

# Marketing Tobacco to Women

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# Disclosure

- Nothing to Disclose

# Acknowledgements

- Stacey Anderson
  - Tim Dewhirst
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- Trinkets and Trash
  - SRITA



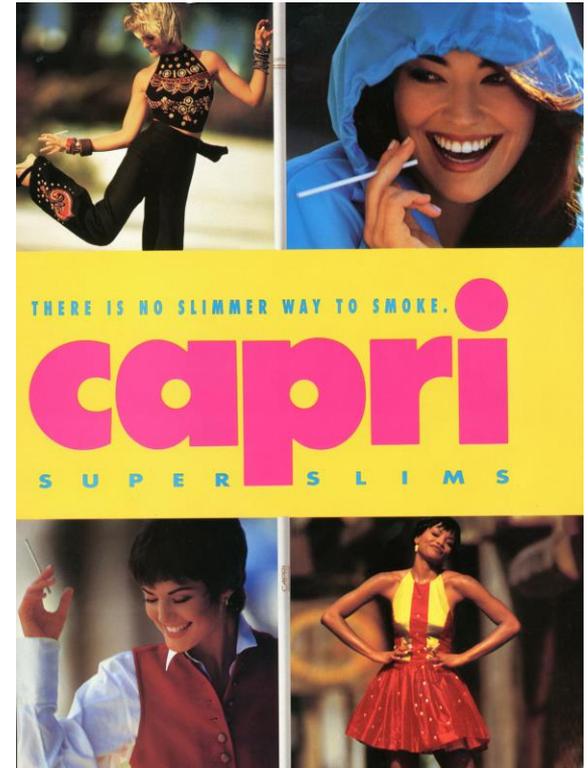
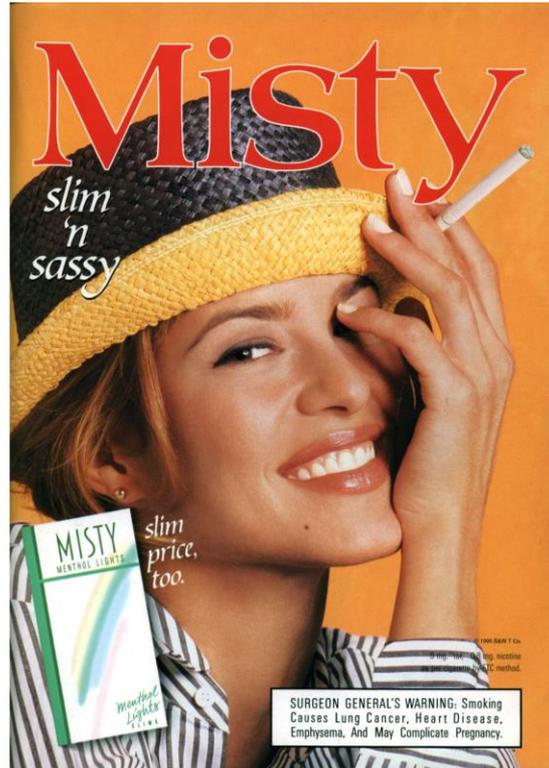
**Stanford** | Research into the Impact of Tobacco Advertising

