



Can you identify these brands?

No tobacco company can use cigarette or spit tobacco brand name sponsorship at the following events:

- concerts
- football, basketball, baseball or hockey games
- events in which the audience is a significant number of youth
- events in which any paid participants or contestants are youth



What brands do you see in these photos?



"Starter" products contain sweet, fruity flavors like apple, peach, vanilla, licorice, cranberry and cherry to cover up tobacco's bad taste.



Point of Purchase: advertising located where a sale is made

- near the check out
- on the door
- behind the counter
- on clocks
- on "closed" signs, etc.



Self-service displays like the one in this photo make it easier for kids to purchase cigarettes or even steal them. Studies indicate that roughly five percent of young smokers steal cigarettes.

Note: Point-of-purchase tobacco marketing laws and regulations vary from state to state.

Florida Department of Health, Florida Youth Tobacco Survey, 1999. See, also, Campaign for Tobacco-Free Kids Factsheet, Where Do Youth Smokers Get Their Cigarettes, www.tobaccofreekids.org.

Flattery & Symbols



Maybe



Bribery



Plain Folks



There are "untold stories" in tobacco advertising:

- Sores on the cheeks & tongue
- Cancer
- Addiction to nicotine
- Harmful chemicals: formaldehyde & fiberglass



Places where smoking may be prohibited: hospitals, schools, sports arenas, airports and businesses. Advertising has changed to better accommodate smokers.



Big Tobacco terms "spitless" and "smoke free" don't equal harmless!

With most people, advertising works.

*Product Placement:
inserting a brand name
item into a movie or TV
script or using it as a prop
in a movie or on TV.*

*Product placement of tobacco
products in media has been
prohibited since 1998.*

*Some of the 90 product placement brands
appearing in the movie
Talledega Nights:
The Ballad of Ricky Bobby*

*Applebee's, Baby Einstein, Budweiser,
Cadillac, Caterpillar, Coca-Cola, Commit,
Country Crock, Craftsman, Dickies, Domino's
Pizza,, ESPN, FedEx, Fig Newton, Gillette,
Goodyear, Haliburton, Jenga, Kentucky Fried
Chicken, Kodak, Lowe's, Lucky Charms,
M&M's, McDonald's, Michelob, MTV, NASCAR,
Nextel, Puma, QVC, Rally's Hamburgers,
Sharpie, Sony Vaio, Sprint, Subway, Target,
Tide, United Auto Workers (UAW), Visa, Waffle
House, Wal-Mart, Winnebago, Wonder Bread.*