Appendix

This appendix contains examples of cigarette advertising that appeals to youth and minorities, as well as specific menthol ads. In addition, there are visual examples of tobacco industry documents that highlight some of the points made in our response to the FDA’s request for information on youth and minority marketing and on menthol marketing.

The advertisements included here are relatively recent examples of tobacco advertisements containing messages that appeal to youth. Unless otherwise noted, all images in this appendix were found on www.trinketsandtrash.org and were attained on 7/20/2010.

Marketing to Youth

Youth are clearly a main target of the tobacco industry. Internal tobacco industry documents prove this. Here is one example that states, “the base of our business is the high school student”:

Source: http://legacy.library.ucsf.edu/
This is a 2005 camel ad depicting the quintessential rebel.

The Marlboro Man
This is a 2010 ad for a relatively new product, Camel Crush, also known as Camel Cool Burst. This product not only has the menthol flavor, it also has the novelty of having a “ball” of menthol liquid that you crush before smoking to release the flavor.

In the next ad spread, Camel sponsored an indie rock program, again promoting the idea of independence.
Young women and girls often find themselves targets of cigarette ads:

These two ads are from the successful Camel No. 9 campaign in 2007 and are clearly aimed at young women. One study showed that as a result of this campaign, the percentage of teen girls who reported having a favorite cigarette advertisement increased by 10 percentage points, with Camel accounting for nearly all of this increase, while no similar increase was found among teen males during the same period.
Marketing to Racial and Ethnic Minorities:
Once again, industry documents show that minorities formed an important piece of their business strategy. Below is a Lorillard sales seminar document from 1978 that reveals a laundry list of ways to target their menthol brand Newport to the African American community, including “tie-in with black[s] – ‘we help them, they help us.’” Target group age 16+

EXHIBIT I

| 1. Poster with Black Athlete smoking low-tar Lights. |
| 2. More sampling by reps. |
| 3. Blacks in blue collar situations vs. coat and tie on posters. |
| 4. Coupon on back of NEWPORT packs. |
| 5. Use at "unannounced" coupon to generate curiosity - customer doesn't know what it will be redeemed for. |
| 6. Special promotion on carton for Black smoker on local basis. |
| 7. Customized NEWPORT van for sampling. |
| 8. Advertise NEWPORT as the "space age" cigarette using the crescent as a space symbol. |
| 9. Sample NEWPORT at Black conventions, expos., etc. |
| 10. Sample outside plants/factories - where the smoker works. |
| 11. Contest which requires proof of purchase - win 100 records. |
| 12. Contact tie-in with a record company. |
| 13. Tie-in with any company who help black - “we help them, they help us.” Target group age 16+. |


Targeting African Americans:

These two advertisements are from a 2005 Camel campaign
Below are the “X” cigarettes that were removed from the market in Boston in 1995.

These are the cigarette packs from the Kool Mixx Campaign in 2004.

Attained 7/20/2010
**Targeting Hispanics:**

2001 Virginia Slims ad

![2001 Virginia Slims ad](image1)

2006 Kool ad

![2006 Kool ad](image2)

**Targeting Asian Americans:**

Virginia Slims ad from 2001

![Virginia Slims ad from 2001](image3)
Online and Social Media Advertising
Online and social media advertising has the potential to conduct an end-run around advertising restrictions and needs to be monitored very carefully, especially since these are accessible by anyone who has an account, regardless of their age. While these pages are not necessarily sponsored by industry, it is nevertheless important to point out their existence, and access to youth that they present.

This is the MySpace Marlboro page, where a history of the product is provided and the cigarettes are given a “personality”.

Next, we see the Camel and Newport Fan pages on Facebook, which also give brand information:
Another area for concern online would be computer games and “virtual world” games where players can buy and smoke cigarettes in the game. Note in the first image the message that cigarettes “are addictive and bad for your health, but make you incredibly sexy.” The second image was obtained by a 16 year old player.

Menthol Marketing
In the tobacco document below, a 1987 Brown and Williamson document highlights just why menthols make such a good introduction to smoking.

APPENDIX A

PRODUCT REASON FOR KOOL'S DECLINE IN ATTRACTING STARTERS

From a product recipe standpoint, I can understand why possibly KOOL KS and 100s are no longer considered to be acceptable starter products. First, let's consider which smoking attributes are important to a beginning smoker. Based on my own initial smoking experiences and comments from other smokers about their early smoking experiences, the attributes are:

1. low tobacco taste (this is an acquired taste with use),
2. low impact and irritation (a strong smoke is intolerable),
3. low tobacco aftertaste (heavy, dirty taste is intolerable), and
4. if it's a menthol product, it should have a low amount.

Menthol brands have been said to be good starter products because new smokers appear to know that menthol covers up some of the tobacco taste and they already know what menthol tastes like, vis-a-vis candy. The level of menthol in the product is, however, critical.

Source: http://legacy.library.ucsf.edu/
Marketing Menthol to Youth
As with ads for regular cigarettes, menthol cigarette advertisements contain messages that appeal to youth. Messages may include being true, and being “different”, as in this Kool ad from 2006.

Teens want to make their mark, but at the same time they also want to feel “connected”:

This Kool ad from 2003 employs cell phone imagery and area codes to convey connections.
“Freedom” is the key word in this 2009 ad.
Marketing Menthol to Minorities:
Minorities smoke menthol cigarettes at disproportionate rates. Below are some examples of menthol ads targeted at specific minorities.

Targeting African Americans:
On this page: a Kool ad and a Salem ad, both from 2003
Here we see a Newport ad from 2009, and a 2004 ad from the Kool Mixx campaign.
Targeting Hispanics:

To the right: a 2010 Newport ad – note the new labeling on the cigarette packages

Below left: a Spanish-language Newport ad from 2003

Below right: a Spanish-language Kool ad from 2005
Targeting Asian Americans:

Kool ads from 2006 and 2005, respectively