



**You're a Target**  
**DON'T LET 'EM GET YOU!**



# Who is Targeting You?

- **The Tobacco Industry**
- Those who want to profit from your smoking



# The Tobacco Industry

## ...like no other

- Tobacco is the **ONLY** legal product sold that is lethal when used exactly as the manufacturer intends
- Tobacco Manufacturing is a billion dollar business which produces substantial profits for its companies and share holders – no wonder they want to recruit new smokers as it makes more profit for them.



# Truth Revealed

## Industry Secret #1: Lie & Deny

The Agreement between tobacco companies:

- Deny the known health effects of tobacco and conceal the known toxicity of tar, nicotine, and other chemicals in their product



# The Lie...

“...the role, if any, that tobacco or smoking plays in the initiation and development of these diseases is very uncertain. The issue is still unresolved...”

*Rob Parker, Canadian Tobacco Manufacturers Council, 1987*

“...science has not established that there is a causal relationship between smoking and illness...”

*Industry Report, 1987*



# The Truth...

“...in the case of carcinogens, smoke contains not just one, but a galaxy of them...”

*British American Tobacco (Owner of Imperial Tobacco)*

“...obviously the amount of evidence accumulated to indict cigarette smoke as a health hazard is overwhelming. The evidence challenging such an indictment is scant...”

*1962 internal industry report*



# Truth Revealed

**Industry Secret #2:**

**The Tobacco Industry markets  
their product to children**



# The Lie...

“...we do not market to children...”

*1994 Statement From the Tobacco Industry*

“...we do not, under any circumstances, want kids to smoke...”

*1994 Industry Advertising Campaign*





# The Truth...

FIRST LET'S LOOK AT THE GROWING IMPORTANCE OF THE YOUNG ADULT IN THE CIGARETTE MARKET...

THEY REPRESENT TOMORROW'S CIGARETTE BUSINESS. AS THIS 14-24 AGE GROUP MATURES, THEY WILL ACCOUNT FOR A KEY SHARE OF THE TOTAL CIGARETTE VOLUME - FOR AT LEAST THE NEXT 25 YEARS...

THUS OUR STRATEGY BECOMES CLEAR FOR OUR ESTABLISHED BRANDS: DIRECT ADVERTISING APPEAL TO THE YOUNGER SMOKERS...

*From Industry Marketing Memo Released in Court*



# **Truth Revealed**

## **Industry Secret #3: The Tobacco Industry is in the Nicotine Delivery Business**



# The Lie...

“...I believe that nicotine is not addictive...”

*Donald Johnson, British American Tobacco, 1994*

“...we do not increase the level of nicotine in our products in order to “addict” smokers...”

*RJR Advertisement, 1994*



# The Truth...

“...nicotine is addictive. We are, then, in the business of selling nicotine, ...”

*Industry Insider*

“...BAT should learn to look at itself as a drug company rather than a tobacco company, ...”

*1980 Memo From Team of British American Tobacco (BAT) Scientists*



# Did you Know?

- Most smokers start smoking before they are **16 years old**
- The average age to start smoking is **12 years old**



# Advertising Cigarettes

- ***Cigarette*** and tobacco ***advertising*** was ***banned*** from ***UK*** television in 1965, while cigar ***advertising*** was ***banned*** in 1991.
- However tobacco companies have always found ways of getting around this ban, some examples of which are listed on the next slide...



# Methods of Promoting Cigarettes to the General Public

- Billboard adverts
- Sponsorship of sporting events (Formula One, cricket etc.)
- Sponsoring music events
- Product placement within films (actors back in the 1950s used to receive a fee for using a particular cigarette brand while on screen.)
- The internet
- Radio adverts
- Direct mailing to smokers
- Incentives offered
- Marketing of smoking cessation products
- Branding

In response to many of these methods of promotion, the government has established new legislation to ban these practices. However, tobacco companies invest huge amounts of money in trying to find ways around these laws.



# TV & Movies

- When you stop and think about it, lighting up on a screen is like showing a celebrity endorsement the size of a billboard – And it works!
- Non-smoking teens whose favourite stars smoke frequently on screen are **16 times** more likely to develop positive attitudes towards smoking





# Health Warnings on Cigarette Packets

- Since 1971, tobacco companies in the UK printed on the left side of cigarette packets "WARNING by H.M. Government, SMOKING CAN DAMAGE YOUR HEALTH".
- In 1991, the E.U tightened laws on tobacco warnings. "TOBACCO SERIOUSLY DAMAGES HEALTH" was printed on the front of all tobacco packs. An additional warning was also printed on the reverse of cigarette packs.
- In 2003, new E.U regulations required a general warning to be displayed, covering at least 30% of the surface of the pack saying either "Smoking Kills" or "Smoking seriously harms you and other around you."
- As well as this, another warning must be displayed, covering at least 40% of the surface of the pack, from a list of 14 statements including "Smokers die younger" and "Smoking causes fatal lung cancer."
- From October 2008, all cigarette products manufactured must carry picture warnings to the reverse. Every pack must have one of these warnings by October 2009.



**How do you feel about  
a company  
manipulating  
messages and lying in  
order to get you  
addicted to a lethal  
substance?**

