

# 18 Marketing

"The pro-tobacco influence of the high smoking levels in recent movies will continue to be a pro-tobacco influence on teenagers for years to come unless remedial action is taken."  
 Professor Stan Glantz, University of California, San Francisco 2003

Tobacco companies compete fiercely for cigarette market share. Between 2000 and 2004, the top-selling brand changed in 20 percent of countries surveyed.

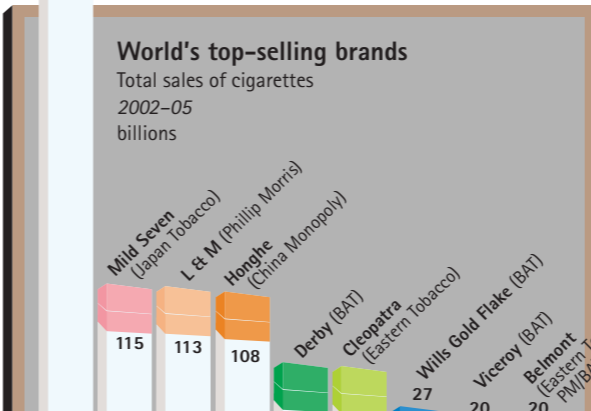
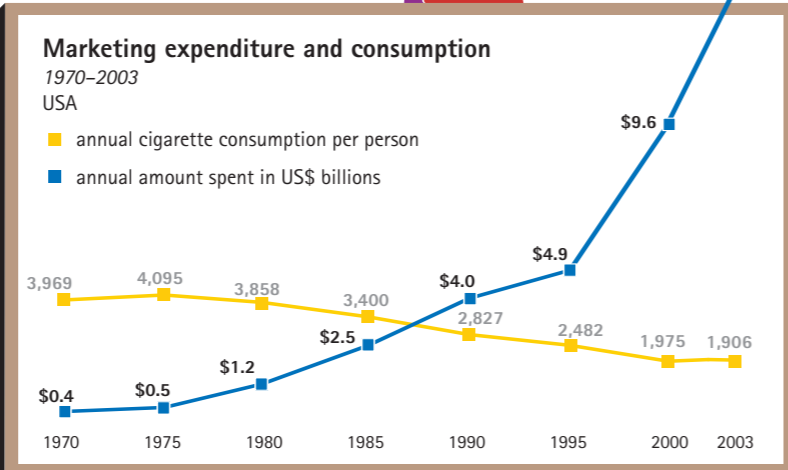
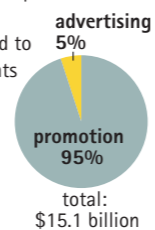
In the USA alone over US\$15 billion is spent per year on marketing cigarettes. Annual marketing expenditures continue to rise despite falling cigarette sales and advertising bans on television, radio and at certain outdoor venues. Annual marketing expenditure amounts to about US\$270 per smoker or 65 cents per pack. Price discounts – payments made to retailers to reduce the price of cigarettes to consumers – account for two-thirds of the total marketing expenditure.

Cigarette marketing is particularly bold and aggressive in many developing countries. Advertising on television and radio is common, and a variety of other venues are exploited, including sports, arts, music, street events, fashion, adventure tours, contests, giveaways and the internet.

Throughout both the developing and the developed world, subliminal advertising techniques are employed, such as the inclusion in films of gratuitous smoking behaviour and the strategic placement of cigarette brands.

## Marketing expenditures 2002 USA

As advertising bans are implemented worldwide, the tobacco industry has been forced to transfer massive amounts of money from direct advertising to promotion, including special offers, gifts and coupons.



"Film is better than any commercial... because the audience is totally unaware of any sponsor involvement."  
 RJ Reynolds Tobacco Co, 1972

