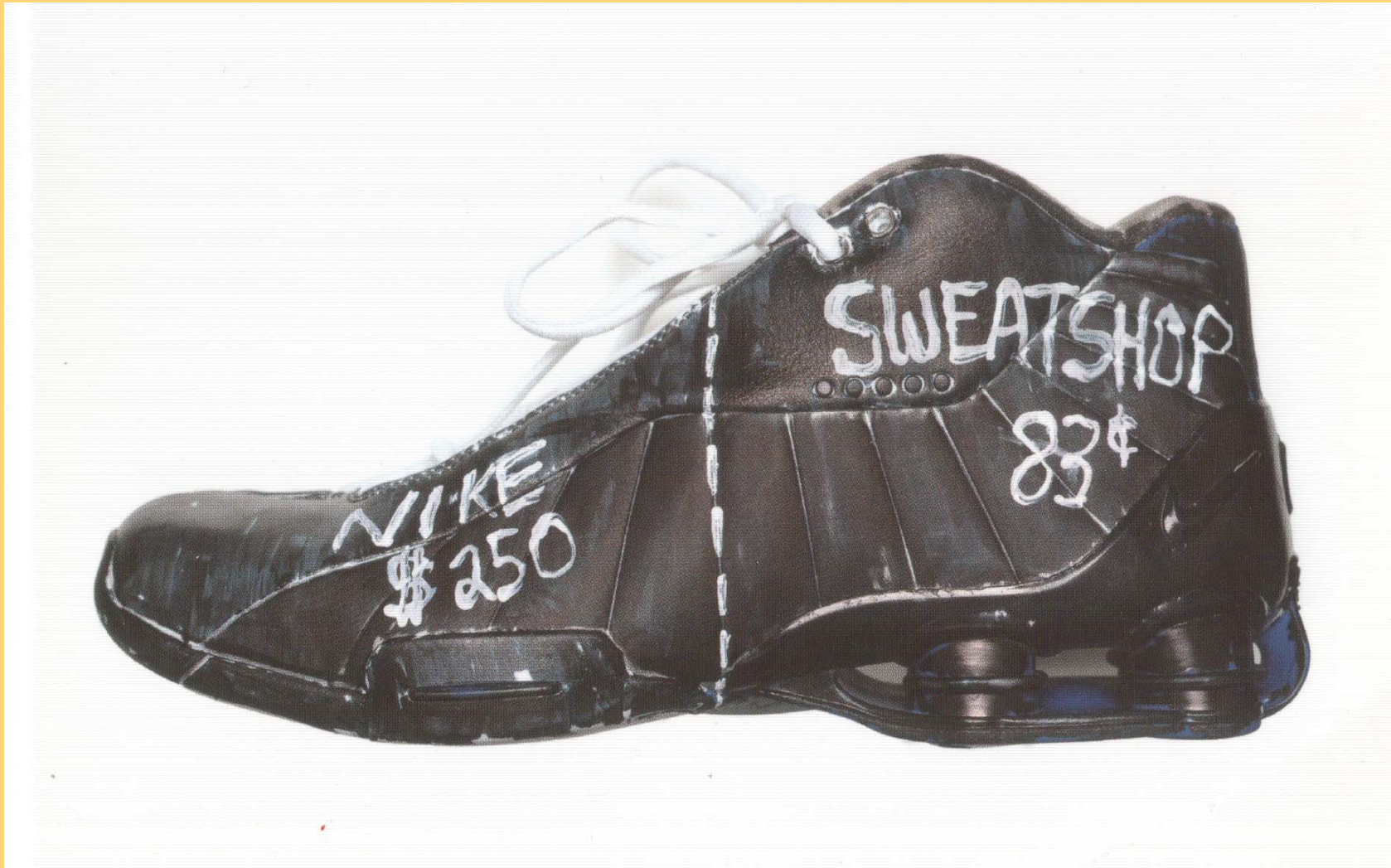


# TEENS, TOBACCO & Media

# Lesson 1: Taking A Second Look





Source: Adbusters.org ([www.adbusters.org](http://www.adbusters.org))

# TEENS & ADVERTISING

- Teens are exposed to an estimated 3,000 ads a day—10 million by the time they are 18.
- There are 33 million teenagers in the US — the largest generation ever.
- Over \$15 billion a year is spent on advertising to youth.
- Teens/kids influence the spending of more than \$600 billion a year.

# MOST EXPENSIVE AIRTIME in PRIMETIME TV

Remember that these prices are for just  
30-seconds of airtime!

- American Idol (Wed.) \$658,333  
(featuring voting & elimination)
- American Idol (Tues.) \$620,000
- ER \$479,250
- Survivor \$412,833
- The Apprentice \$409,877
- Joey \$392,500
  
- **2005 Super Bowl** **\$2.4 million**  
(that's \$80,000 a second)

# Advertising.



# Reality.





# Lights, Action, BURGER! Video

Click on image to play video



# 7-Up Ad - Video

Click on image to play video



# 7-Up Ad (FREEZE FRAME) - Video

Click on image to play video



# Media Critic Questions



- What does the company want you to remember?
- How does the company make sure that you will remember it?
- What is not quite real in the ad?
- What techniques are used to specifically target teens in this ad?



# Coke Ad - Video

Click on image to play video



# Coke Ad (Slow motion - no sound) Video

Click on image to play video



# Coke QUESTIONS

- What kinds of scenes are shown? Do we see any scenes repeated?
- How are the people shown to be “breaking-free?”
- Why did Coke chose to use the “break-free music?”
- Who is holding/drinking the product in this ad?
- How does this ad appeal to teens?



# Pepsi Ad - Video

[Click on image to play video](#)





# Media Critic Questions



- What does the company want you to remember?
- How does the company make sure that you will remember it?
- What is not quite real in the ad?
- What techniques are used to specifically target teens in this ad?

Look at my Logo Clothing Item!  
Activity

# Invoice

| # of Logos | Description of Size and Placement | # of Hours worn per Day | Cost per Hour | # of Days worn per Month | TOTAL COST |
|------------|-----------------------------------|-------------------------|---------------|--------------------------|------------|
|            |                                   |                         |               |                          |            |

