



Tobacco Company Marketing to Children

'Children & youth' = 'growth, opportunity, replacement smokers for natural attrition'



Smoking is an Adult choice

[Tobacco Company Marketing to Kids](#)

[Trends in Tobacco Industry Marketing](#)

[Tobacco Company Marketing that Reaches Kids: Point of Sale Advertising and Promotions](#)

[State-Specific Tobacco Company Marketing Expenditures 1998 to 2012](#)

[Allocations of U.S. Cigarette Company Marketing Expenditures Since 1998](#)

[Cigarette Company Youth Access Initiatives: Fake and Ineffective](#)

[Tobacco Companies Cannot Survive Unless Kids Smoke](#)

[The Impact of Smoking in the Movies on Youth Smoking Levels](#)

[Tobacco Company Quotes on Marketing to Kids](#)

[Flavored Tobacco Products Attract Kids](#)

<http://www.tobaccofreekids.org/research/factsheets/pdf/0146.pdf>



Smoking is an Adult choice

"We don't smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid." RJ Reynolds executive



<http://www.tobaccofreekids.org/research/factsheets/pdf/philipmorris.pdf>

<https://www.tobaccofreekids.org/research/factsheets/pdf/0011.pdf>

What Philip Morris Says In Public

- We don't want kids to smoke. We're intensifying our efforts that we started a number of years ago by launching this new smoking-intervention initiative, starting with these ads. [Michael E. Szymanczyk, president of Philip Morris USA, New York Times, December 3, 1998.]
- In all my years at Philip Morris, I've never heard anyone talk about marketing to youth. [Geoffrey Bible, CEO of Philip Morris, Minneapolis-St. Paul Star Tribune, March 4, 1998.]

What Philip Morris Say In Private: Marketing to Kids

- 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 . . . it is during the teenage years that the initial brand choice is made. [Special Report, "Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends," PM Document #1000390803/55, March 31, 1981]
- Marlboro's phenomenal growth rate in the past has been **attributable in large part to our high market penetration among young smokers . . . 15 to 19 years old . . . my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds.** [Philip Morris Document #1000024921/4927, May 21, 1975]
- **To support Marlboro's growth, Marlboro must continue growth among new, young smokers... While Marlboro continues to attract increasing shares of young smokers, expected declines in the number of young people restrict future volume gains from this source.**[PM Doc. #2043440057/0112, 1985]

What tobacco companies say about you! In their own words:

"We don't smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid."

R.J. Reynolds executive's reply when asked why he didn't smoke according to Dave Goerlitz, lead Winston model for seven years for R.J. Reynolds.] Giovanni, J, "Come to Cancer Country; USA; Focus," The Times of London, August 2, 1992.

"They got lips? We want them."

This was the answer given to Terrence Sullivan, sales representative for R.J. Reynolds, when he asked the company which young people they were targeting — junior high kids or even younger? R.J. Reynolds, 1990

"The base of our business is the high school student."

Lorillard, Memo from executive TL Achey to former Lorillard President Curtis Judge re Newport brand, August 30, 1978, Bates No. TINY0003062.

"Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline."

R.J. Reynolds, February 29, 1984

"Long after adolescent preoccupation with self-image has subsided, the cigarette will even preempt food in times of scarcity on the smoker's priority list."

November 26, 1969 presentation to the PM Board of Directors, "Smoker Psychology Research." Bates No. 1000273741.

"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris."

Philip Morris, Special Report, "Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends," March 31, 1981, Bates No. 1000390803.

"The fragile, developing self-image of the young person needs all the support and enhancement it can get. Smoking may appear to enhance that self-image."

1973 RJR draft paper, "Some Thoughts About New Brands of Cigarettes For the Youth Market." Bates No 502987357 -7368.

<http://www.velvetgloveironfist.com/david-goerlitz-winston-man.php>

David Goerlitz is a former actor and model from New York. Between 1982 and 1988 he was the 'Winston Man', appearing in 42 billboard advertisements - more than the Marlboro man. In 1988, he publicly denounced the tobacco industry and joined the

"We don't smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid." RJ Reynolds executive



emerging anti-smoking movement. He has spent the last 20 odd years working in schools as a public speaker, encouraging kids not to start smoking.

http://global.tobaccofreekids.org/en/global_epidemic/

Tobacco's Toll in Health and Lives

- **Tobacco use killed 100 million people in the 20th century. If current trends continue, tobacco will kill one billion (1,000 million) people in the 21st century.**
- **Tobacco kills nearly 6 million people a year and accounts for one in 10 deaths among adults.**
- If current trends persist, **tobacco will kill more than 8 million people worldwide annually** by the year 2030, with 80 percent of these deaths in low- and middle-income countries.
- Almost a billion men in the world – including half of men in low- and middle-income countries – and 250 million women smoke. If no action is taken, **650 million smokers alive today will eventually die from tobacco-related diseases.**
- Tobacco kills prematurely. On average, smokers lose 15 years of life, and **up to half of all smokers will die of tobacco-related causes.**
- Every day, 80,000 to 100,000 young people around the world become addicted to tobacco. If current trends continue, **250 million children and young people alive today will die from tobacco-related diseases.**
- Secondhand smoke kills more than 600,000 people worldwide each year, **including 165,000 children**

