

Tobacco Industry Marketing Tactics

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Association for Nonsmokers-Minnesota

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About Us



Tracking Tobacco Industry Marketing

- ANSR started this work in 2010
- Currently, the work is funded by ClearWay MinnesotaSM
- We use the information we gather to:
 - Build the evidence base
 - Inform tobacco control professionals
 - Inform tobacco control policy

Agenda

- Background: tobacco marketing regulation
- Direct to consumer marketing overview and examples
 - Email marketing
 - Web marketing
 - Social media marketing
 - Direct mail marketing
- Case studies:
 - Marlboro Black
 - Swisher Sweets digital marketing

Regulation of Marketing 101

- Marketing is largely treated as “speech” and is protected by the First Amendment
- Very difficult to regulate

Tobacco Advertising and Promotion Restrictions

- 1966: Cigarette warning labels required on packs
- 1971: Cigarette advertising banned from airways
- 1986: Smokeless Tobacco warning labels required
- 1997: End of Joe Camel
- 1998: Tobacco settlements
- 2009: Family Smoking Prevention and Tobacco Control Act

Regulation of Tobacco Advertising and Promotion

- Master Settlement Agreement (1998)
- Smokeless Master Settlement Agreement (1998)
- MN Tobacco Settlement (1998)

These settlements are legal agreements between Attorneys General and the largest tobacco companies. Most smaller tobacco companies are not part of the settlements.

MN Tobacco Settlement

- Largest monetary recovery in state history
- \$6.1 billion lump sum with ongoing payments in perpetuity
- Recovery of 33-million previously secret tobacco company documents

Settlements: No More Marketing to Children

- No more tobacco billboards.
- No more branded merchandise.
- No more ads in magazines with “high youth readership.”
- No more paid placement of cigarettes in movies.

In 2014, the tobacco companies spent \$9.5 billion marketing cigarettes and smokeless tobacco products in the U.S.

- That is more than \$26 million dollars per day
- In Minnesota, this translates to \$115.8 million per year or more than \$317,000 per day

Direct Marketing

- Direct marketing is one way companies can reach consumers
 - Opt-in and under the radar
 - Started in 1970s
 - Seen as a way to reach existing customers, recruit new customers, and build brand loyalty
 - Personalized, one-on-one communication

Direct Marketing

- There is evidence that this type of marketing is used to target:
 - Women
 - People of low SES status
 - Young adult smokers
 - Menthol smokers

Direct Marketing

- These strategies are:
 - Harder to justify regulating.
 - Partially shield the industry from claims that they are targeting kids.

Direct Marketing Mediums

- Web
- Email
- Mobile technology
- Direct mail
- In-person recruitment
- Social media...

Web Marketing

- All of the largest tobacco companies operate “brand websites”
 - Access to (most of) these websites is restricted by age
- These websites serve a variety of purposes such as: sweepstake/contest promotion, coupon distribution, and social networking



New offers

3



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[POLICY AND YOUR CALIFORNIA PRIVACY RIGHTS](#)

CIGARETTES

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.


February 2016

**WARNING: This product
can cause mouth cancer.**

MOIST SNUFF

1 PROFILE

GRIZZLY

MENU 

POUCH TOSS

PLAY POUCH TOSS FOR A CHANCE
TO **WIN INSTANTLY.**

ENDS APRIL 5TH | NO PURCHASE NECESSARY | [OFFICIAL RULES](#)



GET STARTED

[Contact Us](#) | [FAQs](#) | [Tobacco Rights](#) | [Site Requirements](#) | [Age Filtering](#) | [Terms of Use](#) | [Privacy Policy and Your California Privacy Rights](#)

March 2016

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

MARLBORO

SEARCH

THE WEST ▾

MUSIC & BARS ▾

ENTERTAINMENT ▾

ACTION & ADVENTURE ▾



See how the Ranch is serving up local flavor.

GET A TASTE

◻ ◻ ◻ ◻

★ **THE BEST OF** ★

March 2016

Firefox | marlboro.com | https://www.marlboro.com/marlboro/welcome.action#/sog/

Most Visited | Customize Links | NonProfTechNet | NetSquared Twin Citie... | Social Media Breakfast... | SocialMedia University | Bookmarks

Marlboro - Yahoo! Search Results | Marlboro - Sound of Gold

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Marlboro

EXPLORE

CONGRATS

YOU SOLVED THE PUZZLE.

GRAB THE CODE. GET YOUR TRACK FROM **Billboard**.

PRF6JVPMQCZQVVP **COPY**


REDEEM AT **GOLDTRACKS.COM**

VIEW PAST MUSIC CODES >

ALL CODES EXPIRE 2/1/13. See Billboard Terms and Conditions at goldtracks.com

SOUND OF GOLD

PLAY. ROCK. WIN.



VIEW PRIZES ^

WEEK	M	T	W	T	F	S	S
1	★	★					

ENTRIES

ANTIQUE - CRY MAID

★★★★★ DOWNLOAD COPPER LABEL >

NO PURCHASE NECESSARY. Limited to eligible smokers 21+ who are legal residents of the 50 U.S. or D.C. (except MA, MI, VA) Void in MA, MI, VA and where prohibited. Sweepstakes begins at 12:00:00 a.m. ET on 7/2/12 and ends at 11:59:59 p.m. ET on 9/2/12. See [Official Rules](#) for details. Music Download Offer: NO PURCHASE NECESSARY. Limit 1 download per day per eligible smoker 21 years of age or older while supplies last through 9/2/12. Void in MA, MI, VA.

My Marlboro

BB

PROMOS & OFFERS

HOME

SPEAKER

JUMP TO PUZZLE FOR DOWNLOAD

HOW IT WORKS

OFFICIAL RULES

EMAIL REMINDERS

© 2009 - 2012 PHILIP MORRIS USA | PHILIPMORRISUSA.COM | TERMS OF USE | PRIVACY STATEMENT | TOBACCORIGHTS.COM | HELP | RESPONSIBILITY | LOG OUT

July, 2012

This contest featured over \$4 million in music-themed prizes

CAMEL PRODUCTS ACTIVITIES COMMUNITY COUPONS MY CAMEL

YOU ASKED FOR IT... AND NOW IT'S ALL YOURS!

The Lounge

YOUR PLACE TO SPEAK UP, LISTEN IN & GET TO KNOW YOUR CAMEL COMMUNITY.

JOIN THE CONVERSATION

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

March, 2013



Betsy82
Minneapolis, MN
[Public Profile](#)

BADGES

5/9

Your Most Recent

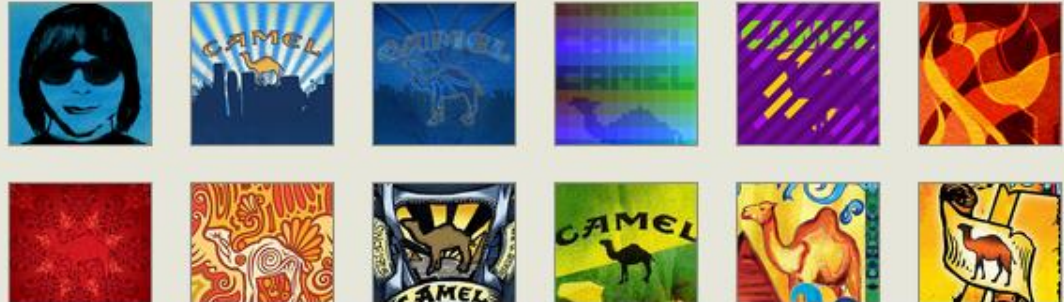
- Gift Warden
- Gift Warden
- Picket Front Runner
- SNUS Passport
- SNUSteller

MY AVATARS

Navigation: DASHBOARD, MY CAMEL, MY INFO, MY TOBACCO, MY AVATARS, MY SWAG

All Avatars

CAMEL AVATARS



WARNING: This product is not a safe alternative to cigarettes.



Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



HI CHAKRAVARTHY | LOG OUT



- HOME
- THE COWBOY
- THE RANCH
- NIGHTLIFE
- ADVENTURE
- PRODUCT NEWS
- THE CHALLENGE
- PROMOS & OFFERS
- MY MARLBORO (0)

CHOOSE THE OFFER YOU WANT

CLOSE

★ 2 COUPONS ★

\$1 OFF A PACK

★ ANY STYLE ★

MARLBORO CIGARETTES

Coupon void where prohibited.

★ 1 COUPON ★

\$3 OFF A CARTON

★ ANY STYLE ★

MARLBORO CIGARETTES

Coupon void where prohibited.

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



MENU

MY MARLBORO



OFFERS

YOUR COUPON OFFER IS COMING UP IN: 13 SECONDS



February, 2013

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



Marlboro

MENU ▶

MY MARLBORO



0

Flavor Makers

MEET THE NIGHTLIFE EXPERTS

FROM THE ROAD

STORIES, SOUNDS & CITIES

UNCOVER BOLD SOUNDS IN A NEW BLOG SERIES



PRODUCTS



SIGN UP FOR
AFTERHOURS ON THE GO

UPGRADE YOUR NIGHT



Marlboro website: October, 2014



WARNING: This product is not a safe alternative to cigarettes.



SAVINGS REAL-IZER

YOU ADJUST YOUR INFO. WE'LL ADD UP THE SAVINGS.

I DIP 4 CANS A WEEK

1 3 5 7 9 11 13



OF Cope Long Cut Wintergreen

IN Minnesota

[NEED HELP?](#)

IF I DIPPED LONGHORN INSTEAD



FOR A MONTH

WEEK MONTH YEAR



I WOULD SAVE

\$18.40

AND THAT'S ENOUGH CASH FOR A CAMP LANTERN



Jumpstart your savings today. [Find a flavor](#) | [Get your coupon](#) | [Show your savings to friends](#)

*Savings based on Nielsen data for average price per brand per state. Temporary price reductions or other promotional offers not included in savings calculations.

Longhorn website: July, 2013



HOME PRODUCTS FEATURES

OFF. 1 REAL VALUE. SEE HOW YOU SAVE.



SAVINGS REAL-IZER

YOU ADJUST YOUR INFO. WE'LL ADD UP THE SAVINGS.

I DIP 5 CANS A WEEK



OF Cope Original

IN Minnesota

[NEED HELP?](#)

IF I DIPPED LONGHORN INSTEAD



FOR A YEAR

WEEK MONTH YEAR



I WOULD SAVE

\$81.20

AND THAT'S ENOUGH CASH FOR A LAWNMOWER



Jumpstart your savings today. [Find a flavor](#) | [Get your coupon](#) | [Show your savings to friends](#)

*Savings based on Nielsen data for average price per brand per state. Temporary price reductions or other promotional offers not included in savings calculations.

Longhorn website: July, 2013



CHOOSE YOUR STYLE: 

WELCOME BACK ELIZABETH! 

- HOME
- MAN CAVE
- VIDEOS
- OUR PRODUCTS
- COUPONS
- TELLIN' IT LIKE IT IS



LIGHTS, CAMERA, DESTRUCTION.

A collection of videos you've gotta see!

[WATCH THE VIDEOS](#)

MOIST SNUFF

WARNING: This product is not a safe alternative to cigarettes.

Grizzly website: July, 2013

VIDEOS

[\[GO BACK\]](#)

Meet Randy & Scooter. Just a couple regular guys with a camera, some free time and a shared interest in the manly sciences of crushin', smashin', shreddin', grindin', chainsawin', and blowin' stuff up.



EPISODE 1:

WOOD CHIPPER



EPISODE 2:

STEAMROLLER



EPISODE 3:

WEDDING CRASH



Grizzly website: July, 2013- "Wood chipper" video

Social Media Marketing

- Growing issue
- Larger tobacco companies avoid social media, smaller companies use the medium



General Snus
@GeneralSnus

- Home
- About
- Store Locator
- Path to Perfection
- Products
- What is Snus
- Why General Snus
- Spotlights
- Photos
- Likes
- Posts



WARNING: This product is not a safe alternative to cigarettes.

Like Follow Share More Shop Now Message

Status Photo / Video
Write something on this Page...

Posts
General Snus
January 13 at 1:04pm · *
Walk under a ladder? No worries. Shatter a mirror? Get a new one.

Product/Service
Search for posts on this Page
Invite friends to like this Page
Welcome to the official page of The Original Swedish Snus, General.
8,307 people lik Chat (Off)

January 2017












WARNING: This product can cause mouth cancer.

Looks like you and your friend are show-bound. He meets you at the venue and stops to have a quick smoke before heading in. You toss in a pouch just as your hear the opener take the stage inside. Do you stand outside and wait for your friend, or go in and catch the first notes? Comment to cast your vote.

Like Comment Share

9 Chronological

1 share 24 Comments

-  **Michael Abdelnour** Wait for my friend!
Like · Reply · June 17, 2016 at 12:01pm
 -  **Michelle Orr** Wait for my friend 😊
Like · Reply · June 17, 2016 at 12:02pm
 -  **Christina Hounshell** Urge my friend to hurry it up and wait anxiously!
Like · Reply · June 17, 2016 at 12:06pm
 -  **Carol Welter Stoike** Wait for my friend.
Like · Reply · June 17, 2016 at 12:07pm
 -  **Jonathan Monnich** Wait for my friend.
Like · Reply · June 17, 2016 at 12:31pm
 -  **Richard Amon** go inside
Like · Reply · June 17, 2016 at 12:36pm
 -  **Nick Knudt** Depends what my friend is smoking
- Write a comment...  

January 2017



Splitarillos

@Splitarillos.USA

Home

About

Photos

Events

Likes

Twitter

Videos

Instagram

Posts

Create a Page

EXTENDOS™

EXTRA LONG CIGARILLOS



Like Follow Message More

Status Photo / Video



Write something on this Page...

Photos

See All



Product/Service

Search for posts on this Page



Invite friends to like this Page

This page is intended for persons of legal smoking age (LSA) only. By following, you confirm you're of legal age & won't share with anyone under LSA.



6,014 people like this and 5,820 people follow this

About

See All



Typically replies within a day
Message Now



www.splitarillos.com/



Product/Service

APPS



Twitter



Follow

swishercigars

Swisher Sweets 18+ Only. By following, you confirm you're 18+ & won't share content with people under 18. www.swisher.com <http://www.twitter.com/swishercigars>

123 posts

5,984 followers

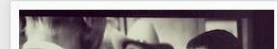
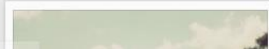
75 following

July 2014

June 2014

May 2014

April 2014



Email Marketing

- Email marketing is primarily used to drive traffic to tobacco company websites.
Emphasis on promotion of:
 - Sweepstakes
 - Coupons
 - New products

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

A YEAR of CHEER

FAB FEATURES has plenty of fun ideas to keep you upbeat so browse around and

GRAB YOUR MONTHLY COUPONS AT VIRGINIASLIMS.COM

See terms on eligible smokers 21 years of age or older.

Send one monthly coupon request per eligible smoker 21 years of age or older. Coupon offer may vary or end at any time without notice. Void in MA and where prohibited.

WONDERFUL
WINTER RECIPES

BAKED PEARS WITH BLUE CHEESE AND CRANBERRY JAM

TRY THEM BOTH

QUINOA RISOTTO WITH PUMPKIN AND PARMESAN

VIRGINIA SLIMS
FABULOUS. TRUE. YOU.

Email from Virginia Slims: January 2017

Subject line: “Grab your coupons and check out some wonderful winter recipes!”



TAKE YOUR HOLIDAY TO NEW HEIGHTS



Make the most of every moment this holiday with a discreet tobacco experience that never gets in the way.