**Why should they pay you?**

# ADDRESSES

**NIKE**  
One Bowerman Drive  
Beaverton, OR 97005

**J. Crew**  
One Ivy Crescent  
Lynchburg, VA 24513

**Guess?**  
1444 South Alameda St.  
Los Angeles, CA 90021

**Old Navy**  
One Harrison Street  
San Francisco, CA 94105

**Tommy Hilfiger**  
25 W. 39th Street  
NY, NY 10018

**Skechers**  
28 Manhattan Beach Blvd.  
Manhattan Beach, CA 90266

**Adidas America**  
P.O Box 4015  
Beaverton, OR 97076

**Abercrombie and Fitch**  
P.O Box 182168  
Columbus, OH 43218

**Billabong**  
117 Waterworks Way  
Irvine, CA 92618

**DKNY**  
Donna Karan International Inc.  
550 7th Avenue  
New York, NY 10018

**Fila**  
Fila Net, Inc.  
83, Pine Street  
Peabody, MA 01960

**Warner Brothers**  
4000 Warner Blvd., Building 178  
Burbank, CA 91522

**Roxy**  
15202 Graham Street  
Huntington Beach, CA 92649

**American Eagle**  
American Eagle Customer Service  
150 Thorn Hill Drive  
Warrendale, PA 15086

**Banana Republic**  
Gap Inc  
One Harrison Street  
San Francisco, CA 94105

**Disney**  
500 S Buena Vista St  
Burbank, CA 91521

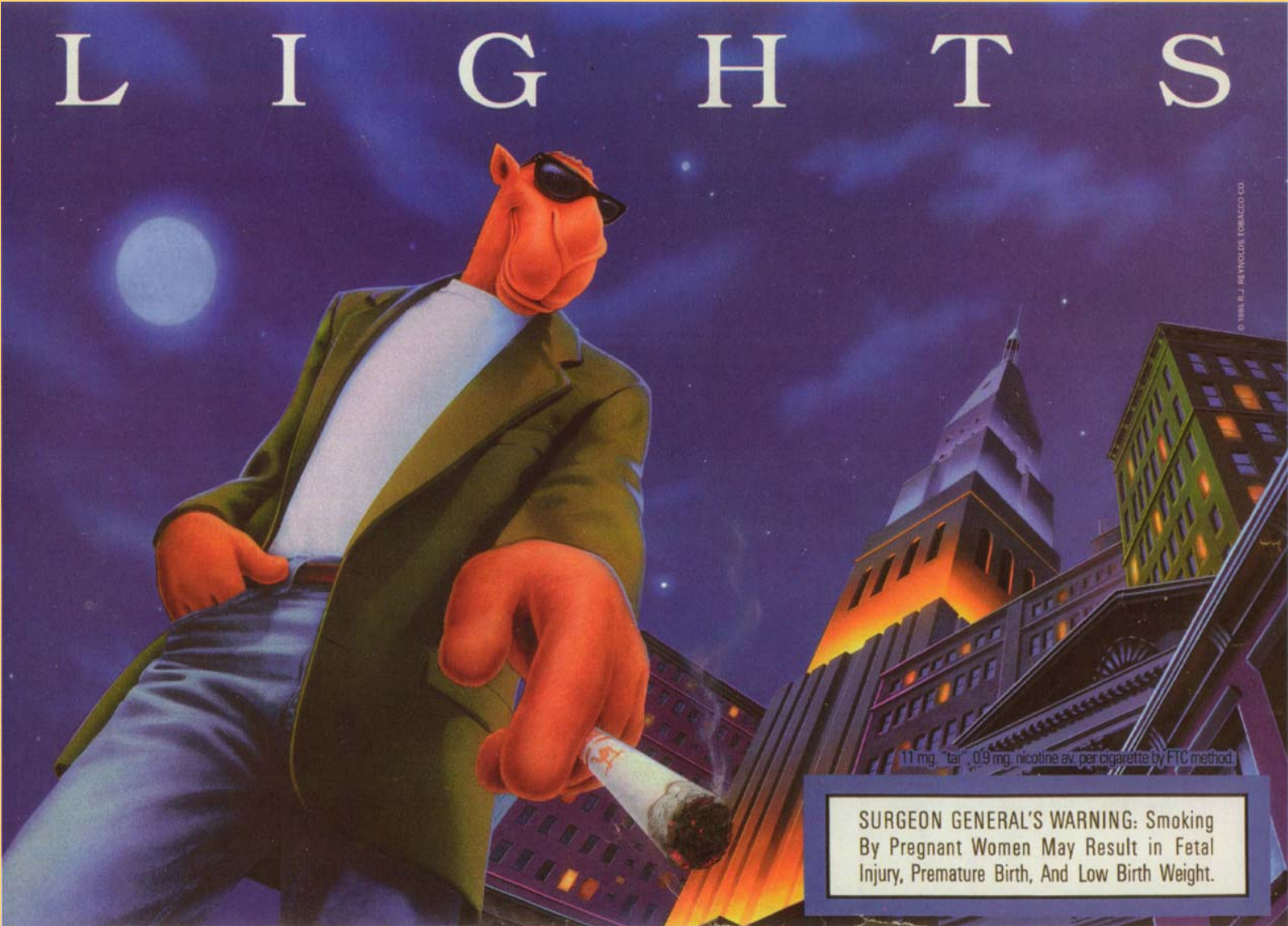
**Dr. Martens**  
10 Northwest  
10<sup>th</sup> Avenue  
Portland, OR 97209

**Gap**  
Gap Inc  
One Harrison Street  
San Francisco, CA 94105

**Reebok**  
100 Technology Center Drive  
Stoughton, MA 02072

**LEVI Strauss**  
1155 Battery St.  
San Francisco, CA 94111

**Lesson 2:**  
**The Truth About Tobacco**



L I G H T S

© 1998 R.J. REYNOLDS TOBACCO CO.

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

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

Source: American Lung Association

~Using Tobacco Helps  
You Look ATTRACTIVE~



walk away with a new wardrobe

fall in love with a facial  
order dessert before dinner

This is your chance to  
seriously get away...

sink into a massage

loungue in your limo

laugh through your pedicure

bask in beautiful surroundings



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

**VIRGINIA SLIMS LIGHTS 100'S.**

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.

For more information about PM USA and its products, visit [www.philipmorrisusa.com](http://www.philipmorrisusa.com) or call 1-877-PMUSAWEB.





# MORPHING TEENS VIDEO

[Click on image to play video](#)



# Will Smoking Really Make You MORE ATTRACTIVE?



- Increased crow's feet around eyes
- Premature graying
- Early onset of wrinkles
- Stained yellow teeth and nails

~ Using Tobacco Will  
Help You Fit In Because  
EVERYBODY USES IT ~



Lights Box: 8 mg. "tar," 0.7 mg. nicotine; Medium Box: 12 mg. "tar," 1.0 mg. nicotine; Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

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



**FiRe iT UP!**



**Newport**  
pleasure!

# Tobacco SURVEY QUESTION

**How many teens do you think use tobacco?**

- 1) 25% (1 out of 4)
- 2) 50% (2 out of 4)
- 3) 75% (3 out of 4)



**Fewer teens use tobacco  
than we think!**

**If all of you represented the number of teens in the US, only the ones standing up would use tobacco. In fact, 3 out of 4 teens do **NOT** use tobacco!**

~ Using Tobacco is  
Clean and/OR Natural ~





# Marlboro

Lights

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

© Philip Morris Inc. 2001  
Marlboro Lights Kings Box  
For more information about PM USA and its products,  
visit [www.philipmorrisusa.com](http://www.philipmorrisusa.com) or call 1-877-PMUSAWEB.  
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

# REFRIGERATOR/CHEMICALS Video

Click on image to play video





# NUTRITION FACTS

## Nutrition Facts

Serv. Size  
1 cigarette

Ingredients:

*Doesn't this  
sound tasty?*



| Additive            | Use/Side Effect  |
|---------------------|--|
| <b>Ammonia</b>      | Common household cleaner (toilet bowl cleaner). Causes eye damage, asthma. Increases nicotine absorption.                      |
| <b>Benzene</b>      | Found in pesticides, rubber cement, and gasoline; known carcinogen, associated with leukemia.                                  |
| <b>Cadmium</b>      | Found in batteries & oil paint. Causes discoloration of teeth, emphysema gastrointestinal problems, cancer.                    |
| <b>Phenol</b>       | Used as a laboratory disinfectant. May damage lungs, central nervous system; convulsions.                                      |
| <b>Nicotine</b>     | One of the most known addictive substances. Causes vomiting, growth retardation, seizures.                                     |
| <b>Formaldehyde</b> | Used to preserve dead bodies & frogs! Causes cancer, can damage lungs, skin.   |
| <b>Lead</b>         | Highly toxic metal. Found in batteries. Stunts growth, damages the brain, kidneys, nervous system.                             |
| <b>Tar</b>          | Used for roads. Transports other chemicals into the body. Paralyzes the cilia (small hairs which protect and clean the lungs). |
| <b>Acetone</b>      | Most active ingredient in nail polish remover. Causes cancer.  |