Ads shown for educational purposes

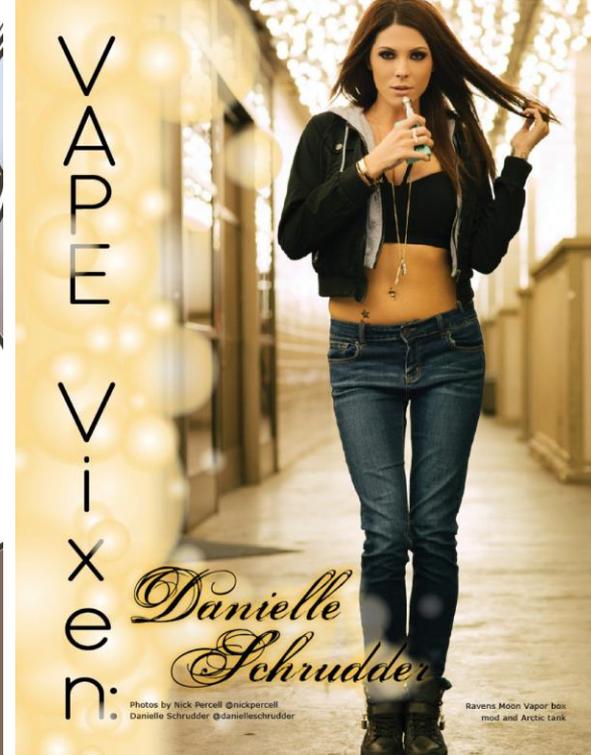
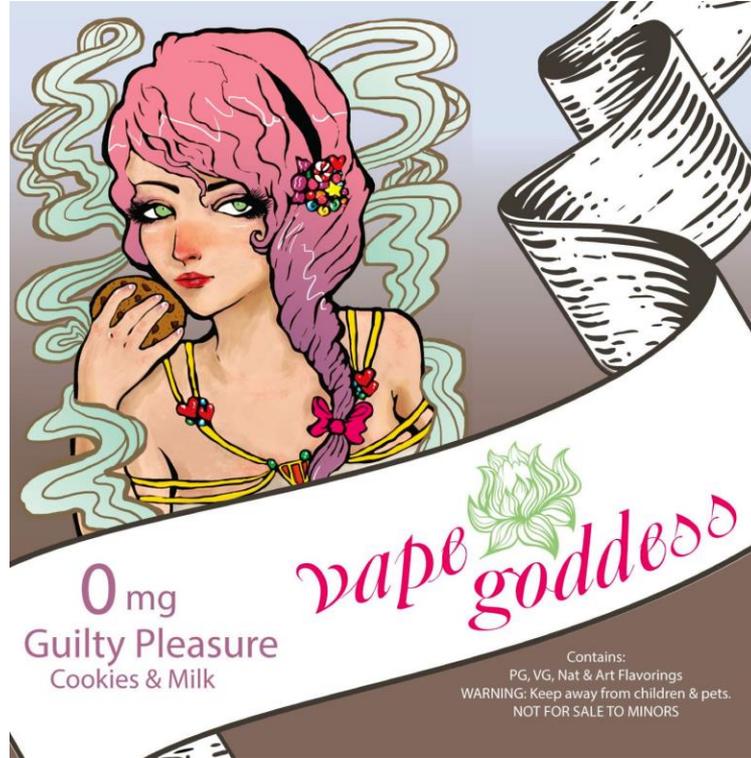
# Learning objectives

- Understand how tobacco companies approach marketing tobacco products to women
- Identify four marketing tactics appealing to women that exacerbate tobacco disparities
- Recognize past marketing tactics in contemporary ads
- Discuss strategies to counter marketing appeals to support tobacco cessation

# Is Marketing to Women over?



# Everything old is new again



# How do they do it?

*According to a recent Nationwide survey:*

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

• Like the rest of us, doctors smoke for pleasure. Their taste recognizes and appreciates full flavor and cool mildness just as yours does.  
And when 113,597 doctors were asked to name the cigarette they smoked, more doctors named Camels than any other brand.  
Three nationally known independent research organizations conducted the survey. They queried doctors in every branch of medicine.

MENTHOL AFTER DARK

BENSON & HEDGES MENTHOL

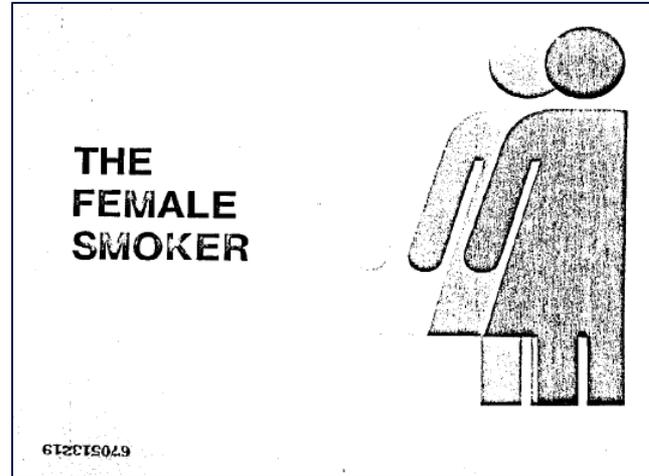
15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. ©1988 M&H Inc. 1000

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

IT'S A SMOOTHER PLACE TO BE.

