

Tobacco advertising assignment

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Advertising was an emerging concept, and tobacco-related adverts were not seen as any different from those for other products: their negative impact on health was unknown at the time. Local and regional newspapers were used because of the small-scale production and transportation of these goods. The first real brand name to become known on a bigger scale in the USA was "Bull Durham" which emerged in 1868, with the advertising placing the emphasis on how easy it was "to roll your own". [1] The development of color lithography in the late 19th century allowed the companies to create attractive images to better present their products. This led to the printing of pictures onto the cigarette packs, previously only used to stiffen the packaging but now turned into an early marketing concept. [2] By the last quarter of the 19th century, magazines such as Punch carried advertisements for different brands of cigarettes, snuff, and pipe tobacco. Advertising was significantly helped by the distribution of free or subsidized branded cigarettes to troops during World War I and World War II.

Advertisement for "Egyptian Deities" cigarettes, showing woman holding package of cigarettes, at the start of the 20th century. Campaigns 1950-1960 Before the 1960s, most tobacco advertising was legal in the United States and most European nations. In the United States, in the 1950s and 1960s, cigarette brands frequently sponsored television shows?? most notably To Tell the Truth and I've Got a Secret. One of the most famous television jingles of the era came from an advertisement for Winston cigarettes. The slogan 'Winston tastes good like a cigarette should! Proved to be catchy, and is still quoted today. When used to introduce Gunrooms (gun = smoke), two gun shots were heard in the middle of the jingle just when listeners were

expecting to hear the word "cigarette". Other popular slogans from the sass were "Us Tarrytown smokers would ether fight than switch! ," which was used to advertise Tarrytown cigarettes, and "I'd Walk a Mile for a Camel". In 1954, tobacco companies ran the ad "A Frank Statement. " The ad was the first in a campaign to dispute reports that smoking cigarettes could cause lung cancer and had other dangerous health effects. 3] In the 1 adds, manufacturers began adding filter tips to cigarettes to remove some of the tar and nicotine as they were smoked. "Safer," "less potent" cigarette brands Were also introduced. Light cigarettes became So popular that, as of 2004, half of American smokers preferred them over regular cigarettes,. [4] Accord[4] to The Federal Government's National Cancer Institute (INC), light cigarettes provide no benefit to smokers' In 1964, the Surgeon General of the United States released the Surgeon General's Advisory Committee Report on Smoking and Health.

It was based on over 7000 scientific articles that linked tobacco use with cancer and other diseases. This report led to laws requiring warning labels on tobacco products and to restrictions on tobacco advertisements. As these began to come into force, tobacco marketing became more subtle, with sweets shaped like cigarettes put on the market, and a number of advertisements designed to appeal to children, particularly those featuring Joe Camel resulting in increased awareness and uptake of smoking among children. 7] However, restrictions did have an effect on adult quit rates, with its use declining to the point that by 2004, nearly half of all Americans who had ever smoked had quit. [8] Custom[8]loyalty Tobacco companies use advertising to drive brand awareness and brand preference amongst

smokers, in order to drive sales and to increase brand and customer loyalty. One of the original forms of this was the Inclusion of cigarette cards, a collectible set of ephemera.

The intended audience of tobacco advertising has changed throughout the years, with some brands specifically targeted towards a particular demographic. According to Reynolds American Inc, the Joe Camel campaign in the United States was created to advertise Camel brand to young adult smokers. Class action plaintiffs and politicians described the Joe Camel images as a “cartoon” intended to advertise the product to people below the legal smoking age. Under pressure from various anti-smoking groups, the Federal Trade Commission, and the U. S.

Congress, Camel ended the campaign on July 10, 1997. Tobacco companies have frequently targeted the female market, seeing it as a potential growth area as the largest market segment has traditionally been male. The introduction of the sass Virginia Slims brand, and in particular its “You’ve Come a Long Way Baby” and “Slimmer than the fat cigarettes men smoke” campaigns, was specifically aimed at women. [9] When marketing cigarettes to the developing world, tobacco companies use the Western lifestyle as a mechanism to lure this demographic into purchasing their products. [10] As individuals of the developing world buy into his myth of attaining a successful Western lifestyle through cigarettes, they ignore the health risks associated with it. [10] Universal Pictures has a “Policy Regarding Tobacco Depictions in Films”. In films anticipated to be released in the United States with a G, PEG or PEG-13 rating smoking incidents (depiction of tobacco smoking, tobacco-related signage or paraphernalia) appear only

