

# The Rise and Fall of Youth Cigarette Brands

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Hypothesis  
Cigarette companies do not market or develop brands to initiate youth smoking.

**Background**  
Tobacco companies say that they don't market cigarettes to induce young people to start smoking. Public health advocates and researchers say they do.

**Methods**  
Review of industry statements, market research, tracking surveys, as well as examples of cigarette advertising and promotions.

**Conclusion:**  
Big tobacco led. The tobacco industry's own internal documents reveal undeniable evidence showing a long term interest in converting young non-smokers into smokers.

1953 Philip Morris Executive George Weisman Regarding 1953-Roper Poll - "It would seem increasingly important, from the view of PM regular size cigarettes to do everything possible to increase the trend among young people towards Philip Morris and to solidify it's position among Negroes."

1958 vs 1959 survey of high school and college students shows filters more popular with HS students and Winston, Kent, and Pall Mall top selling brands.

"We can win more young smokers if we can design a cigarette with a mild flavor."

1955-1965 Leo Burnett places a series of "On Campus" advertisements in "Scholastic" and other campus magazines for Marlboro.

1963 Grey advertising for Lorillard groups market data showing 16-29 year olds.

1963 Lorillard salesman samples a group of Junior High School students during an American Cancer Society conference to try to educate school age young people against smoking. He samples students in a cafeteria line during break.



1964 - Cigarette companies adopt voluntary ad code prohibiting advertising marketing aimed at young people (<21 years)

1965 RJ Reynolds advertises on popular television shows

- The Beverly Hillsbillies
- To Tell the Truth
- Saturday Night Movie
- Andy Williams
- The Virginian

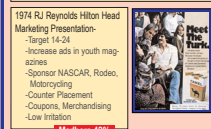


1972 RJR studies cigarette smoking habits and brand preference among 14 to 20 for RJ Reynolds.

1972 RJ Reynolds states "...a product strategically targeted at this group [14-24] would complement our current product line."

A 1974 Roper study for Philip Morris titled The New Competition for Marlboro's Franchise studies smokers below the age to 24. States "This is not the "usual" mix of 18-24; in this study, no lower age limit was set."

1976 Philip Morris memo regarding Sources For Tracking Cigarette Smokers includes under 18 and budget to cover 14-25 year-olds



1975 RJ Reynolds unveils "Meet The Turk" campaign New Marlboro-type brand Objective: To increase the young adult franchise. (The brand must increase its share penetration among 14-24 age group which have a new out of more liberal values and which represent tomorrow's cigarette business.

Philip Morris 1971 Virginia Slims Tennessee

1974 Roper Study of Young Smokers - "Kool's increased popularity may be the impetus that these young people have of that brand via a Marlboro. Kool is seen appealing to "more stylish people" and "those who like to be different."



1980 RJ J. Reynolds memo discusses the analysis of Younger Adult Smokers, including:
 

- Smoking Among 14-17 Age Grouping
- Peer Group Pressure
- New Adult Smokers and Quitters

1985 Philip Morris: "We should study 18-year-olds to determine how well we're doing in the 18 and under group."

1983 B&W memo discusses agreement between Associated Film Production and Sylvester Stallone guaranteeing the use of B&W products in no less than five movies for payment of \$500,000.

1981 Lorillard Study of study peer group attitudes related to smoking and the effect of peer group on brand selection.

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1988 Philip memo proposes consumer research in three areas: Young Smokers, Price Conscious Smokers and the Influence of Group Dynamics on Smokers. "How can group dynamics be influenced by market efforts? Can we develop a new product testing procedure which incorporates peer influences on smokers' reactions to new brands in the marketplace?"

Brown & Williamson analyze Kool vs. Newport and Marlboro. Marlboro owes its growth to good on-campus programs that helped establish "the brand for entering smokers."

Philip Morris memo lists moves where cigarettes and signs had been placed:
 

- The Muppet Movie
- Amazon Women on the Moon
- Robocop
- Tapeheads
- Dream Team
- Field of Dreams

SCENE FROM SUPERHERO WITH MARLBORO AND BENEVOLENTLY LUCKY CUP LUCKY STRIKE.



1990, a Division Manager for R.J. Reynolds issued a memorandum asking sales representatives to identify stores featuring large numbers of young adults. He specified that "These stores can be close proximity to colleges high schools or areas where there are a large number of young adults frequent [ing] the store." The purpose of the exercise was to "try to keep premium items in stores at all times."

1993 Philip Morris cuts the price of Marlboro cigarettes by 40 cents a pack.

1993 Cigarette Manufacturers react to Marlboro discounts with deals of their own.

Jeanne Bonhomme appointed VP of Youth Smoking Prevention and testifies:
 

- Q "Nearly all use of tobacco occurs before high school graduation."
- A "I don't know"
- Q "If adolescents can be kept tobacco free, most will never start smoking."
- A "I have not studied that, I don't know."
- Q "Cigarette advertising affects adolescents' perception of pervasiveness of smoking, images of smoking, and the function of smoking."
- A "No knowledge."

1999 A Philip Morris Peterson surveys and studies as to the likes and dislikes of boys ages 10 to 15.
 

- Survey shows that nearly nine out of 10 boys ages 12 to 14 said that playing sports is "in" and 73% said that extracurricular sports are "in" and that their sports heroes had a big influence on them.

RJR ID Titles (Edge Kids) Punkies, Rockers and Core titles Raygun - Rolling Stone25, Spin-32%, Vibe-42%. (Follow a 1974 plan to target 14-17 year olds).

Philip Morris develops a shorter cigarette - Marlboro Express to appeal to "entering adult smokers."

1993 Philip Morris cuts the price of Marlboro cigarettes by 40 cents a pack.

2002 Marlboro video game as part of the promotion.