SAVE \$1
on 1 can



SAVE \$2
on 2 cans

CLAIM YOUR SAVINGS AT GENERALSNUS.COM



FIND GENERAL SNUS NEAR YOU:

SUPER AMERICA #4181 4740 CEDAR AVE S MINNEAPOLIS, MN 612-724-3388	HOLIDAY #026 5444 NICOLLET AVE MINNEAPOLIS, MN 612-822-4822	SUPER AMERICA #4188 6000 PORTLAND AVE MINNEAPOLIS, MN 612-859-1344
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PLUS, SEARCH YOUR FAVORITE FLAVORS AND CHECK BACK OFTEN FOR NEW STORE ADDITIONS AT GENERALSNUS.COM



[/GENERALSNUS](https://www.facebook.com/Generalsnus)



ELEVATE YOUR EXPERIENCE™

©2015 Swedish Match North Europe AB

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman nearly 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

This email was sent by: [@Swedish Match](#)

Email from General Snus: December 2015

Subject line: "Celebrate the season with exclusive savings"

More **control**
than ever
before with
the VUSE App

ORDER NOW

\$14.99*

FREE SHIPPING

Bluetooth® Smart
rechargeable powerunit

- Battery & Cartridge Status
- Child Lock Settings
- Cartridge Usage
- Multi-Device Management

Limited Supply. Available exclusively on vusevapor.com

*Consumer must pay applicable sales tax.

VUSE contains nicotine extracted from the tobacco plant. Nicotine is addictive and no tobacco product has been shown to be safe.

 VUSE



Email from Vuse:
December, 2015

Subject line: “Order
new VUSE Connect
While Supplies Last”

**WEBSITE AND OFFERS RESTRICTED TO AGE 21+ TOBACCO CONSUMERS

Log on to vusevapor.com with your email and password.

If you don't have your password, [click here](#).

DO NOT RESPOND BY CLICKING REPLY. Your email will not be delivered.

We hope you enjoyed receiving this message. If you want to change your email address log on to vusevapor.com, go to MY PROFILE and update your information.

If you do not want to receive future emails from R.J. Reynolds Vapor Company (this will not affect offers sent to you from R.J. Reynolds Vapor Company through regular U.S. mail), [Click here](#), or call 1-877-614-VUSE (8873).

This email is being sent to you, Elizabeth Brock, since we have confirmed that you are an age 21+ tobacco consumer and you indicated you wanted to receive email communications from R.J. Reynolds Vapor Company. It is intended for the addressee only and should not be forwarded.

882190078.47798

GRIZZLY

HAPPY HOLIDAYS
FROM OUR FAMILY TO YOURS.



GRIZZLY
PREMIUM WINTERGREEN
POUCHES
AMERICAN
SMOOTH CO.



ENJOY THE GIFT OF WEEKLY
\$1 OFF COUPONS,
AND OTHER SPECIAL OFFERS, ONLY
AT **mygrizzly.com.**
GOOD ON ANY STYLE GRIZZLY

**Offer limited to one coupon per week per age 21+ mygrizzly.com registered user. Offer may end at any time without notice.

**WARNING:
Smokeless
tobacco
is addictive.**

MOIST SMOFF

Email from Grizzly:
December, 2015

Subject line: “Happy
Holidays from Grizzly”

Marlboro

ROCKIN' BOOTS

DESIGN 'EM. WIN 'EM. ROCK 'EM.



LAST DAYS TO ENTER

FOR A CHANCE TO

WIN ENDS OCT 5TH

CUSTOM BOOTS
CONCERT GIFT CARDS

DESIGN YOUR OWN

AT MARLBORO.COM

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



FLAVOR MAKERS

THE FEED

PROFILES

HIT THE MERCADO

CHEF SILVANA ESPARZA HELPS YOU MAKE AN AUTHENTIC MEAL [ONLY AT MARLBORO.COM >](#)

Site limited to eligible smokers 21 years of age or older.



ON THE PLATE, IN THE GLASS

WHEREVER YOU FIND FLAVOR, THERE'S PLENTY OF TALK ABOUT IT IN THE FEED [JOIN IN >](#)

Marlboro
**FLAVOR
MAKES THE
NIGHT.**





CAPTURE
- THE -
UNKNOWN
- MOBILE -

THIS IS YOUR
LAST CHANCE TO
WIN \$500



Email from Marlboro "Black"
September, 2014

TIPS *for*
LEISURE

SURGEON GENERAL WARNING: Tobacco
Smoke Increases The Risk Of Lung Cancer
And Heart Disease, Even In Nonsmokers.

THIS WEEK'S PURSUIT



Any **EVENT IS**
TAILGATABLE

**\$1,000 AND THOUSANDS OF OTHER
PRIZES ARE UP FOR GRABS EVERY DAY.**
STOP BY EVERY WEEK TO INDULGE IN ANOTHER PURSUIT.

WEBER® Q® 120 GAS GRILL



Swisher Promotions <promotions@em.swisher.com> [Unsubscribe](#)
to me



Hey Betsy,



We are excited to introduce the dynamic duo of [Blazing Fire and Arctic Ice](#). Blazing Fire is a sweet, hot, and spicy cigarillo that is best complimented by the chill of the arctic provided by it's sibling, Arctic Ice.

This pair covers both ends of the spectrum with a blazing cinnamon taste so intense you can feel the fire and an extremely cold and frosty blast of icy mint. Choose which one is for you, or try them both! Just make sure you get your's before they're gone.

You can find more information about their location on our website.

Sincerely,





HEADS UP
OUR BAR TEAM
IS AT A HOTSPOT NEAR YOU

GET SPECIAL DOLLAR AFTER DARK OFFERS
AT ONE OF THESE LOCATIONS.

Pickle Park

7820 NE University Ave
Fridley, MN 55432

FEB. 14
9:30 PM - 1 AM (CT)

**Dog House Bar and
Grill**

2029 Woodlynn Ave
Maplewood, MN 55109

FEB. 14
10 PM - 12:45 AM (CT)



If you are unable to see the images below, [click here to view](#).

To ensure delivery to your inbox, please add MarkTen@email.MarkTen.com to your address book.

This email is being sent to you because you certified that you are an adult smoker or e-vapor consumer 21+ and interested in receiving communications from Nu Mark LLC or Philip Morris USA and its affiliates. This email is intended for you and should not be forwarded. The MarkTen.com marketing website is restricted to adult smokers or e-vapor consumers 21+.

WARNING: This product is not intended for use by women who are pregnant or breast feeding, or persons with or at risk of heart disease, high blood pressure, diabetes, or taking medicine for depression or asthma. Nicotine is addictive and habit forming, and it is very toxic by inhalation. Nicotine can increase your heart rate and blood pressure and cause dizziness, nausea, and stomach pain. Inhalation of this product may aggravate existing respiratory conditions.



Light up the room a little longer.

Introducing the longer-lasting MarkTen® Extended Battery.
Enjoy FourDraw® technology for a full draw with less interruption.

MARKTEN[®]
e-vapor



Citizens for Tobacco Rights

to me

Oct 8 (2 days ago)



Too often, adult tobacco consumers are asked to fund out-of-control spending through increases in tobacco taxes. Did you know that adult tobacco consumers paid more than **\$31 billion** in tobacco excise taxes to the federal, state and local governments in 2013?

If you're tired of picking up the government's spending tab, and don't want to be forced to pay even more, make sure you're ready to vote in November.

Visit www.tobaccorights.com/Vote to learn more about tobacco taxes and other tobacco issues important to you before you cast your vote. You can also find information about:

- Registering to vote

VOTE NOVEMBER 4TH

Voter registration deadlines are quickly approaching. If you are not registered to vote, do so [today!](#)

Email from Citizens for Tobacco Rights: October, 2014

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.



THERE'S A LOT TO EXPLORE AT
MARLBORO.COM

Site limited to eligible smokers 21 years of age or older.

YOUR
COUPON OFFER
IS STILL WAITING

AVAILABLE UNTIL DEC 31

Coupon offer valid 12/1/15 - 12/31/15. Void in MA and where prohibited.

