

Spit Tobacco Industry Marketing Strategies



Rufus Greene, Jr.
Tobacco Use And Prevention Program
(TUPAC)



Spit Tobacco Industry Marketing Strategies

Participants in this session will:

- Become familiar with spit tobacco products
- Recognize current spit tobacco industry marketing tactics
- Discuss counter-marketing strategies

“In 2005, tobacco manufacturers spent a new record of \$250.79 million on smokeless tobacco advertising and promotion.”

Centers for Disease Control (CDC)

Six Major Spit Tobacco Manufactures

US Smokeless Tobacco Company

RJ Reynolds

Phillip Morris

Swedish Match

Swisher International

National Tobacco Company

US Smokeless Tobacco Company



R. J. Reynolds



Swedish Match



Swisher International



National Tobacco Company



Stretching Into the Mainstream

Motivating Factors

- Opportunity
- Clean Indoor Air Laws
- Youth Market

As smoke-free policies increase . . . spit tobacco use may increase, too.

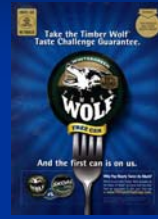


Mainstream Marketing Tactics

Newsweek & Time Magazines



Magazines

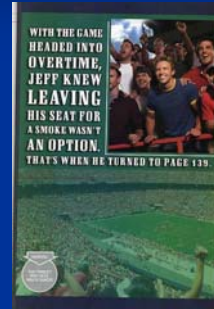


Field and Stream, Road & Track, Stuff, Popular Mechanics, Esquire, Entertainment Weekly

Direct Mail Magazines, Sweepstakes, Coupons To Boost Loyalty and Lifestyle



USSTC Capitalizing on "Smoke-free Environments"



Corporate Good Will

- USST Ranger Polaris Donations
- Emergency Relief Equipment
- Support Our Troops: USST Parade Marshalls at NYC Veterans Day Parades, Phone Cards for Soldiers, Free Samples



Corporate Good Will

In Vietnam, soldiers were sent cigarettes. In today's wartime, it is spit tobacco.

"Timber Wolf stands for giving a lot without asking a lot in return. That is why we are the premium moist snuff at a sensible price and that's why we're so proud to support our troops who have given so much to protect our freedom"

—Swedish Match Representative



Mainstream Marketing Tactics

Spitless Tobacco

Tabaka



Marlboro Snus

GAMEL SNUS



Skoal Dry

Today's Flavor



© 2008 U.S. Smokeless Tobacco Company. All rights reserved. www.usst.com

"Cherry Skoal is for someone who likes the taste of candy, if you know what I mean."
- Norman US Tobacco sales representative (Tobacco Control, Autumn 1993)



Don't let Big Tobacco make you its sucker. Be thorough with chew! www.throughwithchew.com

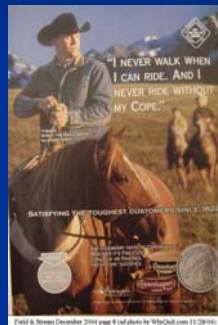
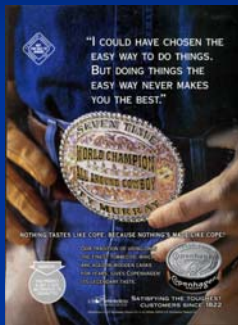
"Cherry Skoal is for somebody who likes the taste of candy, if you know what I mean."

- US Smokeless Tobacco Company Representative

Rural Marketing Strategy



Ty Murray-Pro Rodeo Athlete and "King of the Cowboys"



Sponsorships Racing

Skoal Racing, National Hot Rod Association

USST Supercross Racing,
USST Privateers Award
22% - 35% Youth

Longhorn Hooters Cup,
United Speed Alliance
Racing



Don Prudhomme

Sponsorship Rodeos

- Professional Rodeo Cowboy Association
 - Family Events
 - Many Rodeos
- Professional Bull Riders
 - A Few Big Events
 - X-treme Sport
- National Intercollegiate Rodeo Association
 - Rural Colleges
 - Future Cowboys



Television

- Rodeo:
 - Outdoor Life Network
ESPN, ESPN2
 - CBS Sports
 - The Learning Channel (TLC)
- NHRA
 - ESPN2
- Supercross Racing
 - Speed Channel
- Hooters Cup:
 - Speed Channel



Tobacco-Sponsored Events at Adult-Only Facilities



- USST Bar Nights
 - Sweepstakes
 - Country Western
- Fraternity Parties
 - Big Game Nights
 - Agricultural & Urban Universities
- Direct Mail Sign Ups

Internet Sites

- Many Ads Now Have Websites
- Entertaining Sites – Poker, Videos, Playboy Bunnies
- For Adults
- Discounts, Contests
- Usually Aimed at Men
- Revel Site For Women



www.freshcope.com

What Can We Do Now?

- Increase Awareness:
 - Conduct Through with Chew Week
www.throughwithchew.com
 - Buck Tobacco Sponsorship
www.bucktobacco.org
 - Counter Marketing
 - Media Advocacy