# Tobacco Industry Documents

- Contain industry research on women
- Over 90 million pages
- [industrydocuments.ucsf.edu/tobacco/](http://industrydocuments.ucsf.edu/tobacco/)



# TRUTH TOBACCO INDUSTRY DOCUMENTS

An archive of 14 million documents created by tobacco companies about their advertising, manufacturing, marketing, scientific research and political activities, hosted by the UCSF Library.

**SEARCH** ADVANCED SEARCH

- Hide Restricted Documents
  Hide Folders
  Hide Possible Duplicates

**Search Options** ▼

Document Date Ranges *(no dates selected)* >

Tobacco Collections *(all tobacco collections selected)* >

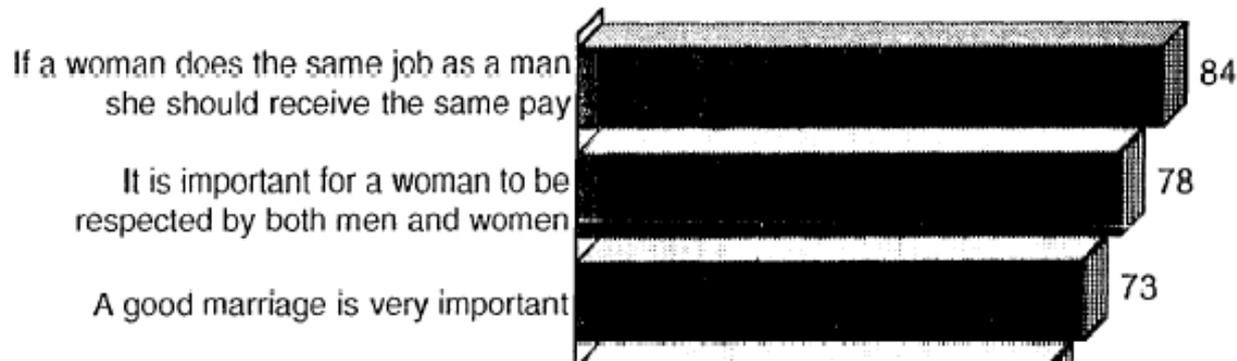
## Highlights



# Women's psychosocial needs

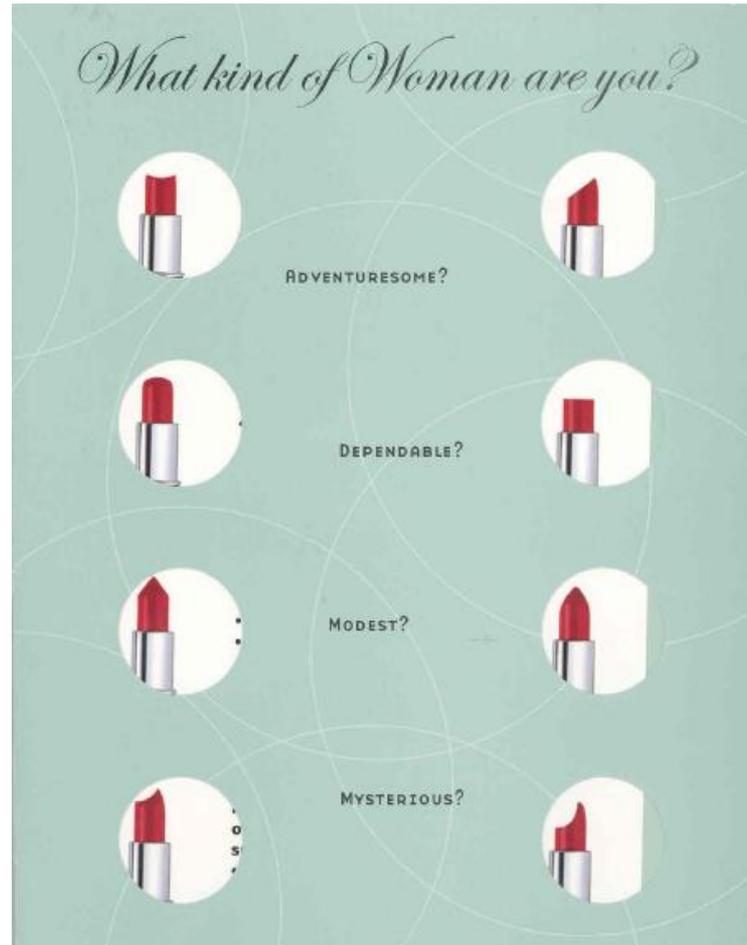
What is important to today's young adult women?  
Respect, Independence, Family/Marriage