DISCOVER MENTHOL
made for MIDNIGHT
NOW AVAILABLE COAST-TO-COAST



Marlboro
MIDNIGHT
MILD MENTHOL MENTHOL FLAVOR

© 2015 B&W T Co.

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© 2015 B&W T Co.

© 2015 B&W T Co.

© 2015 B&W T Co.

WILD
CARD
YOUR CHANCE AT WEEKLY PRIZES AND
A WILD ADVENTURE ENDS SOON.
PLAY TODAY.

NO PURCHASE NECESSARY. Limited to eligible smokers 21 years of age or older who are legal residents of the US (U.S. or D.C., Alaska, HI, and AK). Void in MA, HI, and where prohibited. Sweepstakes begins on or about 2:00:00 a.m. ET on 12/29/15 and ends at 11:59:59 a.m. ET on 12/31/15. See [www.marlboro.com](#) for details.

STARTING 12.18.15
SHOW YOUR NIGHTLIFE KNOW-HOW
AND TAKE ON THE WEEKEND.

MARLBORO
CONQUER
the NIGHT

THE MARLBORO
APP

PULSE
WEST
CLICK. CLICK. WIN.

15,000 PRIZES LEFT. 15 DAYS FULL OF CHANCES TO DISCOVER THEM.

NO PURCHASE NECESSARY. Limited to eligible smokers 21 years of age or older who are legal residents of the US (U.S. or D.C., Alaska, HI, and AK). Void in MA, HI, and where prohibited. Sweepstakes begins on or about 12:00:00 a.m. ET on 12/15/15 and ends on 11:59:59 a.m. ET on 12/31/15. Limited time promotional prizes end on or about 11:59:59 a.m. ET on 12/31/15 and ends on 11:59:59 a.m. ET on 12/31/15. See [www.marlboro.com](#) for details.

Email from Marlboro,
December, 2015

Subject line: Betsy, claim your
coupon and get in on the
action.

This email promotes multiple
purposes: coupons, new
product, and contests. Also,
the new Marlboro app is
promoted at the bottom.

Email Marketing: Observational Study

- January 2010-May 2015 (n=6,990)
- Companies use email to communicate as often as 8-9x per month
- Most common purposes: contest promotion (54%), promotion of website content (39%), and coupon promotion (16%)
- Emails promoting coupons were also nearly 2x more likely to promote menthol (95% CI: 1.52-2.37)

Direct Mail Marketing

- Primary vehicle for the distribution of tobacco coupons.
- Tobacco coupons are an important tobacco company strategy, they are used to:
 - Manipulate the price of tobacco products
 - Encourage users to try a new product or brand extension
 - ***Discourage quitting***

GET ONE TIN OF SNUS FOR \$1.00

WARNING: Smokeless tobacco is addictive.

TAKE THE Pleasure Switch Challenge

CHANCE TO WIN \$100 EVERY DAY

CAMELSNUS.COM/2012*

MAKE A FRESH START IN 2012

WARNING: Smokeless tobacco is addictive.

QR Code: A00133610

Camel Snus coupon mailing.

January, 2012

NEW YEAR MY SMOKE-FREE RESOLUTION

I'm ready to make the switch in 2012. So long, smokes. It's my year, and I'm going to make the most of it with Camel SNUS. I'm opening up fresh possibilities and getting flavor when and where I want it. It's going to be a great year.

RSVP for your spot in the Pleasure Switch Challenge at **CAMELSNUS.COM/2012***

WARNING: Smokeless tobacco is addictive.

Barcode: 12500411009

Barcode: 125004111166

QR Code: A00133610

10261946 B Snus MN 0012300-109547

10261946 B Snus MN 0012300-109546

“Tobacco industry marketing: an analysis of direct mail coupons and giveaways”

Published in *Tobacco Control*

Brock, B., Schillo, B.A., & Moilanen, M.

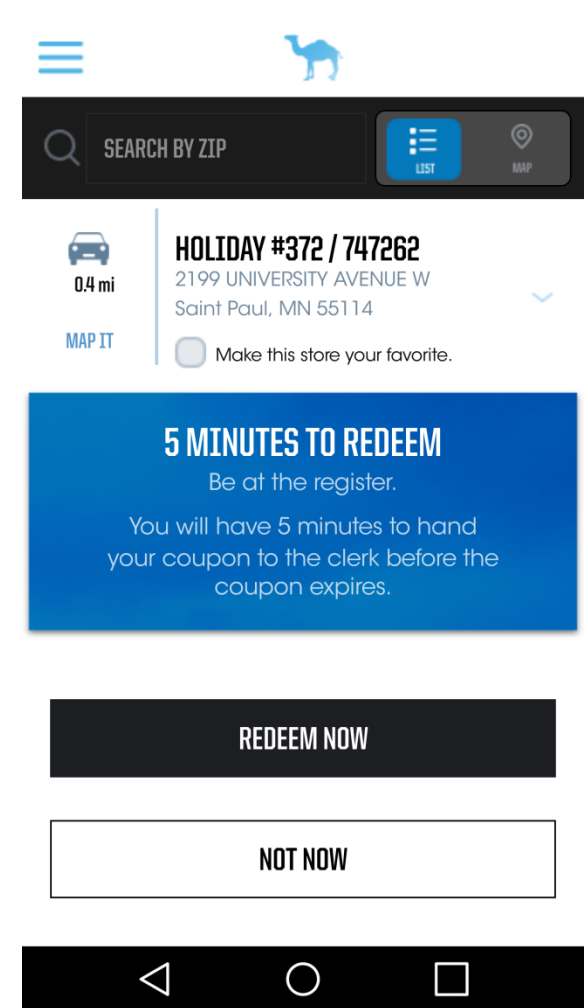
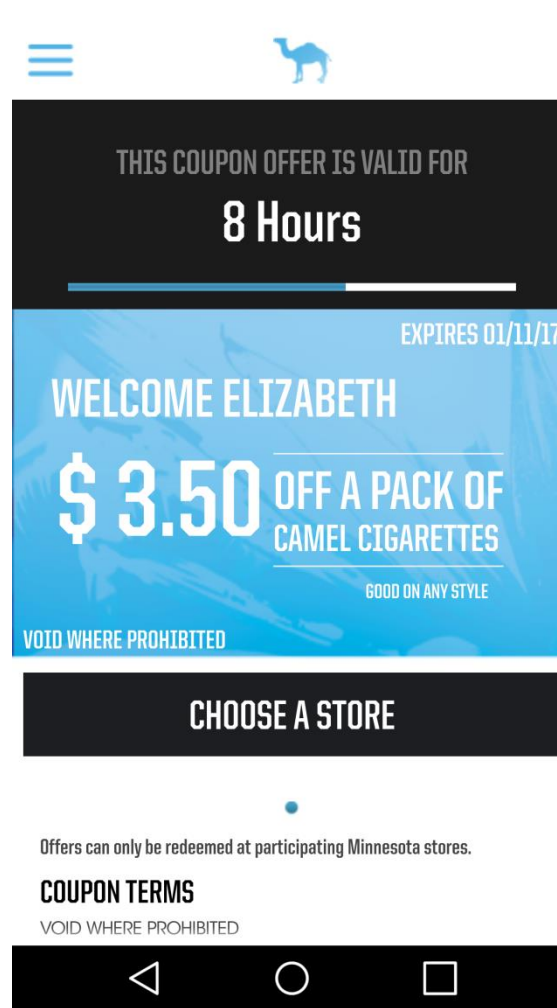
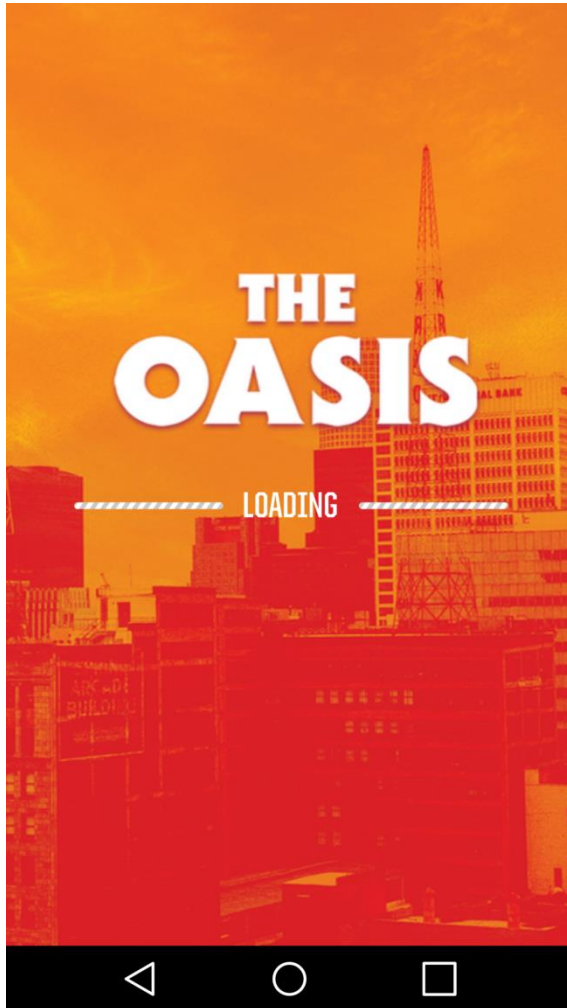
Direct Mail Marketing: Observational Study