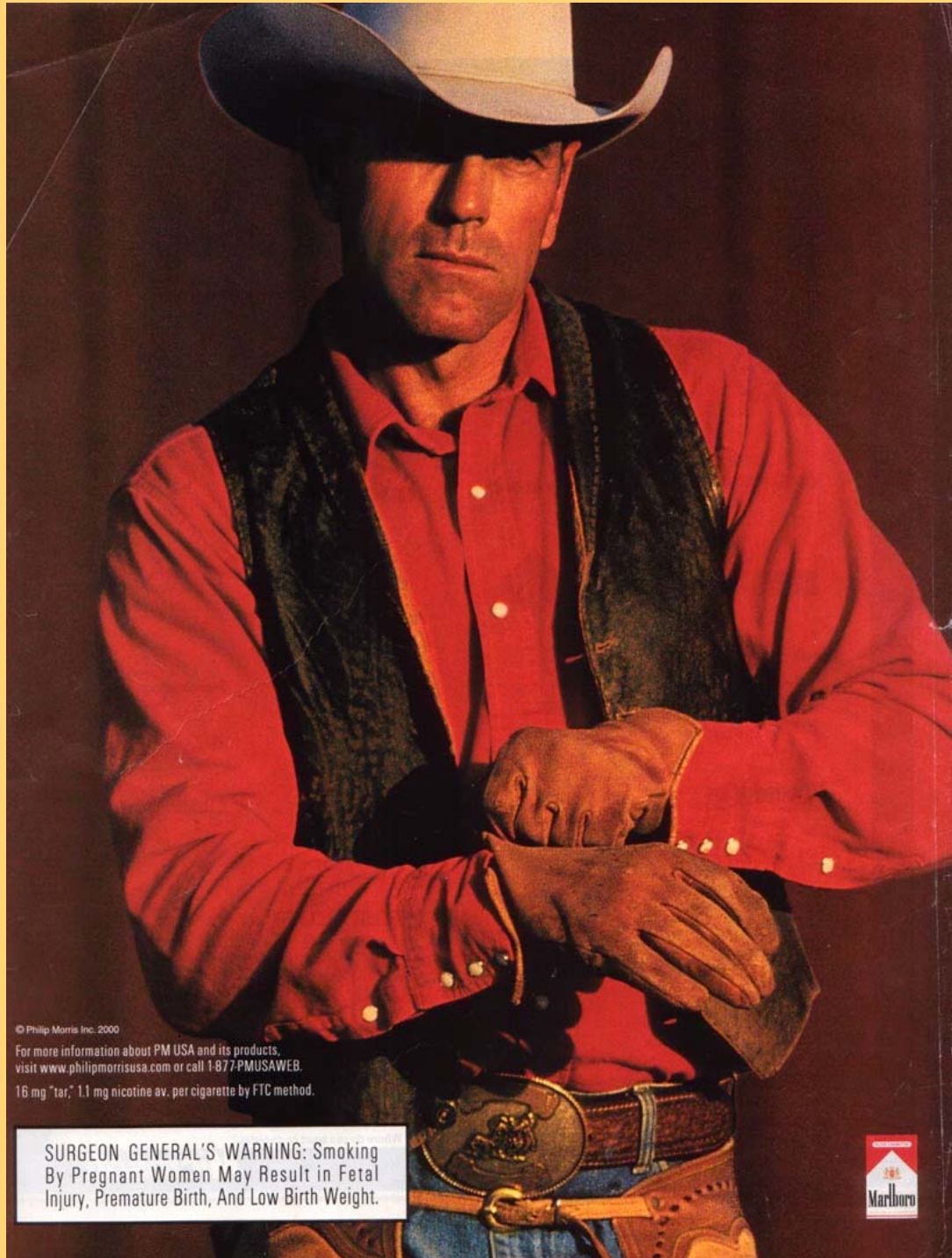


**There are over 4,000 chemicals in cigarette smoke. Over 200 of these chemicals are poisonous, and at least 40 have been found to cause cancer.**

**Some of the ingredients include ammonia (found in toilet bowl cleaner), arsenic (common ingredient in rat poison), polonium 210 (nuclear waste), carbon monoxide (car exhaust), and acetone (nail polish remover).**

~ Using Tobacco

Gives You an Identity ~



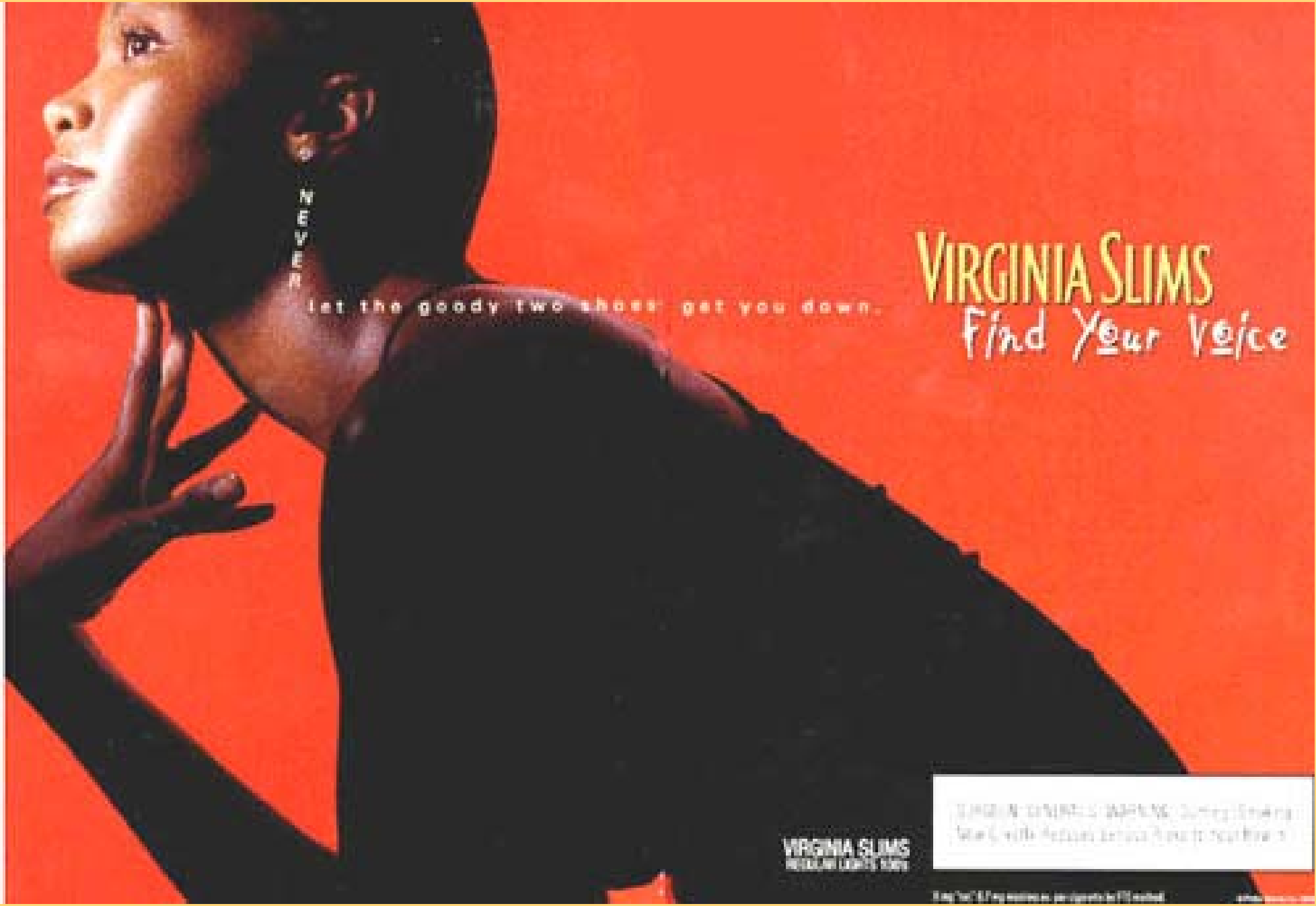
© Philip Morris Inc. 2000

For more information about PM USA and its products,  
visit [www.philipmorrisusa.com](http://www.philipmorrisusa.com) or call 1-877-PMUSAWEB.

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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





NEVER

let the goody two shoes get you down.

# VIRGINIA SLIMS

Find Your Voice

VIRGINIA SLIMS  
REGULAR LIGHTS 100'S

© 2001 AMERICAN TOBACCO COMPANY. During Smoking Time, with Reduced Tar and Nicotine Content.

1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method. [www.vslims.com](http://www.vslims.com)



# Looking Older Video

[Click on image to play video](#)



# Looking Older Follow-Up

The woman featured in this video died at the young age of 31, leaving behind two children!