Attitude statements receiving highest agreement

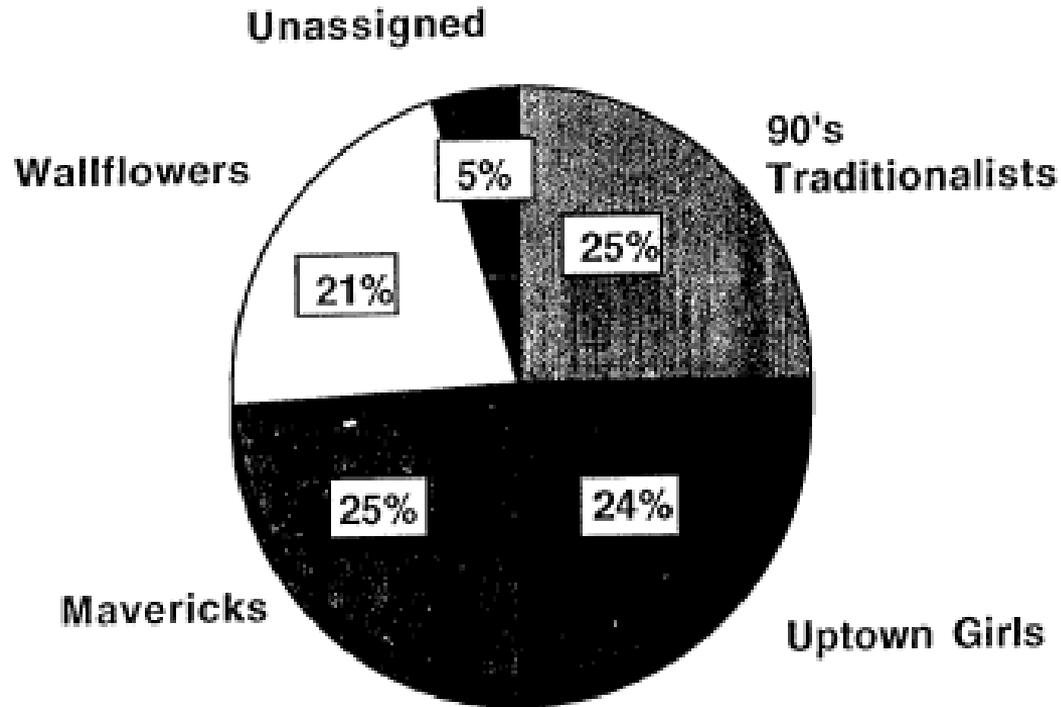


# Psychographics

- Determine types of smokers based on attitudes, lifestyle, social groups, self descriptors
- Used in addition to demographics
- Tailored campaigns