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when there is a substantial reason for doing so. In that case, the film is released with a health warning in end credits, DVD packaging, etc. [11] Since May 2007, the Motion Picture Association of America may give a film clamoring smoking or depicting repressive smoking outside of a historic or other mitigating context a higher rating. [12] There[12]e also been moves to reduce the depiction of protagonists smoking in television shows, especially those aimed at children. For example, Ted Turner took steps to remove or edit scenes that depict characters smoking in cartoons such as Tom and Jerry, The Flintstones and Scoops-Do,[13] which[13] shown on his Cartoon Network and Boomerang television channels. Video game content rating systems have also looked at the usage of tobacco in video games; a video game depicting the use of tobacco may have a higher rating. Web Both Google and Microsoft have policies that outlaw the promotion of tobacco products on their advertising networks. [14][15] [14][15]some tobacco retailers are able to circumvent these policies by creating landing pages that promote tobacco accessories such as cigar humidors and lighters. Budgets Tobacco companies have had particularly large budgets for their advertising campaigns.

The Federal Trade Commission claimed that cigarette manufacturers spent \$8.24 billion on advertising and promotion in 1999, the highest amount ever at that time. The FTC later claimed that in 2005, cigarette companies spent \$13.1 billion on advertising and promotion, down from \$15.12 billion in 2003, but nearly double what was spent in 1998. The increase, despite restrictions on the advertising in most countries, was an attempt at appealing to a younger audience, including multi-purchase offers and

giveaways such as hats and lighters, along with the more traditional store and magazine advertising. 9] Marketing consultants Canticles announced that, during the period September 2001 to August 2002, tobacco companies advertising in the UK spent EYE million, excluding sponsorship and indirect advertising, broken down as follows: E11 million on press advertising E1 3. 2 million on billboards E 714, 550 on radio advertising E1 06, 253 on direct mail advertising Figures from around that time also estimated that the companies spent EOM a year sponsoring sporting events and teams (excluding Formula One) and a further Meme on Formula One in the UK. [16] The ?[16]million spent in the I-J amounted to approximately \$0. 0 USED per person in 2002. The 15. 12 billion spent in the United States in 2003 amounted to more than \$45 for every person in the Ignited States, more than \$36 million per day, and more than \$290 for each U. S. Adult smoker. Advertisement control The European union and World Health Organization (WHO) have both specified that the advertising of tobacco should not be allowed. The WHO Framework Convention on Tobacco Control, which came into effect on 27 February 2005, requires that all of the 1 68 [17] count[17] that agreed to the treaty ban tobacco advertising unless their constitution forbade it.

Some countries also impose legal requirements on the packaging of tobacco products. For example, in the countries of the European Union, Turkey, Australia[18] and S[18] Africa, cigarette packs must be prominently labeled with the health risks associated with smoking. 19] Many governments now require tobacco Canada, Australia, Thailand, Iceland, Mexico and Brazil have also packaging to carry health warnings imposed labels upon cigarette packs

warning smokers of the effects, and they include graphic images of the potential health effects of smoking.

Cards are also inserted into cigarette 3 packs in Canada. There are sixteen of them, and only one comes in a pack. They explain different methods of quitting smoking. Also, in the United Kingdom, there have been a number of graphic NASH advertisements, one showing a cigarette filled with fatty deposits, as if the cigarette is symbolizing the artery of a smoker. Africa In South Africa, the Tobacco Products Control Amendment Act was passed in 1999. This act bans all advertising and promotion of tobacco products, including sponsorship and free distribution of tobacco products.

Asia Malaysia In Malaysia, the displaying of cigarette packets in advertisements with a general warning on long-time smoking that came into effect in June 1976 has been banned since 1995. However, this has not stopped tobacco companies from advertising their products. There are also restrictions on tobacco advertising after the ban of displaying of cigarette packaging, print media advertising is restricted to only one page and advertising on television should not be more than 15 seconds.

They have found ways to continue to build their brands by using brand names for a bistro and cybercaf?? s such as Benson & Hedges Bistro and Shampooer A International Cybernetic, for stationery, accessories, clothing like Dunhill, Marlboro Classics, Davidson, Peril's, Pall Mall, John Player Specials, Winfield and Winston. Holiday tours like Mild Seven Seafarers Club, Peter Stuyvesant Travel and Tours, Kent Holidays and Salem Holidays and

even in the sponsorship of concerts and entertainment events. All of these are indirect advertising strategies employed by tobacco companies.