~ Using Tobacco Is  
Not Really That  
Dangerous ~

THE BEST THINGS IN  
LIFE ARE BASIC



© Philip Morris Inc. 2003

For more information about PM USA and its products,  
visit [www.philipmorris.com](http://www.philipmorris.com) or call 1-877-PMUSAWEB.  
10 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

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

**Tobacco kills more than  
400,000 Americans each year.  
That's more deaths than those  
caused by AIDS, alcohol, car  
accidents, murders, suicides,  
drugs, and fires—**COMBINED!****



**“By the year 2025, 500 million people will die of tobacco-related disease. That’s a Vietnam War every day for 27 years. That’s a Titanic every 43 minutes for 27 years. That’s one death every 1.7 seconds.”**



***-C. Everett Koop,  
Former US Surgeon General***

# Tobacco Executives on Addiction Video

[Click on image to play video](#)



# Teens on Quitting Video

Click on image to play video



**In a study of high school seniors, only 5% of those who smoked believed they would still be smoking two years after graduation.**

**In fact, 75% were still smoking eight years later!**

# MYTHS Used in Tobacco Advertising

- Using tobacco helps you look attractive.
- Using tobacco will help you fit in because everybody uses it.
- Using tobacco is clean and/or natural.
- Using tobacco will give you an identity.
- Using tobacco is not really that dangerous.





# Tobacco Industry SECRET DOCS

“Comic strip type might get a much higher readership among younger people than any other type of copy.”

— April 1973 RJR marketing memo

“ It is a well-known fact that teenagers like sweet products. Honey might be considered.”

—1972 Brown & Williams memo

“Brown & Williams will not support a youth smoking program which discourages young people from smoking.”

—- 1983 Tobacco Institute memo

“ Today’s teenager is tomorrow’s potential regular customer...The smoking patterns of teenagers are particularly important to Philip Morris...the share index is highest in the youngest group for all Marlboro and Virginia Slims Packages.”

—- Philip Morris

“They represent tomorrow’s cigarette business...As this 14-24 age group matures, they will account for a key share of the total cigarette volume — for at least the next 25 years.”

—- 1974 RJR marketing plan presented to the company’s board of directors

“The base of our business are high school students.”

---Lorillard Tobacco Memo



“THE RECIPE FOR  
A GREAT STORY...  
A PINCH OF COPE,<sup>®</sup>  
A TOUCH OF FACT  
AND A BIG HELPING  
OF IMAGINATION.”

TY MURRAY,  
RETIRED 7-TIME WORLD CHAMPION  
ALL-AROUND COWBOY

SATISFYING THE TOUGHEST CUSTOMERS SINCE 1822.

THE LEGENDARY TASTE OF COPENHAGEN,<sup>®</sup>  
WHETHER IT'S FINE CUT,  
LONG CUT OR POUCHES,  
FRESH COPE SATISFIES.

WARNING:  
THIS PRODUCT  
MAY CAUSE  
MOUTH CANCER

U.S. Smokeless  
TOBACCO CO.



©Trademark of U.S. Smokeless Tobacco Co. or an affiliate. ©2004 U.S. Smokeless Tobacco Co.

# The TRUTH About Tobacco

## Activity

Create a new warning label for your tobacco advertisement that exposes the myth.

This warning label should do the following:

- Warn teens about the advertising myth used and tell the truth behind it.
- Grab teens' attention.