- Analyzed a sample of 659 mailings (July, 2011-June, 2012)
- 85.6% contained at least one tobacco coupon
- The average estimated coupon value per mailing was \$4.17
- Camel and Marlboro mailings heavily promoted snus, often alongside cigarettes

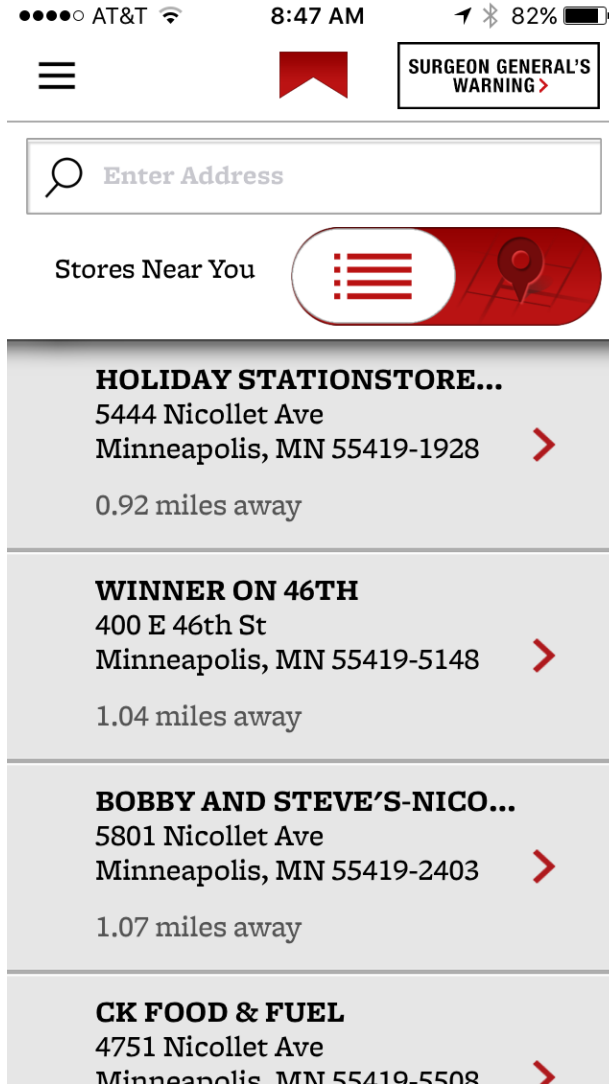
Mobile Apps

- Emerging issue
- Limited (so far!)

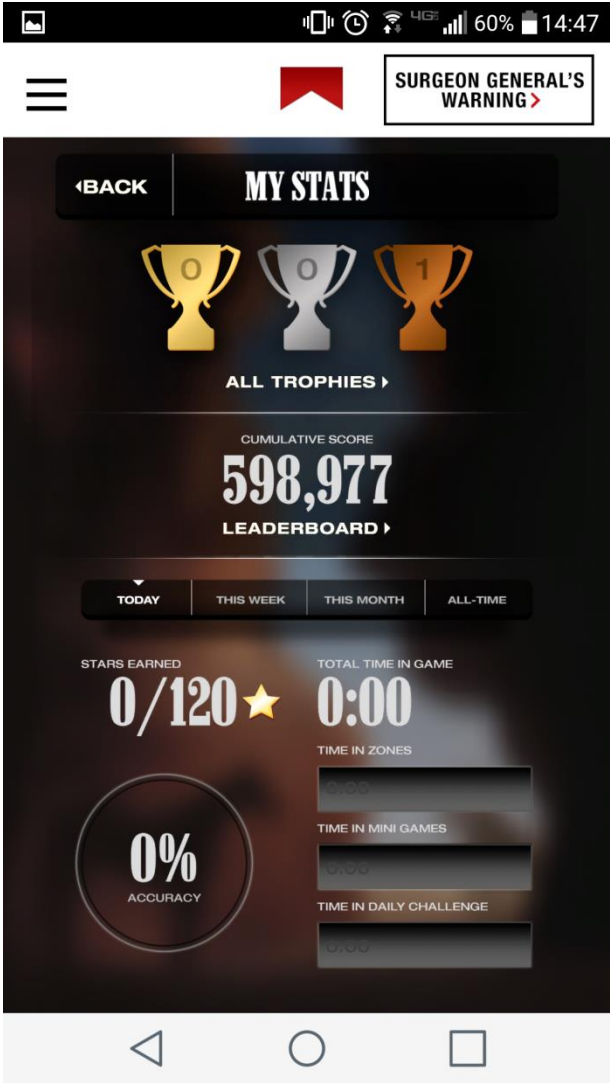
Camel App (The Oasis)



Marlboro App (MHQ)



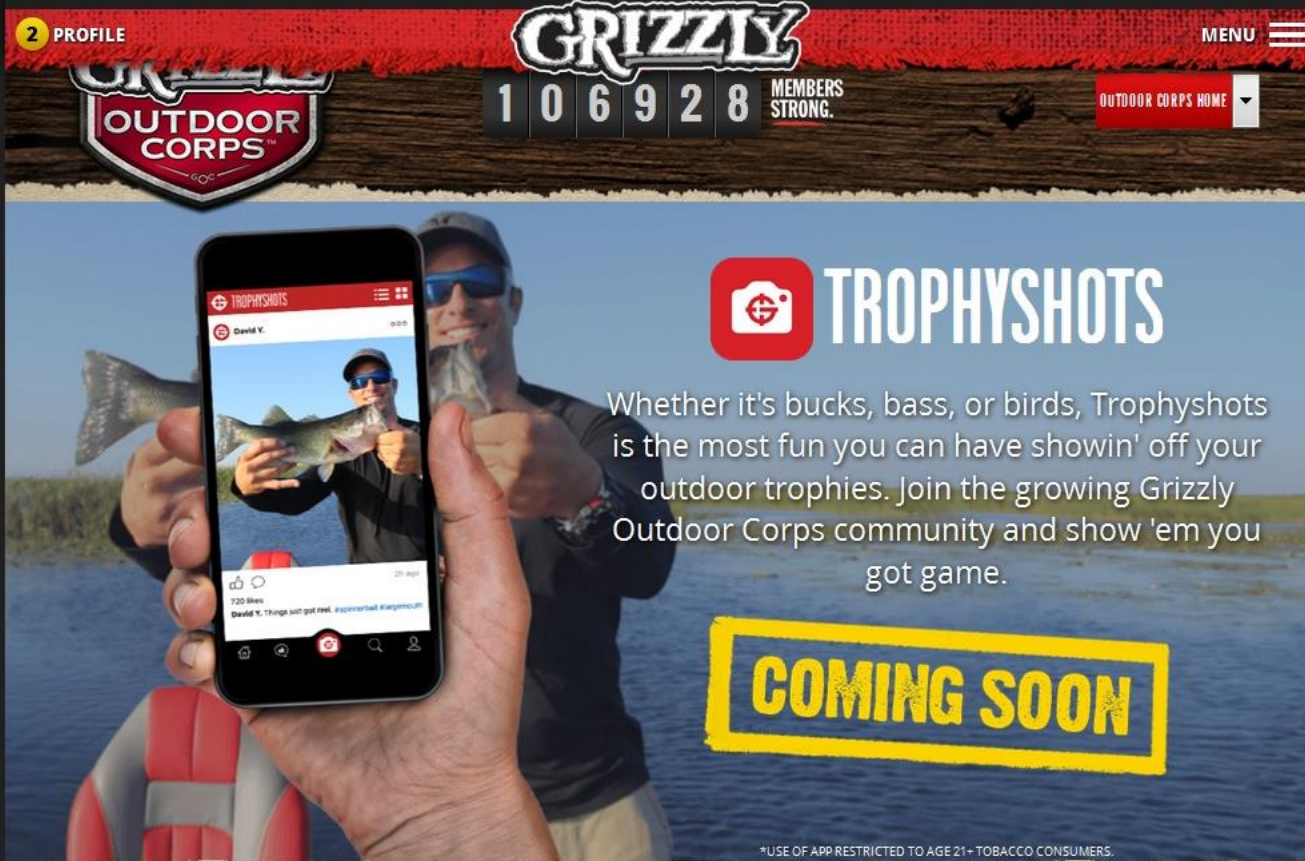
Marlboro App (MHQ)



