACKS, MALAYSIA

## CIGARETTE PACKAGING AS ADVERTISING



Cigarette packages have always been an important part of the tobacco industry's marketing strategy, since they are literally the "face" of the product they are promoting.<sup>35</sup> Unlike many other products, cigarette packages are viewed constantly, each time a smoker lights up. Package design is used to reinforce brand imagery, to minimize perceptions of risk, and to contribute to the smoker's identity.

Along with the use of color, font, pictures, and unique pack shapes, advances in printing technology have enabled printing of on-pack imagery on the inner frame card, outer film and tear tape, and the incorporation of holograms, collectable art, metallic finishes, multi-fold stickers photographs and images in pack design.<sup>36</sup> Tobacco companies also use special editions in conjunction with festival events, expanded size packs, as well as packs with promotional items.<sup>37</sup>

- In Hong Kong, Philip Morris introduced an outer cover for Marlboro cigarette packs, featuring a series of images of the Marlboro cowboy. Besides presenting powerful visuals of the "Marlboro Man," the cover also seems designed to obscure the health warning on the underlying pack.<sup>38</sup>

- In 2004, Brown & Williamson launched a hip-hop music themed "Kool Mixx" campaign for Kool cigarettes. The campaign included a series of limited-edition cigarette packs featuring artists' renditions of the elements of hip-hop culture.<sup>39</sup>

- In 2007 BAT launched a Kent cigarette pack that opens like a book. When consumers called the phone number inside they were invited to a series of "secret" parties at summer hot spots in Chile.<sup>40</sup>



MARLBORO KEY CHAIN, MALAYSIA



CAMEL CLOTHING STORE, JAPAN



MARLBORO JACKET, CHINA



SAMPOERNA TISSUE BOX, MALAYSIA



MARLBORO CELLPHONE COVERS, MALAYSIA



BENSON & HEDGES GEAR

# BRAND STRETCHING

The tobacco industry uses its brand names, logos, or visual brand identities on non-tobacco products — including clothing and accessories — to attract new consumers. This strategy turns customers into walking billboards promoting tobacco products.

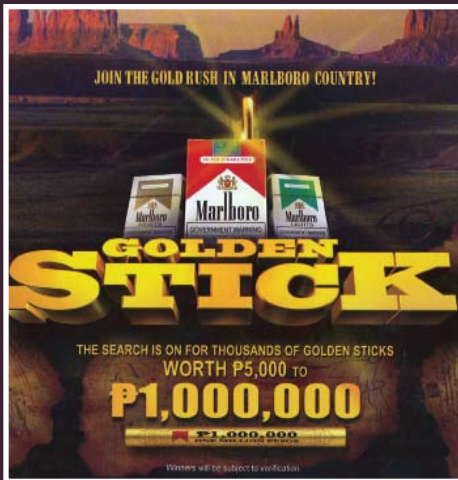
• In India, BAT affiliate the India Tobacco Company (ITC) used the Wills and John Player tobacco brand names on fashion labels. Both brands associate themselves with sport, youth, and glamour.<sup>41</sup>

• In 2005, mini-motorcycles (also known as pocket bikes or mini-bikes) with Camel and Lucky Strike branding were sold in New Zealand. The bikes appeared to target 12-13 year-old boys, and were manufactured in China.<sup>42</sup>

• In Hong Kong, Philip Morris has distributed backpacks, lighters, and other Marlboro-branded merchandise in exchange for empty cigarette packs.<sup>43</sup>



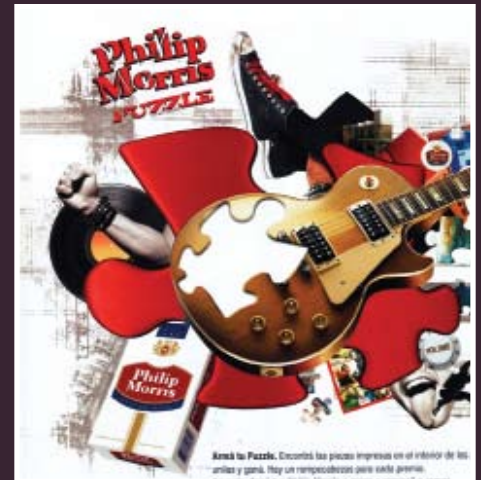
DUNHILL COLOGNE AND AFTERSHAVE, MALAYSIA



GOLDEN CIGARETTE COMPETITION, PHILIPPINES



PHILIP MORRIS DESIGN CONTEST, ARGENTINA



PHILLIP MORRIS PUZZLE, ARGENTINA



DUNHILL CONTEST ELECTRONICS PRIZES, NIGERIA



LA LIGHTS POOL AWARDS, INDONESIA

# GAMES & COMPETITIONS

Tobacco companies sponsor contests which often require the purchase of tobacco product in order to enter. Competitions will usually feature highly sought after products, ranging from knapsacks to key chains to a fully-furnished apartment.