# Lesson 3: About Face



# Talking Camel Video

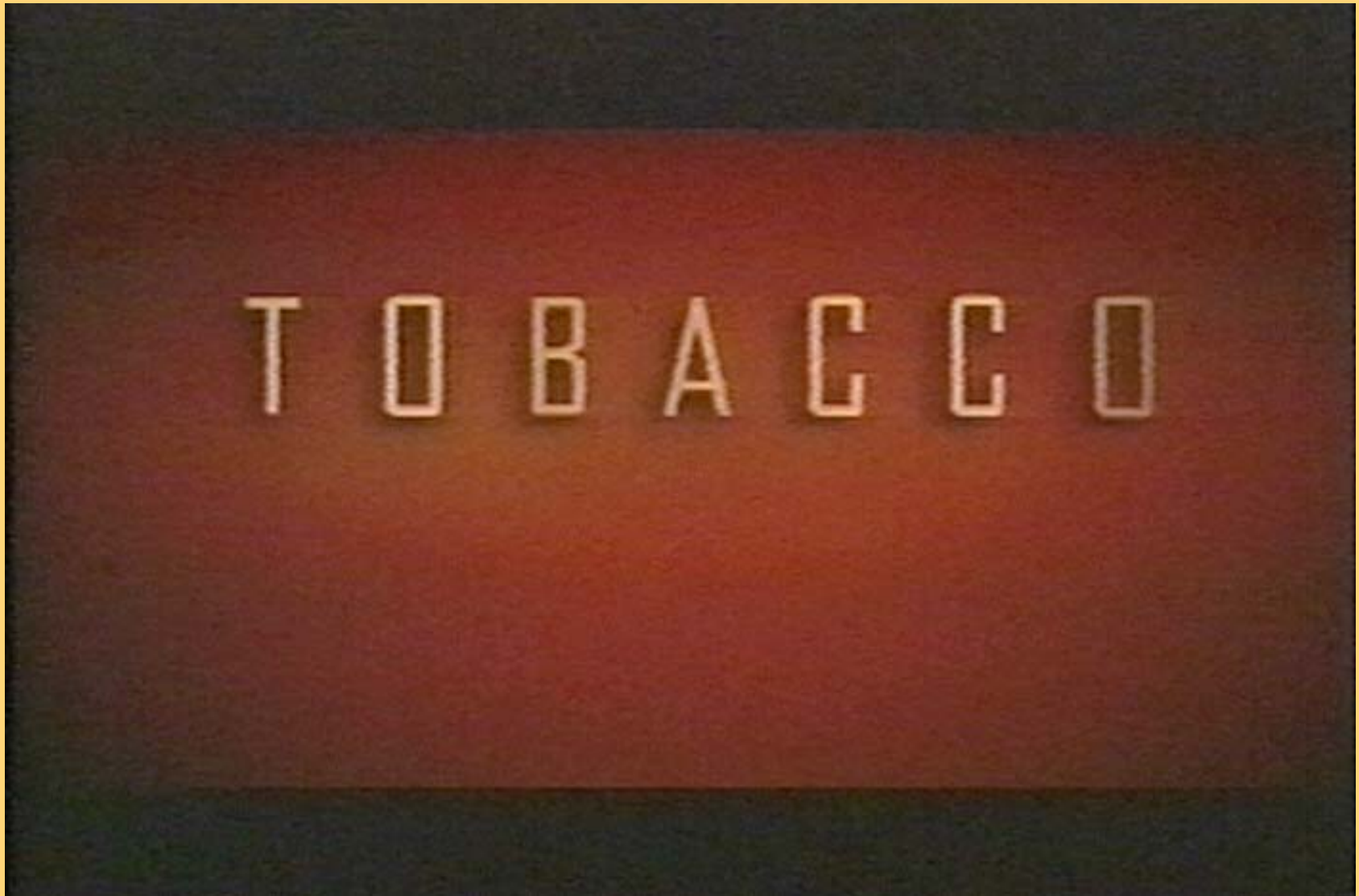
Click on image to play video





# Cinema Trailer Video

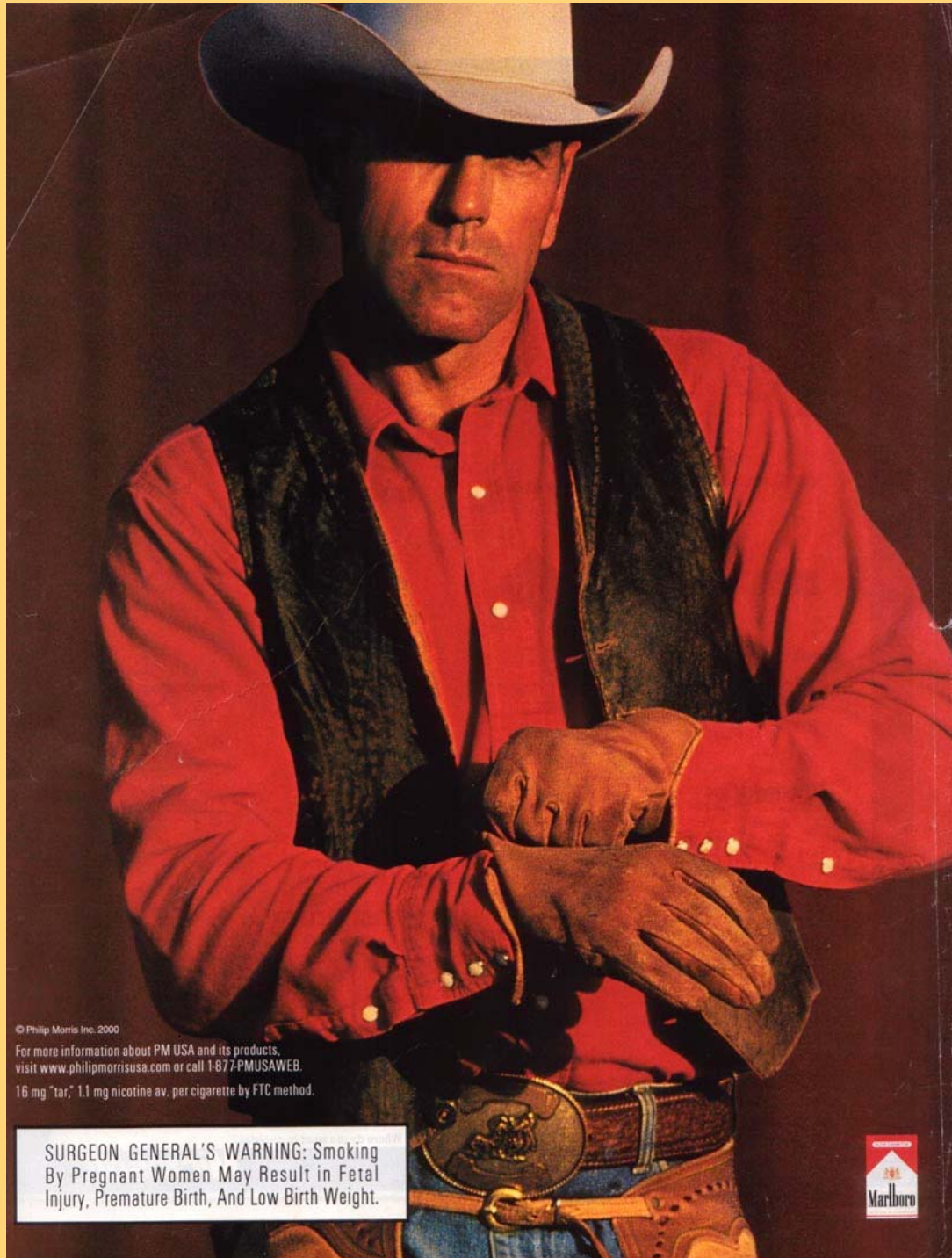
[Click on image to play video](#)



# Cow/Rat PSA - Video

[Click on image to play video](#)

*Cow / Rat PSA  
(Radio)*



© Philip Morris Inc. 2000

For more information about PM USA and its products,  
visit [www.philipmorrisusa.com](http://www.philipmorrisusa.com) or call 1-877-PMUSAWEB.

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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

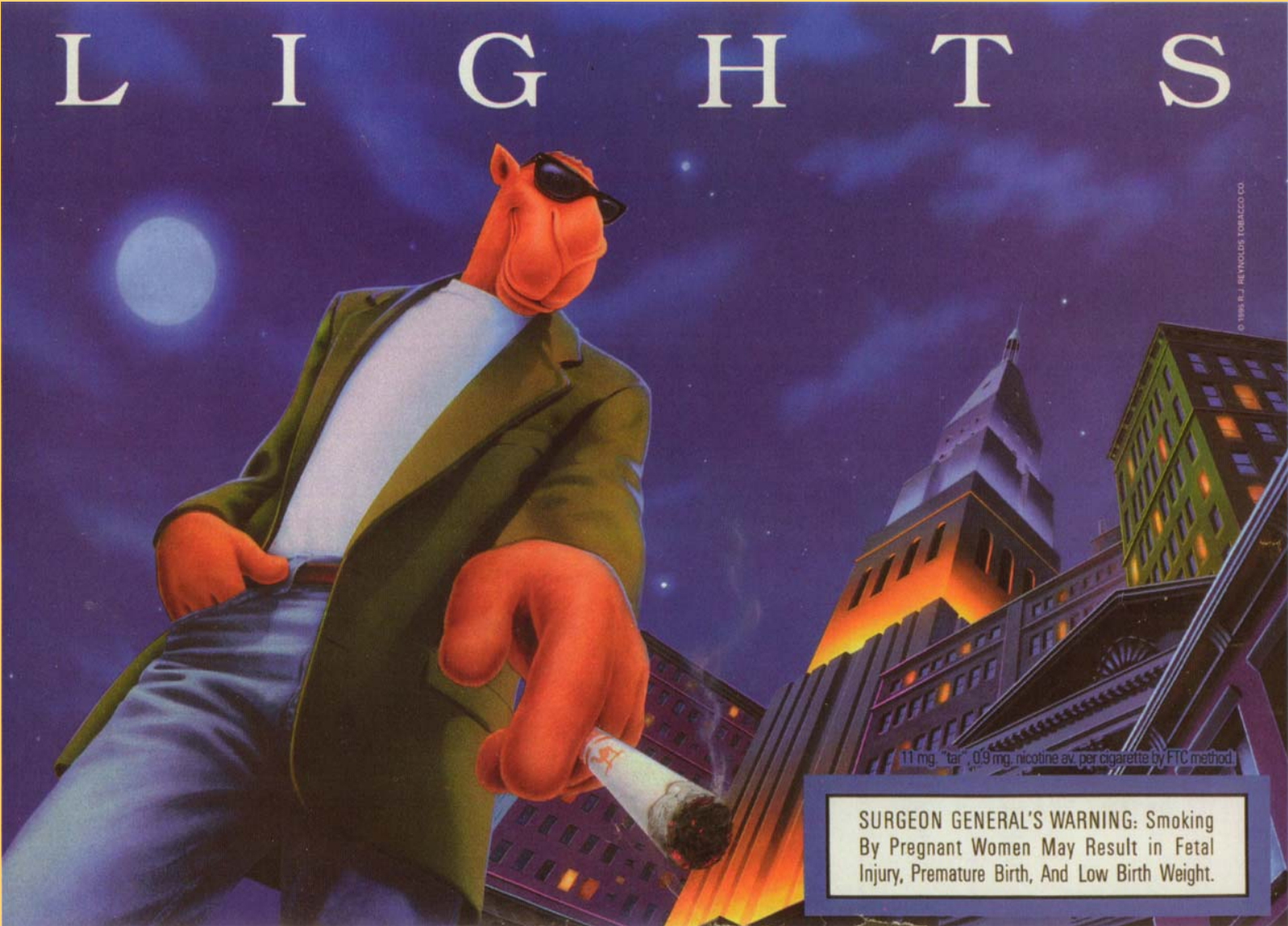


A photograph of two men in cowboy attire riding horses in a grassy field under a clear blue sky. The man on the left is wearing a light blue denim jacket over a red shirt and a light-colored cowboy hat. The man on the right is wearing a dark jacket over a blue shirt and a white cowboy hat. They are both looking towards the right. Large white text is superimposed over the center of the image.

Bob, I've got emphysema.

WARNING: Cigarette Advertising Makes  
Smoking Look Cool And Cowboys Look Stupid.