Coming soon! Grizzly App

WARNING: This product can cause mouth cancer.

MOIST SNUFF



The image shows a promotional banner for the Grizzly Outdoor Corps Trophyshots app. At the top, there is a navigation bar with a '2 PROFILE' button, the 'GRIZZLY' logo, the number '106928', the slogan 'MEMBERS STRONG.', a 'MENU' icon, and an 'OUTDOOR CORPS HOME' dropdown menu. Below the navigation bar is a large background image of a man in a boat holding a fish. In the foreground, a hand holds a smartphone displaying the Trophyshots app interface, which shows a post by 'David V.' with a photo of the same man holding a fish. To the right of the phone, the 'TROPHYSHOTS' logo is displayed, followed by the text: 'Whether it's bucks, bass, or birds, Trophylshots is the most fun you can have showin' off your outdoor trophies. Join the growing Grizzly Outdoor Corps community and show 'em you got game.' Below this text is a yellow 'COMING SOON' button. At the bottom right, there is a small disclaimer: '*USE OF APP RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.'

Case Study: Marlboro Black



Marlboro

- Marlboro is one of the most valuable global brands
- Marlboro is the number one cigarette in the U.S.
 - 41% market share



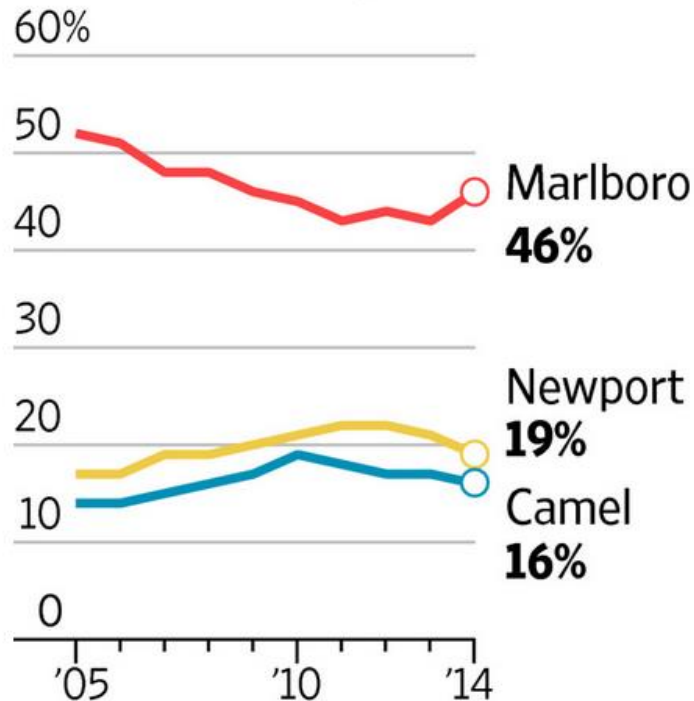
COME TO
MARLBORO COUNTRY.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Popular With Youth

Marlboro looks to regain market share lost to Newport and Camel.

Share of smokers age 18-25



Note: Share of smokers in this age group that named each brand as the one they smoked most often

Source: National Survey on Drug Use and Health

THE WALL STREET JOURNAL.

Marlboro Black

- Released in 2010
- A Cigarette for Millennials
- Cheaper price, usually \$1-\$1.50 less
- “Bold” marketing with “urban” feel
- Menthol emphasis: a direct challenge to Newport



MARLBORO
BLACK



MARLBORO
BLACK
MENTHOL



MARLBORO
EDGE



MARLBORO
MENTHOL
SLATE



MARLBORO
MIDNIGHT



Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

SEARCH

THE WEST

MUSIC & BARS

ENTERTAINMENT

ACTION & ADVENTURE



HOME

BLACK PRODUCTS

View All

BOLD MENTHOL
CUT & CRAFTED FOR THE
MODERN WORLD

AVAILABLE IN KINGS & 100'S

NOW IN STORES

Marlboro
SLATE
BOLD BALANCED MENTHOL FLAVOR

MENTHOL *made for*
MIDNIGHT
BOLD FLAVOR. COOL MENTHOL.

Marlboro
MIDNIGHT
BOLD UNIQUE MENTHOL FLAVOR

January 2017

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



Marlboro

MENU ▶

MY MARLBORO



0

BLACK BLOG

MAIN

FROM THE ROAD

CURATORS

LOCAL SHOWCASE



- GET THE LATEST -
CONTEST, BLOG & COUPON NEWS
WITH EMAIL & TEXT ALERTS

FEATURED CONTENT



THE ONE MOTORCYCLE SHOW - PDX

Marlboro "Black" website: October,
2014



Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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NAVIGATE THE
UNKNOWN

MARLBORO BLACK ○ ○ ○ ●

January 2017

THE RISE: DOWN WITH THE LOWRIDERS

SEP 23, 2016



TRUE TO THE ROOT

EDITORIAL

Over 50 years ago, hotrodding exploded out of southern California, and in East L.A., lowriders became the ride of choice. It was started by those looking to stand out and create unique ideas of their own. One local legend took over and created a movement that's gone global. For decades, lowriders and lowriding have been as much culture as they are craft, where the flash is the fun and the growing brotherhood is what matters most.

Today, every lowrider has a special flair. A color palette, look, feel and ride unmatched and unmistakable. From the vibrant and layered paint jobs, accented glass and chrome pinstriping to the hydraulic-powered wirebars that send cars hopping, popping and jouncing, lowriding has become a complex world of passion and craft. From the cars to the bikes, the custom tattoos and ways of getting things done, it's a world where artists and mechanics blend together, where there are no limits and where extremes are embraced. Now, witness the cruise as L.A.-based photographer Scott Dukas creates an exclusive look into the world of the lowrider.