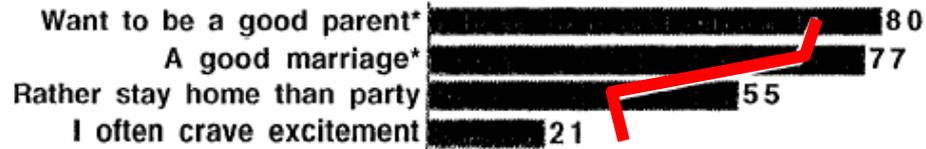


# Female Segments

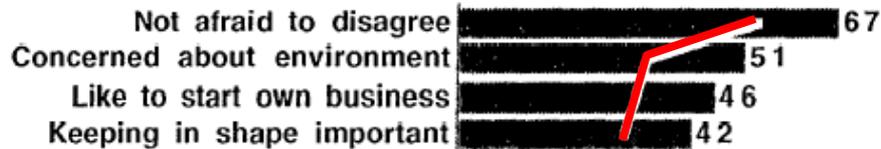


# 90's Traditionalists - 25%

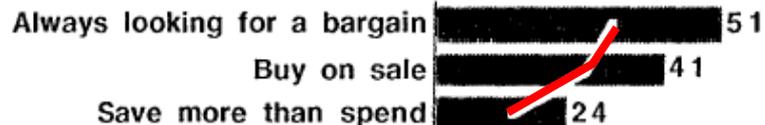
## Traditional goals



## Contemporary ideas



## Bargain hunters



0 10 20 30 40 50 60 70 80



# 90's Traditionalists

## Who they socialize with

Down to earth/natural

Affectionate

Self assured

Tough/rugged

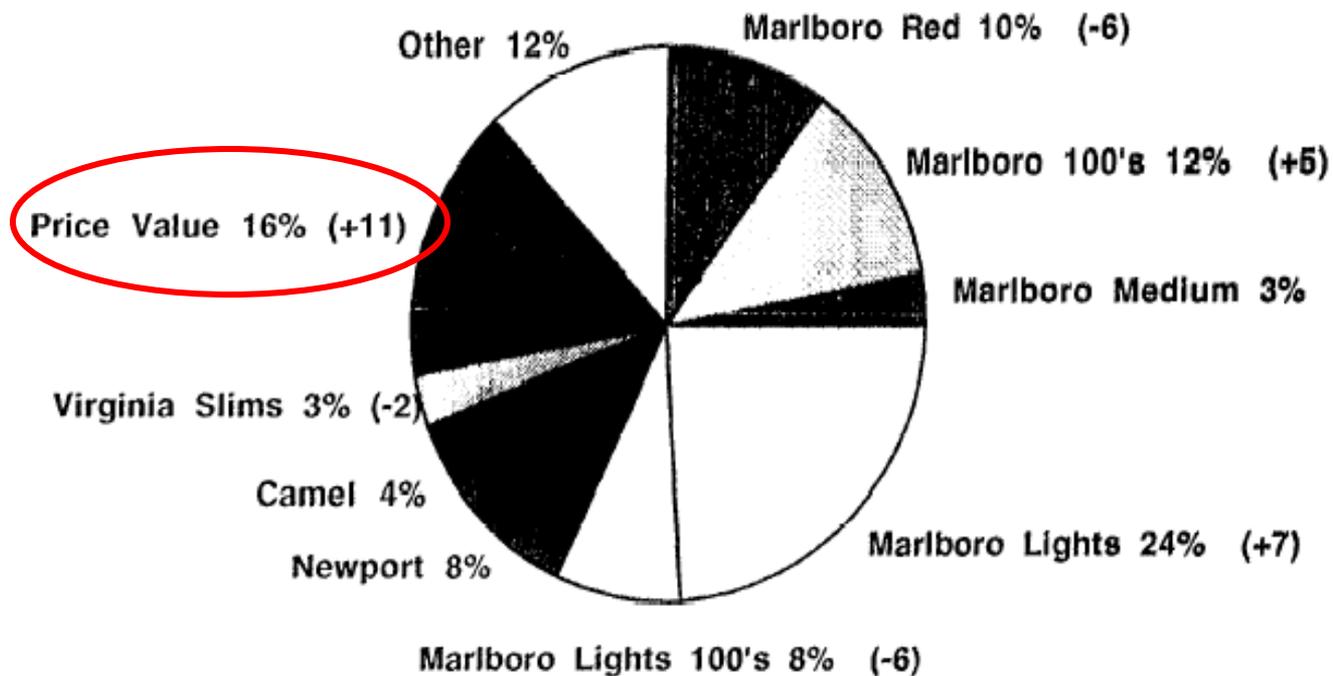
Older people

Spouse/boyfriend

Parents

# 90's Traditionalists

## Brands Smoked





YOUR BASIC® SMOKING JACKET

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer and Complications, May Complicate Pregnancy or Cause Birth Defects. Quitting Now Greatly Reduces Serious Risks to Your Health.



YOUR BASIC® NIGHT OUT

**FREE HAT**  
**WITH THREE PACK**  
**PURCHASE OF**  
**Basic**

Fully adjustable. One size fits all.



**Basic**  
It Tastes Good.  
It Costs Less.

WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1995  
Kings: 16 mg "tar", 1.0 mg nicotine av. per cigarette by FTC method.