L I G H T S

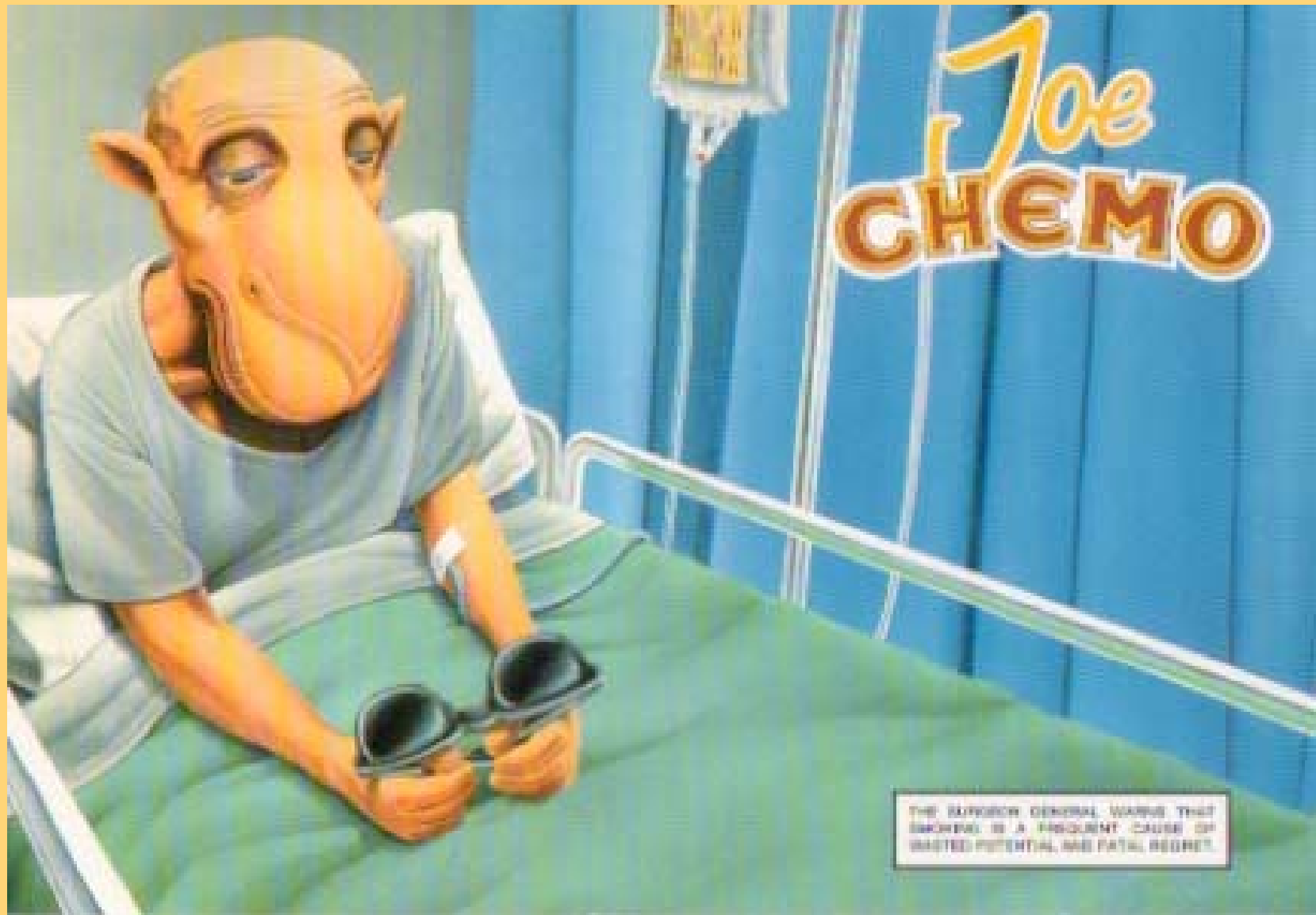
© 1998 R.J. REYNOLDS TOBACCO CO.

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

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

Source: American Lung Association





Source: Adbusters.org ([www.adbusters.org](http://www.adbusters.org))

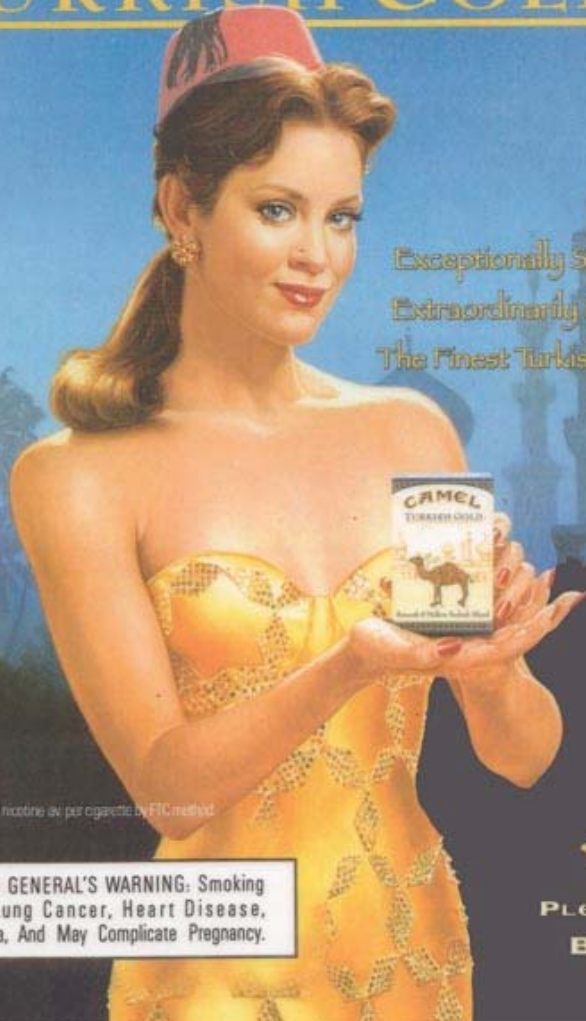




© 1999 R.J. REYNOLDS TOBACCO CO.

# CAMEL TURKISH GOLD

Exceptionally Smooth  
Extraordinarily Mellow  
The Finest Turkish Blend



Turkish Gold  
10 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

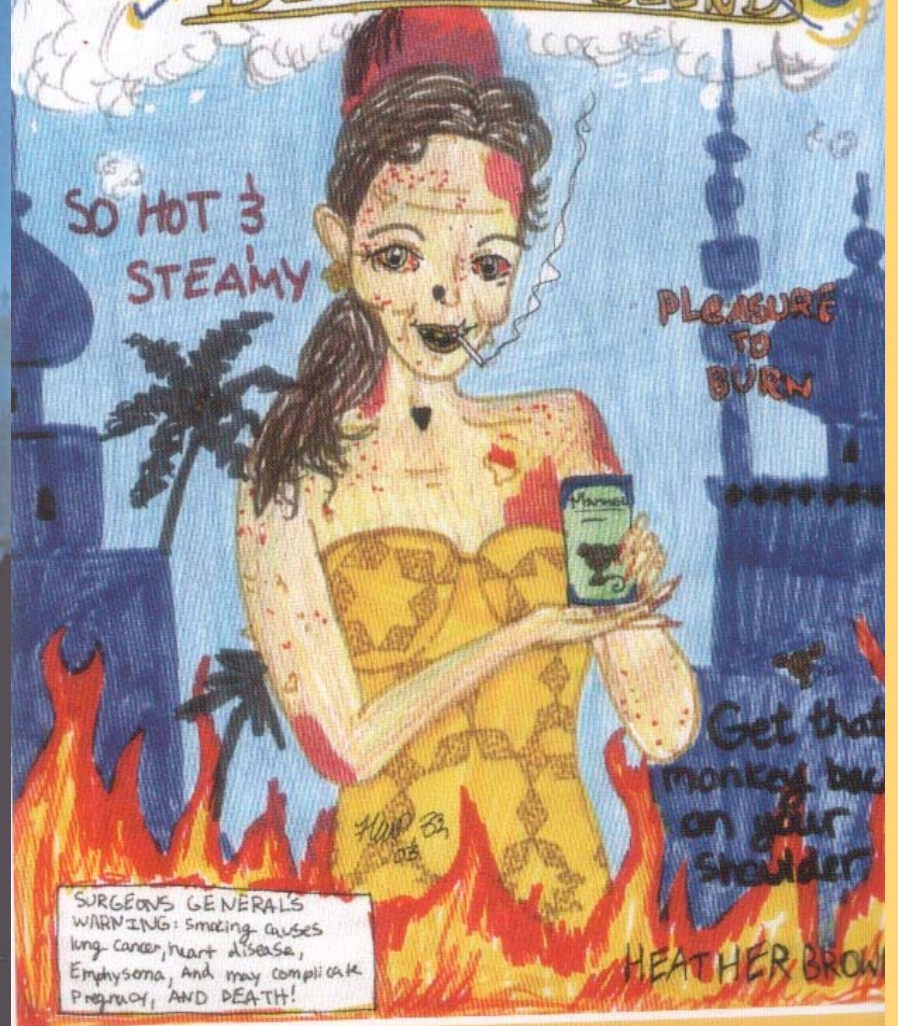
**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

