

## **ACTIVITY**

### **SMOKE SCREENS:**

### **EXPOSING THE TRUTH ABOUT TOBACCO ADVERTISEMENTS**

#### **OBJECTIVE**

TO HELP YOU BECOME AWARE OF ADVERTISEMENT STRATEGIES USED BY THE TOBACCO INDUSTRY WHEN RECRUITING GIRLS AS POTENTIAL, REGULAR CUSTOMERS. **YOU CAN DO THIS ACTIVITY BY YOURSELF OR WITH SOME FRIENDS.**

#### **MATERIALS NEEDED**

GO TO [HTTP://WWW.TOBACCOFREEKIDS.ORG/ADGALLERY/](http://www.tobaccofreekids.org/adgallery/), TO VIEW TOBACCO ADVERTISEMENTS. THIS WEBSITE ALLOWS YOU TO VIEW ADVERTISEMENTS BY COUNTRY, COMPANY, BRAND AND AD TYPE. WE SUGGEST SEARCHING FOR ADS USING THE UNITED STATES AS YOUR COUNTRY, AND RJ REYNOLDS AND PHILLIP MORRIS AS THE COMPANY NAME. THIS WILL PRODUCE SOME OF THE MOST POPULAR ADS SEEN IN MAGAZINES TODAY, INCLUDING ADS FOR CAMEL CIGARETTES AND VIRGINIA SLIMS.

#### **STEP ONE**

READ THE FOLLOWING DEFINITIONS:

##### **REPLACEMENT SMOKER?**

IN ORDER FOR THE TOBACCO INDUSTRY TO CONTINUE TO REAP BIG PROFITS, IT MUST REPLACE THE ESTIMATED FOUR MILLION ADULTS WHO DIE EACH YEAR OF TOBACCO-CAUSED DISEASES WORLDWIDE.

##### **WHO DOES THE INDUSTRY RECRUIT AS REPLACEMENT SMOKERS?**

90% OF ADULT SMOKERS BEGIN BEFORE THE AGE OF 18. THIS MAKES ADOLESCENTS THE MOST IMPORTANT CUSTOMERS OF CIGARETTE COMPANIES. YOUNG SMOKERS REPRESENT A LIFETIME OF ADDICTION, AND A LIFETIME OF PROFITS.

AT A COST OF \$3.23 (+TAX) PER PACK, THE AVERAGE SMOKER SMOKING A PACK (20 CIGARETTES) A DAY SPENDS \$1,179.00 IN A YEAR.

#### **STEP TWO**

READ THE FOLLOWING QUOTES FROM PHILLIP MORRIS, AND THINK OF WHAT THE QUOTES MEAN TO YOU. PHILLIP MORRIS, INC. IS ONE OF THE LARGEST TOBACCO MANUFACTURERS IN THE WORLD.

*"IT IS IMPORTANT TO KNOW AS MUCH AS POSSIBLE ABOUT TEENAGE SMOKING PATTERNS AND ATTITUDES. TODAY'S TEENAGER IS TOMORROW'S POTENTIAL REGULAR CUSTOMER. AND THE OVERWHELMING MAJORITY OF SMOKERS FIRST BEGIN TO SMOKE WHILE IN THEIR TEENS."* 1981 REPORT BY RESEARCHER MYRON E. JOHNSON, SENT TO ROBERT E. SELIGMAN, VICE PRESIDENT OF RESEARCH AND DEVELOPMENT, PHILIP MORRIS

*"AS A MATTER OF FACT, ADVERTISEMENTS IN MAGAZINES ARE THE MOST EFFICIENT WAY TO TALK TO THESE FEMALE SMOKERS. WE ALSO KNOW WHAT VALUES TO OUTLINE... ONE OF THEIR MAIN TERMINAL VALUES IS TO LOOK ATTRACTIVE."* PHILLIP MORRIS OF PHILLIP MORRIS, INC. 1993

*"THE ABILITY TO ATTRACT NEW SMOKERS AND DEVELOP THEM INTO A YOUNG ADULT FRANCHISE IS KEY TO BRAND DEVELOPMENT."*

PHILIP MORRIS, FIVE-YEAR TRENDS 1988-1992, PM DOC. #2044895379/484

### **STEP THREE**

LOOK AT THE TOBACCO ADVERTISEMENTS THAT YOU FOUND ONLINE. ANSWER THE FOLLOWING QUESTIONS ABOUT THE ADVERTISEMENTS.

WHAT IS THE PRODUCT IN THE AD?

WHO DO YOU THINK THIS AD WOULD APPEAL TO?

WHAT DO YOU THINK IS THE STORY BEING TOLD?

WHAT DOES THE PICTURE HAVE TO DO WITH TOBACCO?

WHAT IS THE PURPOSE OF THE MODELS IN THE AD?

WHY DID THE COMPANY PICK THESE PEOPLE TO BE IN THE AD?

WHAT STATEMENT ARE THE TOBACCO COMPANIES TRYING TO MAKE?

WHAT WORDS ARE USED TO DESCRIBE THE PRODUCT?

WHAT DO THE ADS WANT YOU TO FEEL? TO THINK?

IS THERE A HEALTH MESSAGE?

IS THIS AD REALISTIC?

### **STEP FOUR**

WHAT DO YOU THINK THE TOBACCO ADVERTISEMENTS WOULD LOOK LIKE IF THEY TOLD THE TRUTH ABOUT SMOKING? FOR EXAMPLE, THE WOMEN IN THE ADVERTISEMENTS WOULD HAVE YELLOW TEETH AND A CLOUD OF SMOKE AROUND THEM.

### **CONCLUSION**

IN ORDER TO RECRUIT THE "REPLACEMENT SMOKER" AND MAXIMIZE PROFITS, TOBACCO ADVERTISING TARGETS YOUNG PEOPLE. TOBACCO ADVERTISEMENTS LINK SMOKING TO IMAGES OF BEAUTY, HEALTH, FUN AND GLAMOUR. HOWEVER, THE TRUTH ABOUT SMOKING IS THAT IT IS NOT PRETTY, COOL, OR FUN. SMOKING CAUSES LONG-TERM HEALTH PROBLEMS, AND TOBACCO-RELATED DISEASE KILLS MORE THAN 178,000 WOMEN EVERY YEAR.