<http://www.who.int/tobacco/media/en/TobaccoExplained.pdf>

Tobacco Explained in the tobacco industry's own words

Children = Replacement Smokers (in tobacco company speak)

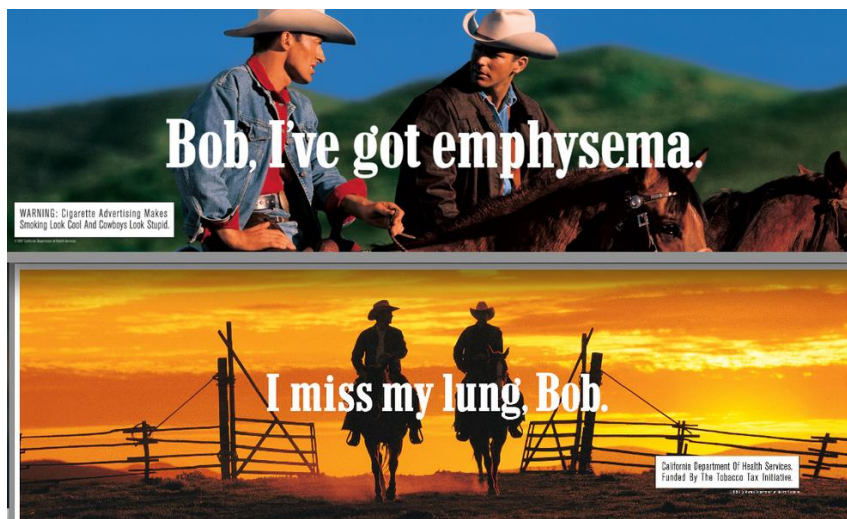


“We don’t smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.” RJ Reynolds executive



Calling youth their "replacement smokers," tobacco companies callously and aggressively advertise to youth, because they know they are killing their current customers. An infamous quote from one [tobacco industry document](#) gives insight on how they view recruitment:

"Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. They will continue to be just as important to brands/companies in the future for two simple reasons: The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5 percent of smokers start after age 24. [And] the brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age... Brands/companies which fail to attract their fair share of younger adult smokers face an uphill battle. They must achieve net switching gains every year to merely hold share... Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle." *February 29, 1984 RJR report, "Young Adult Smokers: Strategies and Opportunities". Bates No. 501928462-8550*



"We don't smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid." RJ Reynolds executive



Why Lie????

"Nicotine is addictive. We are then in the business of selling nicotine, an addictive drug."

- Brown & Williamson, 1963.



- Because to admit smoking was hazardous would have resulted in a catastrophic drop in tobacco sales!!!



WARNING

This is what dying of lung cancer looks like.

Barb Tarbox died at 42 of lung cancer caused by smoking.

You can quit. We can help.
1-888-888-8888
internet/url.ca

"We don't smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid." RJ Reynolds executive



https://treaties.un.org/pages/ViewDetails.aspx?src=TREATY&mtdsg_no=IX-4&chapter=9&lang=en

UN Treaty Collection



http://www.who.int/fctc/guidelines/article_5_3.pdf



Guidelines for implementation of Article 5.3 of the WHO Framework Convention on Tobacco Control on the protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry

GUIDING PRINCIPLES

Principle 1: There is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy interests.

13. The tobacco industry produces and promotes a product that has been proven scientifically to be addictive, to cause disease and death and to give rise to a variety of social ills, including increased poverty. Therefore, Parties should protect the formulation and implementation of public health policies for tobacco control from the tobacco industry to the greatest extent possible.

RECOMMENDATIONS

17. The following important activities are recommended for addressing tobacco industry interference in public health policies:

(6) Denormalize and, to the extent possible, regulate activities described as “socially responsible” by the tobacco industry, including but not limited to activities described as “corporate social responsibility”.

26. **The tobacco industry conducts activities described as socially responsible to distance its image from the lethal nature of the product it produces and sells** or to interfere with the setting and implementation of public health policies. Activities that are described as “socially responsible” by the tobacco industry, aiming at the promotion of tobacco consumption, is a marketing **as well as a public relations strategy** that falls within the Convention’s definition of advertising, promotion and sponsorship.

27. **The corporate social responsibility of the tobacco industry is, according to WHO,⁴ an inherent contradiction**, as industry’s core functions are in conflict with the goals of public health policies with respect to tobacco control.

19. 1.2 Parties should, in addition, raise awareness about **the tobacco industry’s practice of using individuals**, front groups and affiliated organizations **to act, openly or covertly, on their behalf or to take action to further the interests of the tobacco industry.**

21. The tobacco industry should not be a partner in any initiative linked to setting or implementing public health policies, **given that its interests are in direct conflict with the goals of public health.**

21.3.2 Parties **should not accept, support or endorse the tobacco industry** organizing, promoting, **participating in**, or performing, youth, **public education** or any initiatives that are directly or indirectly related to tobacco control.

“We don’t smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.” RJ Reynolds executive