

# Selling Cigarettes



How Big Tobacco Uses Marketing and Media to Recruit New Commercial Tobacco Users





# Marketing



- The ways the companies, big and small, make, promote, price and sell products so that people will buy them.
- These techniques are subtle and sophisticated, and far more powerful than we realize.
- How do you think companies make you want to buy their products?



# Why sell cigarettes?



- We know commercial tobacco causes harm, and even death.
- So why would big tobacco companies try to get more people to start smoking, chewing or using e-cigarettes?



# Replacement Smokers



Lorillard Tobacco: “[T]he base of our business is the high school student.”

“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...It is during the teenage years that the initial brand choice is made.” – Myron E. Johnston, Philip Morris Researcher

U.S. Tobacco:  
“Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.”

# Promotion



- This is the marketing strategy we most often think of.
  - Advertising
  - Sponsorship
  - Product Placement
  - Sponsored Posts
  - Endorsements

A screenshot of a YouTube video player. The main video is an advertisement for Honda Canada Inc. featuring a red Honda Civic driving on a winding road. The text "CANADIAN BUILT. CANADIAN DRIVEN." is overlaid on the video. The video player interface shows the video title "Build Water Slide Park Into Underground Swimming Pool and Swimming pool Top 3 Story Design House", 46,575,413 views, and a date of Jun 11, 2020. The right sidebar shows a list of recommended videos, including "100 Days of Build The Most Beautiful Water Slides Into Th...", "League of Legends: It's time for a REAL challenge - by...", "Mix - I AM BUILDER", "Walk on Fire or Swim Through Ice! Extreme Hot vs Cold...", "Abandoned And Starving Puppies Rescue Building Mud...", and "Minecraft BUT the Water Rises".

# Promotion - Advertising



**IF YOUR TEAM'S SMOKIN' BUT YOU CAN'T...**

NOT FOR SALE TO MINORS

WARNING: THIS PRODUCT MAY CAUSE GUM DISEASE AND TOOTH LOSS.

PREMIUM SHIMBLESS TOBACCO

**ALWAYS THERE IN A PINCH**

**SKOAL**  
LONG CUT

Another fine product from U.S. Tobacco Co.

**BREAK FREE**

THE BEST SHOW IS ALWAYS OFFSTAGE  
WELCOMED RAIN. NAILED SET LIST  
SO THAT'S WHAT THAT SONG MEANS  
BATHROOM: HAPPY TO BE A MAN  
T-SHIRT. AUTOGRAPH ENVY. POSTER  
LONG RIDE HOME. WORTH EVERY CENT.

**WARNING: This product can cause gum disease and tooth loss.**

SNUS

**IRONICALLY, INDIVIDUALITY IS NOT A TRAIT SHARED BY EVERYONE**

**BREAK FREE**

WARNING: THIS PRODUCT MAY CAUSE MOUTH CANCER

# Promotion - Advertising





# Promotion - Advertising



**JUUL** January 12, 2016 · San Francisco, CA · 🌐

Looks like JUUL, Katy Perry and Orlando Bloom were hanging out at the Golden Globes! Read about it here from Vanity Fair!



