



## TOBACCO COMPANY QUOTES ON MARKETING TO KIDS

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### Philip Morris (Marlboro, Virginia Slims, Benson & Hedges)

"Smoking a cigarette for the beginner is a symbolic act. . . . 'I am no longer my mother's child, I'm tough, I am an adventurer, I'm not square.' . . . As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit."

*1969 draft report "Why One Smokes" to the PM board of directors prepared by Osdene's department. Document Bates No. 1003287836*

"Long after adolescent preoccupation with self-image has subsided, the cigarette will even preempt food in times of scarcity on the smoker's priority list."

*November 26, 1969 presentation to the PM Board of Directors, "Smoker Psychology Research." Bates No. 1000273741*

"We are not sure that anything can be done to halt a major exodus if one gets going among the young. This group follows the crowd, and we don't pretend to know what gets them going for one thing or another . . . Certainly Philip Morris should continue efforts for Marlboro in the youth market, but perhaps as strongly as possible aimed at the white market rather than attempting to encompass blacks as well."

*July 1974 Roper Organization report for Philip Morris, "A Study of Smoking Habits Among Young Smokers." Bates No. 2024921279*

"Marlboro's phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers . . . 15 to 19 years old . . . my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds."

*May 21, 1975 report "The Decline in the Rate of Growth of Marlboro Red" from PM researcher Myron E. Johnston to Robert B. Seligman. Bates No. 2022849875-9880*

"It is important to know as much as possible about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens. . . . The smoking patterns of teen-agers are particularly important to Philip Morris. . . the share index is highest in the youngest group for all Marlboro and Virginia Slims packings. At least a part of the success of Marlboro Red during its most rapid growth period was because it became the brand of choice among teenagers who then stuck with it as they grew older. "

*March 31, 1981 market research report on young smokers titled "Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends," written by Philip Morris researcher Myron E. Johnston and approved by Carolyn Levy and Harry Daniel. Bates No. 1000390803*

"We will no longer be able to rely on a rapidly increasing pool of teenagers from which to replace smokers through lost normal attrition. . . . Because of our high share of the market among the youngest smokers Philip Morris will suffer more than the other companies from the decline in the number of teenage smokers."

*March 31, 1981 market research report on young smokers titled "Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends," written by Philip Morris researcher Myron E. Johnston and approved by Carolyn Levy and Harry Daniel. Bates No. 1000390803*

"I have just received data on the graduating class of 1982 and the results are much more encouraging and corroborate the Roper data [a survey that tracked track smoking trends] . . . These data show that smoking prevalence among these 18-year-old high school seniors has increased from 1981 to 1982."

*February 19, 1983 Philip Morris interoffice memo, "Still More on Trends in Cigarette Smoking Prevalence." Bates No. 2022849870*

"The ability to attract new smokers and develop them into a young adult franchise is key to brand development."

*1999 Philip Morris report, "Five-Year Trends 1988-1992." Bates No. 2044895379-484*

**R.J. Reynolds (Winston, Camel, Salem)**

"In view of the need to reverse the preference of Marlboros among younger smokers, I wonder whether comic strip type copy might get a much higher readership among younger people than any other type of copy."

*April 12, 1973 RJR marketing memo, "The Following are the Principle Thoughts Which I Had..."  
Bates No. 500165434-5439*

"Pre-smokers."

*Term used in a 1973 RJR draft paper to describe youth smokers when they are just trying cigarettes, "Some Thoughts About New Brands of Cigarettes For the Youth Market." Bates No 502987357-7368.*

"At the outset it should be said that we are presently, and I believe unfairly, constrained from directly promoting cigarettes to the youth market; that is, to those in the approximately twenty-one year old and under group. Statistics show, however, that large, perhaps even increasing, numbers in that group are becoming smokers each year, despite bans on promotion of cigarettes to them. If this be so, there is certainly nothing immoral or unethical about our Company attempting to attract those smokers to our products...Realistically, if our Company is to survive and prosper, over the long term we must get our share of the youth market."

*A 1973 RJR draft paper, "Some Thoughts About New Brands of Cigarettes For the Youth Market."  
Bates No 502987357-7368*

"The fragile, developing self-image of the young person needs all the support and enhancement it can get. Smoking may appear to enhance that self-image in a variety of ways. If one values, for example, and adventurous, sophisticated, adult image, smoking may enhance ones self-image...This self image enhancement effect has traditionally been a strong promotional theme for cigarette brands and should continue to be emphasized."

*1973 RJR draft paper, "Some Thoughts About New Brands of Cigarettes For the Youth Market."  
Bates No 502987357-7368*

"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."