MARLBORO BLACK ORIGINALS

- THE RISE** Uncover the cultures saving the day. [20 MINS](#)
- WAY OF THE BOLD** Experience the adventure 25,000 miles in the making. [20 MINS](#)
- THE CURATORS** Discover today's craftsmen on the curb. [20 MINS](#)
- THE BLACK ROOM** Witness the action when photographers go head-to-head. [20 MINS](#)
- THE ROAD** Hit the road through the American West. [20 MINS](#)

CAPTURE THE UNKNOWN

DISCOVER. CAPTURE. CREATE.
NEW THEMES, PRO PHOTO TIPS & MORE

JOIN THE JOURNEY

GET THE LATEST CONTEST, JOURNEY AND COUPON NEWS WITH EMAIL & TEXT ALERTS

January 2017



Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

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SEARCH

THE WEST

MUSIC & BARS

ENTERTAINMENT

ACTION & ADVENTURE



ROBOTS

MARLBORO BLACK

Capture The Unknown

Copper Label Underground



THE RISE: DOWN WITH THE LOWRIDERS

SEP 12, 2016

Over 50 years ago, hot-rodding exploded out of southern California, and in East L.A., lowriders became the ride of choice. It was started by those looking to stand out and create unique rides of their own, then local ingenuity took over and created... [More...](#)

In Auto, Editorial, The Rise, City

691 477



THE RISE: TRUE TO THE ROOT

AUG 29, 2016

Kustom Kulture comes in many forms, but in East LA lowriders are king. As old as hot-rodding itself, the East LA scene has been dropping cars since the '50s. Decades in and lowrider culture has become global. [More...](#)

In Video, The Rise, Auto, City

611 904



THE RISE: MIAMI'S VIBRANT STREETS

AUG 15, 2016

For decades, outsiders knew Miami as little more than South Beach. It's fast cars, sun-soaked beaches and neon-clad nightlife painting a cool but narrow picture of this tropical paradise. Now, in the gateway to the Caribbean, a rich and creative... [More...](#)

In Craft, Editorial, The Rise, Adventure

391 848



THE RISE PART 3 OF 4: WELCOME TO THE WALLS

AUG 01, 2016

Miami, an international hotspot for beaches, neon nightlife and now a vibrant street art scene. Attracting the world's top artistic talent day in and day out the west side neighborhoods now drip with paint as wall after wall is added to this... [More...](#)

In Craft, Video, The Rise

822 2,699

< VIEW ALL



Uncover the cultures paving the way. [GO NOW](#)



Experience the adventure 25,000 miles in the making. [GO NOW](#)



Discover today's craftsmen on the cusp. [GO NOW](#)



Witness the action when photographers go head-to-head. [GO NOW](#)



Hit the road through the American West. [GO NOW](#)

CAPTURE THE UNKNOWN

DISCOVER. CAPTURE. CREATE.
NEW THEMES, PRO PHOTO TIPS & MORE

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SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

BLACK

EXPERIENCE
BOLD MENTHOL
FLAVOR



CUT & CRAFTED FOR THE
MODERN WORLD

• NOW IN STORES •

EXPLORE BOLD FLAVOR

AT MARLBOROBBLACK.COM

SITE LIMITED TO ELIGIBLE SMOKERS 21 YEARS OF AGE OR OLDER.

For more INFORMATION about Philip Morris USA or its products, visit www.philipmorrisusa.com.

If you decide to QUIT TOBACCO, visit www.quitassist.com.

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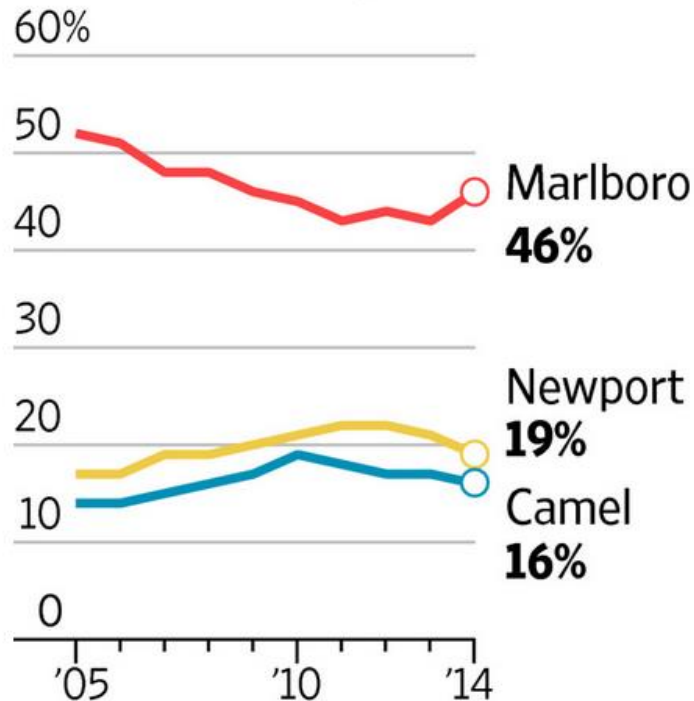
Email from Marlboro
Black: December 2016

Subject line: “The next
chapter in bold menthol
is here”

Popular With Youth

Marlboro looks to regain market share lost to Newport and Camel.

Share of smokers age 18-25



Note: Share of smokers in this age group that named each brand as the one they smoked most often

Source: National Survey on Drug Use and Health

THE WALL STREET JOURNAL.

Case Study: Swisher Sweets

- Available in many flavors, some are seasonal
- Cheap
- Number #2 cigar brand among youth aged 12-17
- Highly enhanced marketing campaign in last 1-2 years which relies heavily on social media marketing and online promotion



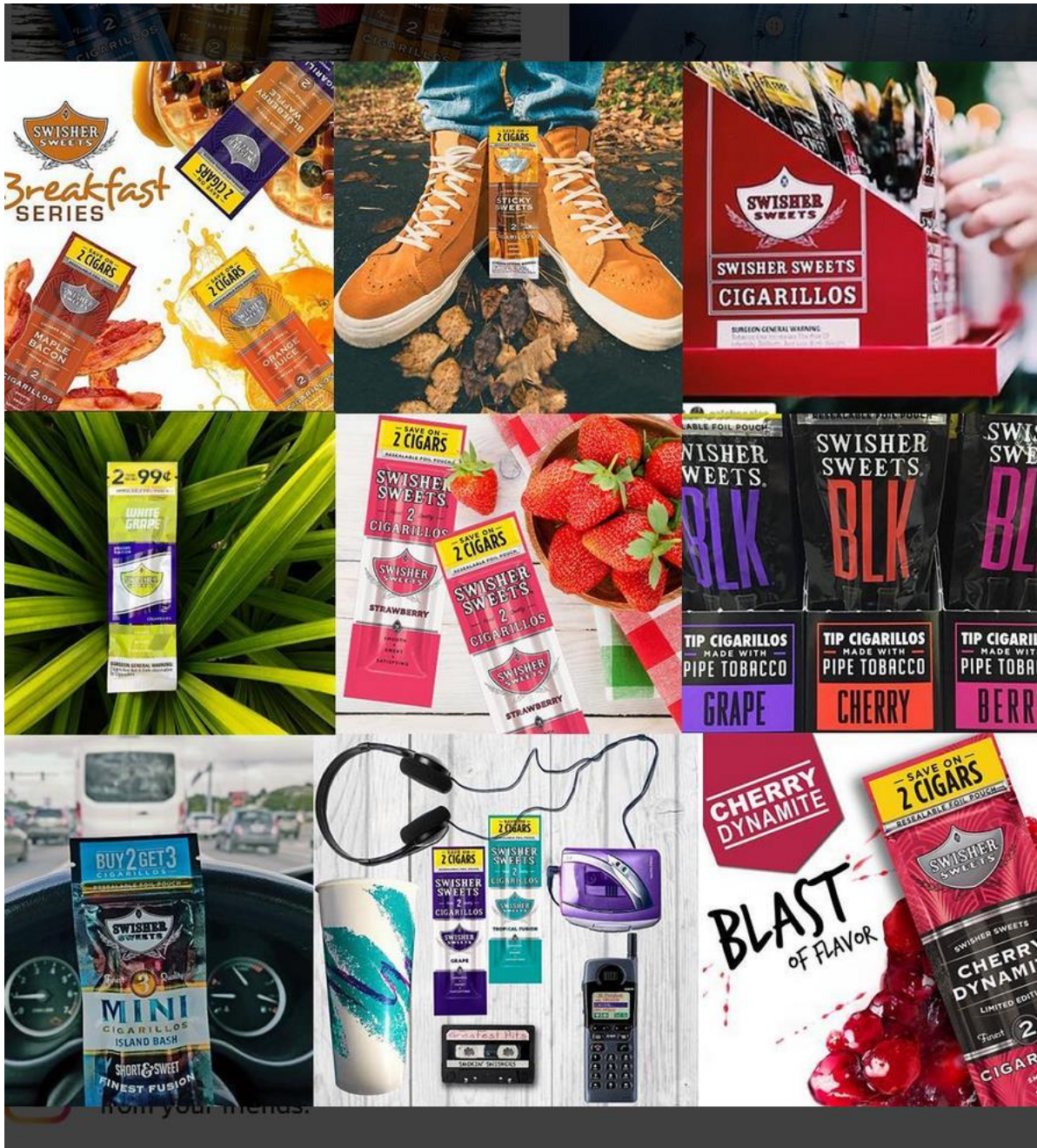
PRODUCTS EVENTS SWEETIES SHOP CONTACT

ARTIST
PROJECT

SURGEON GENERAL WARNING:
Cigars Are Not A Safe Alternative To
Cigarettes.