  
PLEASURE  
TO  
BURN

# MEAN MEAT DEADMAN'S BLEND

SO HOT &  
STEAMY

PLEASURE  
TO  
BURN



Get that  
monkey butt  
on your  
shoulder

**SURGEON GENERAL'S  
WARNING: Smoking causes  
lung cancer, heart disease,  
Emphysema, And may complicate  
Pregnancy, AND DEATH!**

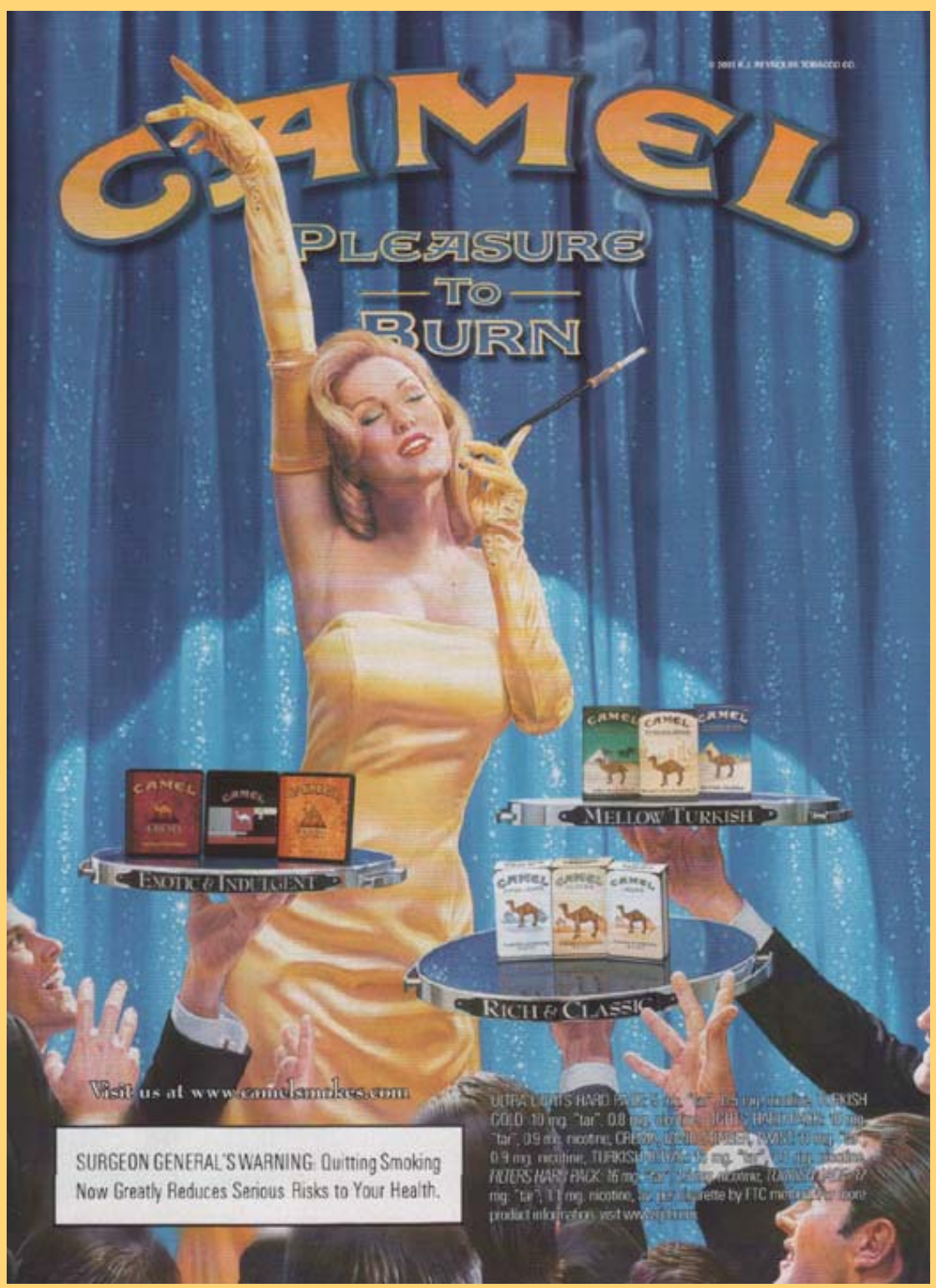
HEATHER BROWN



© 2005 R.J. REYNOLDS TOBACCO CO.

# CAMEL

PLEASURE  
— TO —  
BURN



Visit us at [www.camelsmokes.com](http://www.camelsmokes.com)

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

ULTRA LIGHTS HARD PACK: 1 mg. "tar", 0.5 mg. nicotine; TURKISH GOLD: 10 mg. "tar", 0.8 mg. nicotine; REDS HARD PACK: 10 mg. "tar", 0.9 mg. nicotine; CREAMS: 10 mg. "tar", 0.9 mg. nicotine; MELLOW TURKISH: 10 mg. "tar", 0.9 mg. nicotine; TURKISH MELLOW: 10 mg. "tar", 0.9 mg. nicotine; FILTERS HARD PACK: 16 mg. "tar", 1.1 mg. nicotine; (LOW TAR) 10 mg. "tar", 0.9 mg. nicotine; 11 mg. nicotine, as per cigarette by FTC method; for more product information, visit [www.rjrt.com](http://www.rjrt.com)

# COUNTER ADVERTISING

## Activity

### Checklist - ✓

- Did you change the picture and text to give an opposite message about tobacco use?
- Does your picture show the reality of using tobacco?
- Would your counter ad catch the attention of a teen flipping through a magazine?
- Does your text use the company graphic with your own brand (for instance, FOOL instead of KOOL)?
- Did you change the tobacco company slogan to tell what it's really like to use tobacco?



# Lesson 4: Beyond Ads

# Movie Montage Video

Click on image to play video



# Behind The Scenes Video

Click on image to play video



# Tobacco Movie Challenge

Instead of using tobacco, how else could you quickly make a character in a movie look:

- Glamorous
- Rebellious
- Nervous
- Relaxed
- Scared



# What is the MASTER SETTLEMENT AGREEMENT (MSA)?

The MSA was a landmark lawsuit filed in 1998 by 46 states (the other 4 states filed independently). These states sued Big Tobacco because:

- The tobacco companies knowingly concealed the dangers of smoking.
- People were getting sick and dying from smoking, getting families very upset and angry.
- States needed to recover the medical costs they were paying out to take care of those suffering from tobacco-related diseases.



# MASTER SETTLEMENT AGREEMENT: TYPES OF RESTRICTIONS

- Can NOT use cartoon images
- Can NOT use billboard for ads
- Can NOT use public transportation for ads (cabs, buses, etc.)
- Can NOT pay for product placement in movies & TV
- Can NOT distribute tobacco merchandise to minors



# MASTER SETTLEMENT AGREEMENT

## Some Places Today Where We See Tobacco Ads

- Internet ads
- Direct mail
- Magazines & newspaper ads
- Outdoor ads under 14 square feet (gas stations, convenience stores, etc.)
- In-store advertising (signs by cash registers)
- Tobacco gear (t-shirts, backpacks, hats, etc.)



Can you name any other places?