☛ In Laos and the Philippines, empty cigarette packs have been exchanged for gifts such as cigarette lighters, baseball caps and sports shirts. There have also been competitions for smokers to win fabulous prizes.<sup>44</sup>

☛ In 2002 in Argentina, Nigeria, and Vietnam, BAT used competitions to attract customers, including sweepstakes, contests, and interactive video games to increase brand recognition and to encourage customers to complete marketing surveys.<sup>45</sup>

☛ In 2006, BAT Nigeria held a series of competitions in 26 cities called the B&H Gold Reign promotion. To raise awareness of the brand, BAT gave winners plasma TVs, laptops, home theatre systems, mobiles, digital cameras and iPods.<sup>46</sup>





VOGUE "GIFT" WITH PURCHASE



PRODUCT GIVEAWAYS, ARGENTINA



ROSE GIFT KIT, JAPAN



HANDBAG, ARGENTINA



MARLBORO PORTABLE ASHTRAY, JAPAN

# PRODUCT GIVEAWAYS

In many countries, tobacco companies give away free samples of tobacco products in places of public gathering, such as shopping malls, rock concerts and discos.<sup>47</sup> Distributing free tobacco products costs very little and allows the tobacco industry to continue attracting new users. "Cigarette girls", hired by the tobacco companies to hand out their products, encourage people to try free samples.

Many cafes in Vietnam have young women with trays of Pall Mall or 555s patrolling the aisles, selling cigarettes to customers and running promotions and competitions for BAT. Cigarette girls are attractive, young and skilful salespeople; they appear to have been carefully selected and trained by BAT.<sup>48</sup>

In Cambodia, Laos, Indonesia, and the Philippines, the tobacco companies have targeted the poor with cigarette giveaways. In exchange for the name and contact information of a smoker, the consumer can enter a contest or receive free cigarettes.<sup>49</sup>

Targeted direct mail marketing has become popular among major tobacco companies as other advertising channels have been restricted. Tobacco industry mailings have included free tobacco product samples, corporate magazines, and branded merchandise catalogues.<sup>50</sup>



CIGARETTE GIRL, BRAZIL



BRITISH AMERICAN TOBACCO BILLBOARD, COLOMBIA



GODFREY PHILLIPS BRAVERY, INDIA



BRIGHTLEAF AWARDS PMI



PHILLIP MORRIS DONATES TO RED CROSS, PHILIPPINES



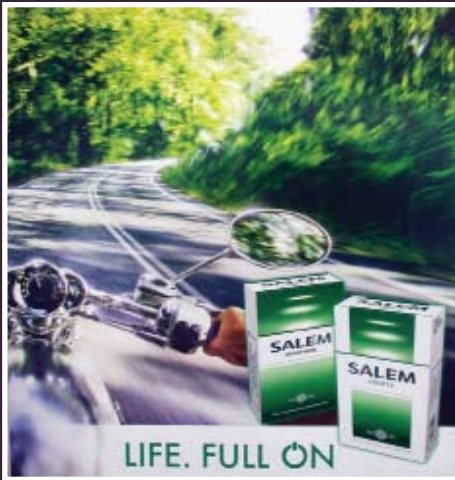
SAMPOERNA FOUNDATION FOR EDUCATION

# CORPORATE "SOCIAL RESPONSIBILITY" (CSR)

By fostering the image of a generous contributor to the community, tobacco companies manipulate the public's attitude towards their reputation and send the message that they are looking out for the public's best interest. Tobacco companies have often engaged in so-called 'corporate social responsibility' activities in order to promote their products while portraying themselves as good corporate citizens. These efforts have been used, in certain cases, to influence opinion leaders who benefit from such contributions.<sup>51</sup>

Tobacco industry CSR activities include:<sup>52</sup>

- Running high profile HIV, youth smoking prevention, child labor and other greenwash programs<sup>53</sup> in Rwanda, Malawi, Nigeria, Cameroon, and Kenya as a promotional tactic, to deflect criticism and to avoid regulation.
- Seeking out partnerships with respected environmental Non Governmental Organizations (NGOs) such as Earthwatch, Fauna and Flora International and the Royal Botanical Gardens Kew, to run projects in Africa to improve BAT's image and sway public opinion.<sup>54</sup>
- Running counter productive youth smoking prevention programs that encourage children to see tobacco use as something to aspire to in adulthood and to believe that it is OK for over 18 year olds to use tobacco products.<sup>55</sup>



# HOW DO YOU SELL DEATH... conclusion

**If the tobacco industry's efforts remain unchecked, they will continue to develop new and innovative campaigns to create a positive image of their products and attract new users.**

By infiltrating virtually all media, the tobacco companies' aim is to make tobacco use not only acceptable but fashionable, glamorous, and sexy. Tobacco companies are among the most sophisticated marketers in the world — if their efforts remain unchecked, they will continue to develop new and innovative campaigns to create a positive image of their products and attract new users. An effective approach to tobacco control must include bans on tobacco company marketing efforts.

For Parties to the Framework Convention on Tobacco Control — the world's first global public health treaty — the obligation to act to combat the tobacco industry's marketing assault is a binding obligation under international law. Armed with the knowledge of the tobacco industry's marketing strategies, governments and advocates from around the world must now act to protect their citizens from tobacco industry advertising, promotion and sponsorship in all its forms.

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