*September 30, 1974 R.J. Reynolds Tobacco Co. marketing plan presented to the company's board of directors. Bates No. 501421310-1335*

"Our attached recommendation to expand nationally the successfully tested 'Meet the Turk' ad campaign and new Marlboro-type blend is another step to meet our marketing objective: To increase our young adult franchise. To ensure increased and longer-term growth for CAMEL FILTER, the brand must increase its share penetration among the 14-24 age group which have a new set of more liberal values and which represent tomorrow's cigarette business."

*January 23, 1975 RJR memo from Mr. C.A. Tucker. Bates No. 505775557-5557*

"Evidence is now available to indicate that the 14-to-18- year-old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained over the long term."

*1976 Claude Teague draft report, "Planning Assumptions and Forecast for the Period 1977-1986 for R.J. Reynolds Tobacco Company." Bates No. 502819513-9532*

"Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. They will continue to be just as important to brands/companies in the future for two simple reasons: The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5 percent of smokers start after age 24. [And] the brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age... Brands/companies which fail to attract their fair share of younger adult smokers face an uphill battle. They must achieve net switching gains every year to merely hold share... Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle."

*February 29, 1984 RJR report, "Young Adult Smokers: Strategies and Opportunities". Bates No. 501928462-8550*

"[Jack Daniels' merchandizing campaign is] an example of a viable positioning executed in a 'nonstandard' but authentic and unpretentious way, which not only reached [younger adult] consumers, but converted [younger adults] into walking billboards."

*September 19, 1985 report, "Are Younger Adult Smokers Important." Bates No. 507546706-6805*

"Overall, Camel advertising will be directed toward using peer acceptance/influence to provide the motivation for target smokers to select Camel."

*March 12, 1986 letter, "Camel New Advertising Campaign Development." Bates No. 503969238-9242*

"[Camel advertising will create] the perception that Camel smokers are non-conformist, self-confident and project a cool attitude, which is admired by their peers. . . Aspiration to be perceived as cool/a member of the in-group is one of the strongest influences affecting the behavior of younger adult smokers."

*March 12, 1986 letter, "Camel New Advertising Campaign Development." Bates No. 503969238-9242*

### **Brown & Williamson (Kool, Tareyton, Lucky Strike, GPC)**

"It's a well-known fact that teen-agers like sweet products. Honey might be considered."

*September 1972 memo to Brown & Williamson from Marketing Innovations, "Youth Cigarette - New Concepts." Bates No. 170042014*

"KOOL has shown little or no growth in share of users in the 26+ age group. Growth is from 16-25 year olds . . . at the present rate, a smoker in the 16-25 year age group will soon be three times as important to KOOL as a prospect in any other broad age category."

*February 21, 1973 untitled Brown & Williamson marketing memo from Brand Manager R. L. Johnson memo to Executive VP Pittman on the Latest Black Study. Bates No. 680135996-680136002*

"KOOL'S stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs. As a result, all magazines will be reviewed to see how efficiently they reach this group and other groups as well." February 21, 1973 untitled Brown & Williamson marketing memo from Brand Manager R. L. Johnson memo to Executive VP Pittman on the Latest Black Study. Bates No. 680135996-680136002.

"The younger smokers is of pre-eminent importance

- Significant in numbers
- 'Lead in' to prime market
- Starts brand preference patterning
- Still volatile in habits"

*September 1974 marketing report, "New Ventures Project State II the 'New' Smoker." Bates No. 779217794*

"The studies reported on youngsters' motivation for starting, their brand preferences, etc., as well as the starting behavior of children as young as 5 years old. . . The studies examined examination [sic] of young smokers' attitudes towards 'addiction,' and contain multiple references to how very young smokers at first believe they cannot become addicted, only to later discover, to their regret, that they are."

*1980 report, "Apparent Difficulties and Relevant Facts." Bates No. 689753864*

"The purpose of this research was to gain insight into the perceptions, attitudes and behavior of younger, recently-starting smokers regarding initial product usage, current smoking and health concerns. . . .As long as young people are curious, anticipatory of adulthood and seek bravado, cigarettes will be tried."

*1974 report, "Young Adult Smoker Lifestyles and Attitudes." Bates No. 170040977*

### **Lorillard (Newport, Kent, True)**

"We're adults. You've got a group of talented kids. Hence this letter. We have been asked by our client to come up with a package design... a design that is attractive to kids... While this cigarette is geared to the

youth market, no attempt (obvious) can be made to encourage persons under twenty-one to smoke. The package design should be geared to attract the youthful eye... not the ever-watchful eye of the Federal Government."

*August 13, 1970 letter from Lorillard advertising account executive to a marketing professor, soliciting help from his students with advertising design. Bates No. 92352889*

"Our profile taken locally shows this brand [Newport] being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student."

*August 30, 1978 Lorillard memo from Achey to CEO Curtis Judge about the "fantastic success" of Newport. Bates No. TINY0003062*

***Campaign for Tobacco-Free Kids, May 14, 2001***

**More information on tobacco company marketing to kids is available at  
[http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/toll/tobacco\\_kids/marketing/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/marketing/).**