January 2017



swishersweets

Follow

612 likes

2w

swishersweets A new year filled with new blends is our resolution to you! 🍷
 🌟 #StayTuned. #HappyNewYears
 #SwisherSweets

view all 31 comments

galactic.woodsman @swishersweets
 get down on them breakfast ones they sounded bomb. Making jokes and all. I'm down for a chicken and waffle one all day

maurer23gk Make a banana or limr flavor for 2017 🍌🍋

247__blazer__247 I need to have a 3 blunt breakfast exteno in my life facts

solo__dolo Need banana , mango , strawberry kiwi , lemonade & strawberry lemonade . The breakfast series of OJ & blueberry waffle gotta come out @swishersweets

...@swishersweets

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...



swishersweets

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493 likes

1w

swishersweets Our Monday #musthave is this #Swisher Snapback. On sale now in the #SwisherSweets gear store for \$15! Click bio link now👉

questforthecure I need that hat

thathomieshane We still want the breakfast series swishers please make it possible

dancingbear__ @nonamesandwich

bitanick_mma I need this snap

surfdb @kiiidcannabis bro you need this hat!! RoT Swisher

ihatedezilove So does that surgeon general patch come off??

dank.inhales How much will a pack of swishers be in cali once the tobacco tax goes up

official_almightyygd 🌞

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January 2017



swishersweets

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2,233 views

7w

swishersweets It's #CyberMonday in the #SwisherSweets gear shop! 50% off on all items. Use code CyberMonday at checkout. Gear link in bio Tag a friend so they don't miss this sweet deal! #ChristmasIsComing

view all 29 comments

piemoney83 The hoodie

swishersweets @katiesak3 hi, what item are you having a sizing issue with?

swishersweets @cooodess like this? Not that often. Get it while it's hot. Even sale items are 50% off!

katiesak3 @swishersweets The hoodie says only XXL

thatone_blackuglyduckling i still never got my shirts @swishersweets

swishersweets @katiesak3, we have that hoodie in large. Try refreshing the

Log in to like or comment.



CODE:CYBERMONDAY

January 2017



SURGEON GENERAL WARNING:
Cigars Are Not A Safe Alternative To
Cigarettes.



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~~\$27.00~~ • \$15.00 **Sale!**
Add to cart Show Details



SS SHIELD BLACK SNAPBACK
\$21.00
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\$19.00
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January 2017



SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

TWEETS 2,379 FOLLOWING 830 FOLLOWERS 14.3K LIKES 2,210 LISTS 5 MOMENTS 3

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Swisher Sweets ✓

@SwisherSweets

By following, you confirm you're 18+ & won't share content with people under 18. #SinceDayOne, Swisher Sweets was there.

Jacksonville, FL

bit.ly/SwisherShop

Joined July 2011

687 Photos and videos



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Worldwide Trends

#التبغ_تلفك_عن 36.2K Tweets

Felipe Melo 25.4K Tweets

#QandAwithMcVey



PRODUCTS

EVENTS

SWEETIES

SHOP

CONTACT

SURGEON GENERAL WARNING:
Cigars Are Not A Safe Alternative To
Cigarettes.



BLOG

PROGRAMS

C-STORE SESSIONS

FAQ

ABOUT



SWISHER SWEETS ARTIST PROJECT



HERE'S
WHAT'S UP

THE SWISHER SWEETS ARTIST PROJECT IS AN ONGOING INITIATIVE TO PROVIDE UNIQUE OPPORTUNITIES FOR ARTISTS TO CREATE, SHARE, AND PURSUE THEIR PASSION. FOR FANS, IT'S A WAY TO BE AT THE FOREFRONT OF WHAT'S NEW AND EMERGING IN THE WORLD OF MUSIC, ARTS, AND ENTERTAINMENT.



A3C FESTIVAL



**ATLANTA
A3C FESTIVAL**



January 2017



Austin Takeover April 2016



 **mirroredmedia**
6th Street, Austin, ... FOLLOW

28 likes 5w

mirroredmedia Shout out to our friends @SwisherSweets for comin' through with the rain ponchos! Come grab Swisher gear @vulcanatx as we kick off TuneCore's Indie Artist Forum today, 12pm-6pm. 21+. FREE.

#TuneCoreATX #SwisherATX

birrry You have any extra swisher gear ?

Log in to like or comment. ⋮





mirroredmedia
Vulcan Gas Comp...

FOLLOW

26 likes

4w

mirroredmedia Come grab some goodies from @SwisherSweets upstairs @VulcanATX. Our event is free and 21+. #swisheratx #austin 🌟

maserati_skrill I remember this night. .very dope

Log in to like or comment.





 swishersweets FOLLOW

228 likes 4w

swishersweets Thank you for a great #SwisherArtistProject Takeover Austin! We'll be back for another #SwisherATX.

[taxxin_@dutchmasterscigars](#)

[parteeandbullshit](#) Next time. [@kidddryden](#)

Log in to like or comment. ⋮

VISITOR POSTS



Rock Current

October 18 at 7:39am

📌 Rock new releases 01 uk Island - Girl / #coverArt
02 au The Shak... See More

Like · Comment



Joshua Hamilton Douglas Stanford

October 16 at 7:18pm

Dude your new tracks are insane! Keep it coming!

Like · Comment



Hector Chella Lugo

September 5 at 3:35pm

You should make a song with flume !

Like · Comment



Oliver the Kid

August 25 · 🌐

the full video of the liquor store performance for TuneCore & Swisher Sweets is up now! ❤️ watch me sing while a guy buys condoms.

<https://www.youtube.com/watch?v=IgpMz0m3uKw>



Convenience Store Sessions - Oliver the Kid

Episode #4 of Convenience Store Sessions featuring Oliver the Kid performing "Lucy," "I Want It" and "Not Going Home." CONVENIENCE STORE SESSIONS...

YOUTUBE.COM

👍 Like 💬 Comment ➦ Share

126 people like this.

Top Comments ▾

33 shares



Write a comment...



Mac Montgomery \$\$\$

Like · Reply · 👍 1 · August 25 at 2:28pm



Juliet Leroy This is beyond amazing.

Like · Reply · 👍 1 · August 25 at 2:33pm



Yary Alexander Arias Great concept!

Like · Reply · August 25 at 7:15pm



Lucas Gusso Yé

Create Page

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2015

2014

● Chat (5)



Key Takeaways

- The tobacco industry is very creative, knows how to reach consumers under our radar
- We are up against a powerful industry with lots of \$\$
- We should expose the tobacco industry at every chance we get

Want to take on the industry?

- Join us for:
 - Menthol Coalition meetings, last Wednesday of every other month (Feb 1) at NorthPoint Clinic
 - Statewide tobacco coalition, every month at ClearWay Minnesota
 - Follow our Instagram page @projectwatchansr

Gabriel@ansrmn.org

Betsy@ansrmn.org

651-646-3005

Thank You!