Tobacco advertising continued without the display of cigarette packaging until January 2003, when the Malaysian federal government banned even such indirect advertising of tobacco brands, except in certain establishments licensed to sell tobacco products. Formula One Grand Prix and other sporting events are still allowed to use tobacco sponsorship. In 2009, Malaysian government halted the branding of cigarettes as "light" or "mild" on all smoking packages and has decided to place graphic images on the cigarette packs to show the adverse long-term effects of excessive smoking.

Pakistan In Pakistan, from approximately 2000 advertising has been banned on TV, signboards or anywhere else, and was only also through direct marketing to person who is buying from shop till 2010 and company uses to give free cigarettes to them, and now in Pakistan it is also not permitted to give free cigarettes to anyone who is purchasing from a shop. They also have ban the sale of tobacco to underage people in an effort to crack down on underage smoking. Hong Kong Tobacco advertising on Hong Kong television was outlawed on December 1, 1990, when the territory was still a British colony.

However, some sporting events was allowed to be sponsored by tobacco companies until it was abandoned by the government in July 1999. It took some years before it was removed from buses and trams until it was completely banned in November 2009. [20] Singapore [20] In Singapore, tobacco advertising was completely banned on 1 March 1971, whereby all kinds of

advertising on newspapers and magazines was strictly prohibited, under the Prohibition of Advertisements relating to Smoking Act, 1970.

Tobacco advertisements on radio, television and on neon signs ceased on 31 December 1970, after which only anti-smoking slogans were permitted to be broadcast on television and radio. With the ban on tobacco advertisements for the purpose of anti-smoking, the Ministry of Culture had appealed to coffee shops, hotels, restaurants, canteens, snack bars and bars to cooperate with the government to remove all posters, signs and other forms of advertisements relating to smoking.

A Smoking Advertisement Unit was set up by the Ministry, and officers were located in areas that had any type of tobacco advertisement within the few months before the blanket ban on tobacco advertising kicked off on 1 March 1971. [21] Twenty years later, in 1992, cigarette advertising in foreign magazines was banned in Singapore. Singapore similarly requires cigarette manufacturers to print images of mouths, feet and blood vessels adversely affected by smoking. [22][23] In Indonesia, tobacco advertising is still allowed, but showing the cigarette packaging is outlawed.

Broadcast of tobacco advertising on Indonesian television is only allowed from 9:30 pm until 5:00 am. Smoking warnings are also shown in the end of the advertisement explaining “Smoking can cause cancer, heart attack, impotency and problems during pregnancy as well as affect the health of the newborn”. Europe All tobacco advertising and sponsorship on television has been banned within the European union since 1991 under the Television Without Frontiers Directive (1989). [24] This ban was extended by the

Tobacco Advertising Directive, which took effect in July 2005 to cover other forms of media such as the internet, print media, radio, and sports event like FI . The directive does not include advertising in cinemas and on billboards or using merchandising - or tobacco sponsorship of cultural and sporting events which are purely local, with participants coming from only one Member State[25] as th[25]fall Outside the jurisdiction Of the European Commission. However, most member states have transposed the directive with national laws that are wider in scope than the directive and cover local advertising.

A 2008 European Commission report concluded that the directive had been successfully transposed into national law in all EX. member states, and that these laws were well implemented. [26] In 20[26]the European Union halted the branding of cigarettes as “ light” or “ mild”, saying that this misleads consumers about the dangers of smoking. Stark health warnings such as “ Smoking Kills” must now cover at least 30 percent of the front of each packet ND 40 percent of the back, and an even greater area where messages are printed in more than one national language. 27] Many nations, including Russia and Greece, still allow billboards advertising tobacco use. Tobacco smoking is still advertised in special magazines, during sporting events, in gas stations and stores, and in more rare cases on television. Some nations, including the KICK and Australia, have begun anti- smoking advertisements to counter the effects of tobacco advertising. In Ukraine, tobacco advertising “ in all printed mass media” is forbidden since January 1, 2010. 28] Some countries, like Finland and Greece have outlawed tobacco advertising on television and radio prior to the ban in 1991.

Ireland Tobacco advertising on radio, television and billboards is illegal. From 1 July 2009, in-store tobacco advertising and displays of tobacco were made illegal - Ireland being the first country in the EU. (and third in the world, after Canada and Iceland) to do so. [29] United Kingdom The relevant EU directives banning tobacco advertising apply within the United Kingdom, in addition to UK laws restricting tobacco advertising. The first calls to restrict advertising came in 1962 from the Royal College of Physicians, who highlighted the health problems and recommended stricter laws on the sale and advertising of tobacco products.