VANITYFAIR.COM

**Katy Perry and Orlando Bloom Share a Vape Pen at Golden Globes, Ignite Dating Rumors**

17 5 Shares

Like Comment Share



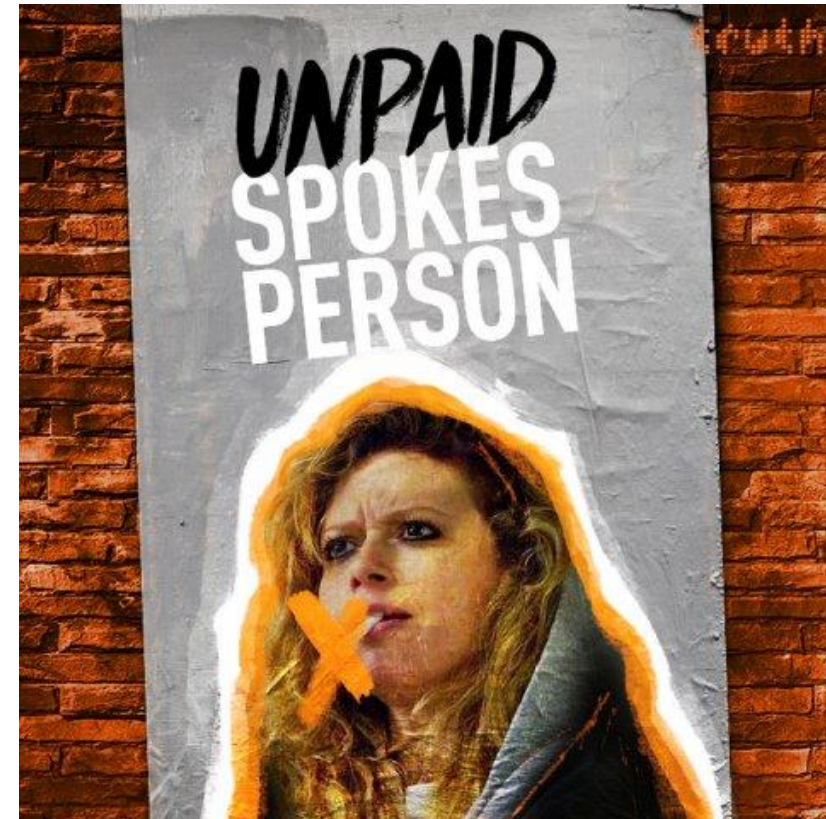
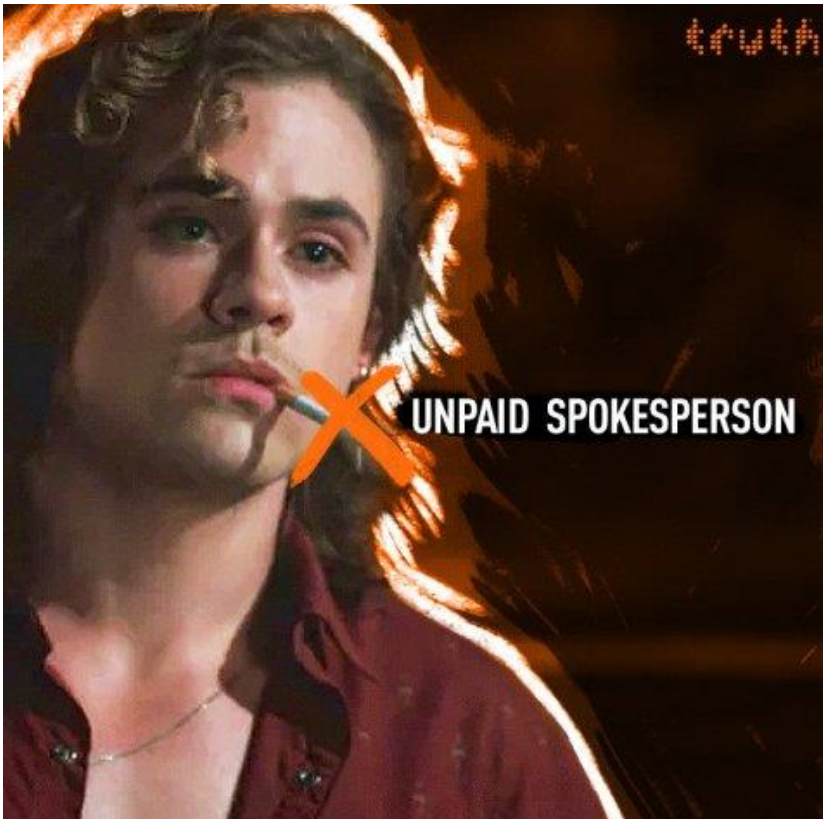
# Promotion – Social Media



# Product Placement



# Product Placement



# Sponsorship



- Sponsorship
  - Sports and teams
  - Arts and culture
  - Events and tradeshow
  - Facilities
- Companies target potential customers by sponsoring things they are likely to see or be part of.



# Product



## WHAT'S WRONG WITH THIS PICTURE?

Tobacco should not come in candy flavours.



Canadian Cancer Society / Société canadienne du cancer

# Product - Packaging



# Place





# Place



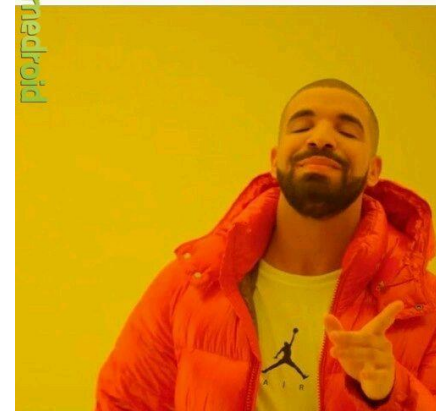
# Price



- How much it costs a customer to buy a product OR How much a customer will pay for a product
- Think about two different kinds of the same product that have different prices (ex. cars, cell phones, purses, gaming systems).
  - Why do you think they have different prices?
  - Do you think both the higher priced and the lower priced version are targeting the same consumer? Why or why not?
  - Are there some techniques that you think could be used to target young consumers?



**An exact  
price like  
20.00\$**



**A nine at the  
end of every  
price like  
19.99\$**

# The Bottom Line



conspiracy  
{kən'spirəsē}

**noun:** a secret plan by a group to do something unlawful or harmful; a scheme.

***See also: Big Tobacco.***

[tfk.org/tobaccoracketeers](http://tfk.org/tobaccoracketeers)