SEPTEMBER 2, 2002

# People

**EXCLUSIVE**  
**Britney Spears**  
**MY TURN TO TALK**

Meltdown? No way, says the singer, who opens up about her split from Justin, her family's troubles and her gutsy decision to take time off

www.people.com | All Rights Reserved  
 \$3.29US \$4.49CAN  
 0 70992 10227 3 35>

**PLUS:**



**IDOL WILD**  
 Who looks like a winner?




**ESCAPED**  
 Children who got away from kidnappers



**BOOK BONUS**  
 Shocking details of Diana's many loves

**the ULTIMATE**  
**HOUSE OF MENTHOL**

look at KOOL now



**THE HOUSE OF MENTHOL™**

**KOOL MILD**  
**KOOL FILTER KINGS**  
**KOOL LIGHTS**

**TIME TO STEP INTO THE HOUSE**  
**TIME TO STEP INTO**

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

©2002 B&W T Co.

Natural Lights King Box, 7 mg "tar", 0.7 mg nicotine; Mild Box, 11 mg "tar", 1.1 mg nicotine; Filter Kings Box, 14 mg "tar", 1.1 mg nicotine. All per cigarette by FTC method. Actual nicotine will vary based on how you hold and smoke your cigarette. For more product information, visit our website at [www.kool.com](http://www.kool.com)

**THE SMOOTHER, FILTERED**



**PALL MALL FILTER**  
**PALL MALL LIGHTS**  
**PALL MALL LIGHTS MENTHOL**

**BURNS SLOWER**  
**LASTS LONGER**

Filtered Pall Mall gives you more puffs than other major brands

| Brand     | Avg. Puffs Per Cigarette |
|-----------|--------------------------|
| Pall Mall | 9.9                      |
| Camel     | 8.9                      |
| Doral     | 8.0                      |
| Winston   | 8.0                      |
| Marlboro  | 7.6                      |
| Basic     | 7.4                      |

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Avg. Puffs Per Cigarette  
 Source: B&W Analytical Dept. Results (FTC Method)  
 Comparison of Pall Mall, Marlboro, Winston, Camel, Doral and Basic King Size Filter Cigarettes

People, September 2, 2002



**Tobacco Companies increased their marketing expenditures to \$12.5 billion in 2002. That equals \$34.2 million a day or \$1.4 million an hour. This represents an 11% increase from the \$11.2 billion spent in 2000 and an 85% increase in the four years after the MSA.**



**In Washington State alone, tobacco companies spend approximately \$163 million a year on advertising.**

**As part of the MSA, tobacco companies promised not to  
“Take action, directly or indirectly, to target youth.”**

**Have the tobacco companies kept their promise?**



# Beyond Ads Activity



**Create a radio spot that helps teens become aware of the ways tobacco products and tobacco use are promoted.**

**Choose one of the following ideas for your spot:**

- **Counter the portrayals of tobacco use in movies.**
- **Expose how the tobacco companies are still targeting youth despite the MSA.**
- **Reveal the places tobacco products are advertised.**

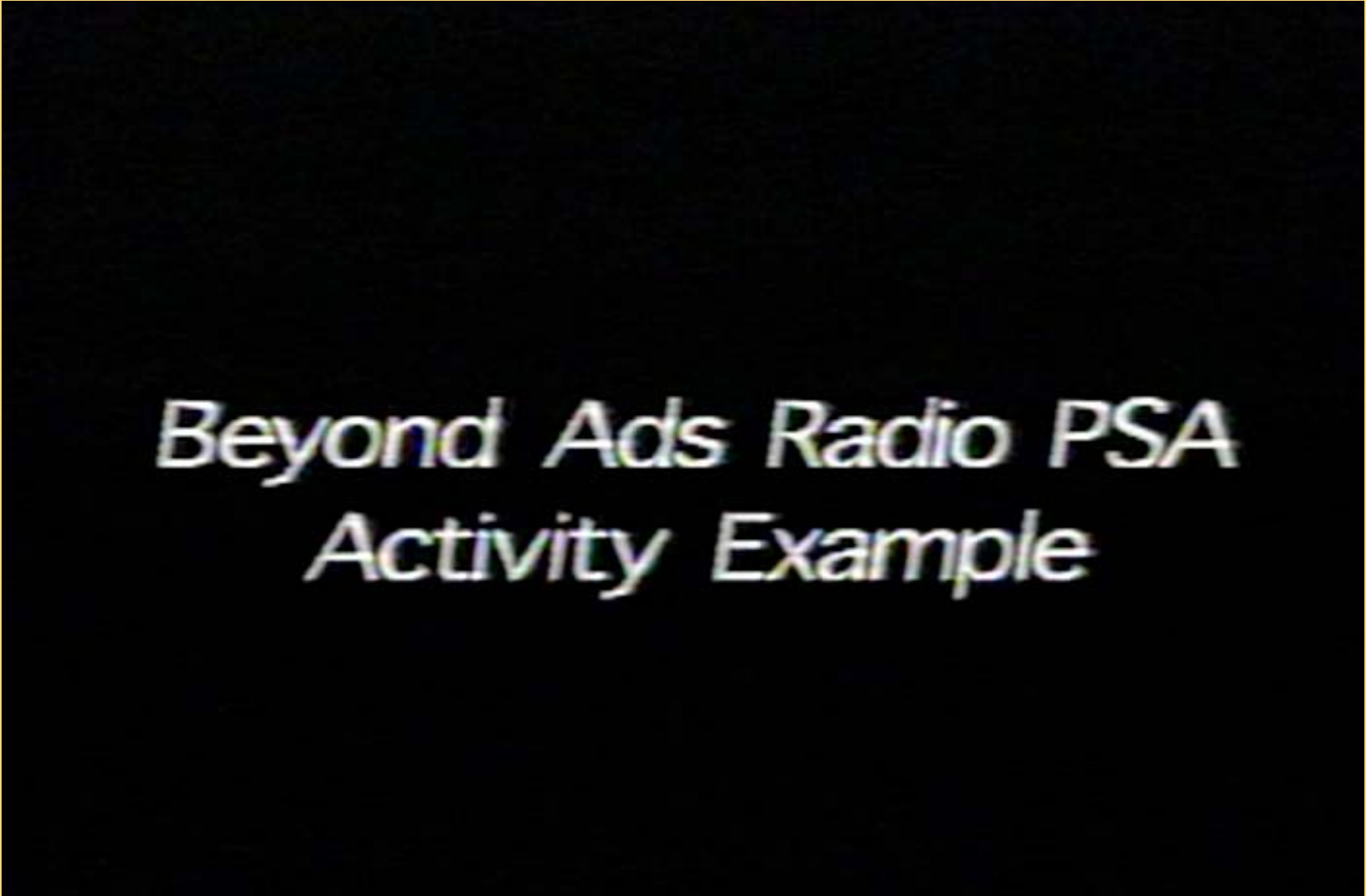
**Keep in mind that your radio spot should:**

- **Encourage teens to take action.**
- **Include interesting voice techniques.**
- **Catch teens' attention.**

# Radio PSA Activity

## Example - Video

Click on image to play video



*Beyond Ads Radio PSA  
Activity Example*

# Lesson 5: Listen Up!

# BRITISH SERIAL KILLER

## PSA - Video

Click on image to play video



# BRITISH SERIAL KILLER PSA (NEWS COVERAGE) - Video

Click on image to play video





# TRUTH Ad - Video

[Click on image to play video](#)



# Soul Stomp News Coverage - Video

Click on image to play video





# Washington State Teens PSA - Video

[Click on image to play video](#)



# Take Action! BRAINSTORM

## Things to Think About:

- How could media be used to teach others about the anti-tobacco movement?
- How could media be used to recruit others into the anti-tobacco movement?
- How could media be used to publicize the activities of the anti-tobacco movement?
- How could media be used to encourage youth to be tobacco-free?

# Listen Up!

## Activity

**Choose one of the media action ideas from the brainstorm or develop one of your own. With your small group, develop the idea into a plan!**

**Your completed plan should include the following:**

- **Title**
- **Purpose**
- **Main message**
- **Media choices (radio, TV, Website, etc.)**
- **Required resources**
- **Necessary skills**



# HELP



# FIGHT BIG TOBACCO



Art, articles and photos needed for **O<sub>2</sub>** Magazine.



888-833-6638

[www.o2magazine.org](http://www.o2magazine.org)

Thank You!

Stay Tobacco-Free

# Video Credits

Click on image to play video

Teens, Tobacco & Media is produced by:



Sponsored by the Washington State  
Department of Health