

Smokeless Tobacco Advertising & Marketing Tactics

Despite MSA (Master Settlement Agreement) restrictions on youth advertising, smokeless tobacco products continue to be tailored and aggressively marketed towards youth. Among all high school seniors who have ever used smokeless tobacco, almost 75% began by the ninth grade.¹

Advertising Funds Increase

- During 2005, the five largest tobacco manufacturers spent a new record of \$250.79 million on smokeless tobacco advertising and promotion, versus the previous record of \$236.68 million in 2001.²
- For the period 1997-2001, USSTC's (U.S. Smokeless Tobacco Company) expenditures in youth magazines increased from \$3.6 million to \$9.4 million, a 161% increase!³

Flavored Products

Nearly every smokeless tobacco product is available in a variety of flavors that tobacco companies claim are for adults. Popular flavors include apple, cherry, peach, grape, wintergreen, mint and vanilla just to name a few. USSTC's annual report states that flavored products accounts for more than 11% of all moist snuff sales.⁴

In 1993 a former USSTC sales representative acknowledged "*cherry Skoal is for somebody who likes the taste of candy, if you know what I'm saying.*"⁴

USSTC has gone further to state that, "*New users of smokeless tobacco -- attracted to the product for a variety of reasons-- are most likely to begin with products that are milder tasting, more flavored, and/or easier to control in the mouth. After a period of time, there is a natural progression of product switching to brands that are more full-bodied, less flavored, have more concentrated "tobacco taste" than the entry brand.*"⁴



Magazine Advertisements

Magazines with a high youth readership are packed with tobacco advertisements regardless of the MSA restrictions placed on youth advertising. Examples include *Rolling Stone*, *Sports Illustrated*, *People*, *Cosmopolitan* and *Glamour*.

Magazine advertisements are effective at reaching youth and greatly increase their likelihood of becoming a tobacco user. Studies show that:

- Kids are more than twice as likely as adults to recall tobacco advertising. A national telephone survey revealed that 55% of kids recalled seeing tobacco advertisements in the past two weeks while only 23% of adults recalled seeing tobacco advertisements.⁵
- Teens are significantly more likely to use tobacco due to advertising than they are due to peer pressure.⁶

Sponsorships

Smokeless tobacco companies (namely USSTC) sponsor professional motor sporting events, rodeos and bull riding. Examples include:

- Skoal Racing funny car team on the National Hot Rod Association circuit
- Professional Rodeo Cowboys Association
- Professional Bull Riders, Inc.

- National Intercollegiate Rodeo Association in which seven Utah colleges and universities participate

Free Samples⁴

- Young males are targeted through sponsorships of fraternity parties and bar nights at which free samples are given away.
- At family events such as rodeos, separate areas are created for adults only (18+) where free samples can be distributed.

Retail Establishments⁷

Wyoming has found that stores near schools, on average, have more smokeless tobacco ads than stores farther from schools. Additionally, compared to stores farther from schools, stores across the street from a school are more likely to have pro-tobacco ads within three feet of the floor and within three feet of candy.

How Do Tobacco Promotions Affect The Community?

- Advertising and promotion encourage tobacco use among youths.⁸
- Adolescents' decisions to start smoking are influenced more by tobacco marketing than by parental smoking or peer pressure.⁶
- Promotional events "may encourage the initiation or the progression of tobacco use among college students."⁹
- 51% of PBR (Professional Bull Riders) fans over age 18 said they were likely to purchase a product because it was a PBR sponsor.¹⁰

Utah Phoenix Alliance

The Utah Phoenix Alliance is a youth oriented movement against big-tobacco. The 2007/2008 initiative "Don't Buy Their Bull" calls on Utah colleges and universities to stop accepting tobacco funding. To join the fight or learn more, visit www.utahphoenixalliance.org

For More Information

For more information go to our website: <http://www.tobaccofreeutah.org/smokeless.html>

Developed by the Utah Tobacco Prevention and Control Program, Utah Department of Health. December 2007.

¹ Campaign for Tobacco Free Kids. "Smokeless Tobacco & Kids." 3 October 2007.

<<http://www.tobaccofreekids.org/research/factsheets/pdf/0003.pdf>>

² Centers for Disease Control. "Fact Sheet: Smokeless Tobacco." April 2007. Department of Health and Human Services. 9 October 2007. <http://www.cdc.gov/tobacco/data_statistics/Factsheets/smokeless_tobacco.htm>

³ Campaign for Tobacco Free Kids. "The US Isn't Sweden." 15 October 2007.

<<http://tobaccofreekids.org/research/factsheets/pdf/0283.pdf>>

⁴ Campaign for Tobacco Free Kids. "United States Smokeless Tobacco Company." 3 October 2007.

<<http://www.tobaccofreekids.org/research/factsheets/pdf/0284.pdf>>

⁵ "National telephone survey of 501 kids aged 12 to 17 and 1,012 adults conducted for the Campaign for Tobacco Free Kids (TFK)" *International Communications Teen Excel Study*. March 2004.

⁶ Evans, N, et al. "Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking." *Journal of the National Cancer Institute*. October 1995; 87(19): 1538-1545.

⁷ Wyoming Through With Chew. "Operation Storefront." Spring 2007. Wyoming Department of Health. 9 October 2007.

<http://www.throughwithchew.com/cms_uploaded/pdfs/2007-05.pdf>

⁸ Committee on Preventing Nicotine Addiction in Children and Youths, Institute of Medicine, *Growing Up Tobacco Free: Preventing Nicotine Addiction in Children and Youths* (Barbara S. Lynch & Richard J. Bonnie, eds, 1994)

⁹ Rigotti N, Moran SE, Wechsler H. (2005). US college students' exposure to tobacco promotions: prevalence and association with tobacco use. *American Journal of Public Health* 95(1): 138-144.

¹⁰ Scarborough Sports Marketing (2003) and R&R Research (2002). "Advertise with Professional Bull Riders."

www.pbrnow.com/media/advertise/print