00425-00  
© Philip Morris Inc. 1994  
Ultra Lights: 5 mg "tar", 0.5 mg nicotine—Lights: 11 mg "tar", 0.8 mg nicotine—Kings: 16 mg "tar", 1.1 mg nicotine—Menthol: 16 mg "tar",

# THE BASIC "BEST THINGS" COUPON CATALOG 2008



## Get up to \$100 in Basic Coupons

15 UPCs (per coupon)



35 UPCs (for ten coupons)



35 UPCs (per coupon)



60 UPCs (per coupon)



Special Offer:  
Horseshoe Set  
250 UPCs  
(\$10.00 shipping and handling charge required)

Special Offer:  
Zippo® Horseshoes Lighter  
150 UPCs

# Cost savings

93% of e-cigarette websites made claims about saving money

Smoking Everywhere E-Cigarette is cheaper than smoking real cigarettes



**CHEAPER**

Smoking Everywhere E-Cigarette chemicals like traditional cigarettes like a real cigarette, feels like a real cigarette... It also may be cheaper.



each e-cig is  
**= ABOUT 3 PACKS  
OF CIGARETTES**



Source: SRITA, Grana & Ling, Am J Prev Med 2014.

# Uptown Girls - 25%

- Success oriented and status conscious
- Like to party and shop
- Value brand images - not interested in discounts/premiums
- Pack buyers with less "social support" for smoking

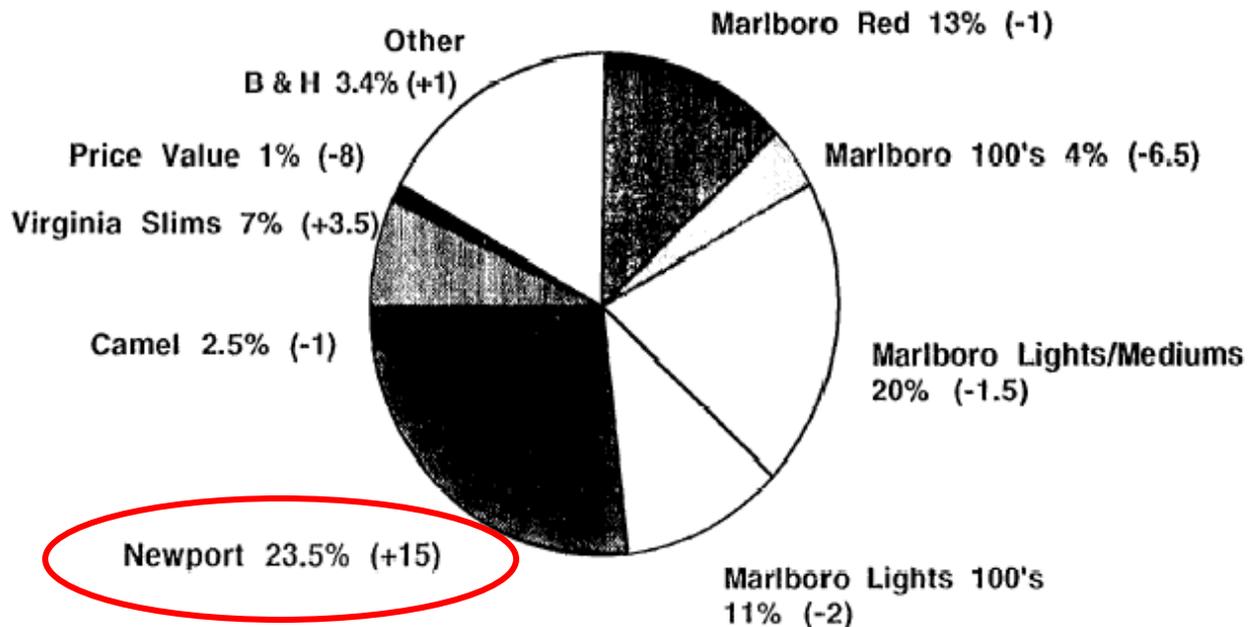
## Who they socialize with

Feminine  
Popular  
Materialistic  
Sophisticated  
Cool/hip



# Uptown Girls - 25%

## Brands Smoked



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

Lights Box: 9 mg. "tar," 0.8 mg. nicotine; Medium Box: 12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

**Newport pleasure!**

© Lorillard 2002

**Newport**

*Alive with pleasure!*

after all, if smoking isn't a pleasure, why bother?

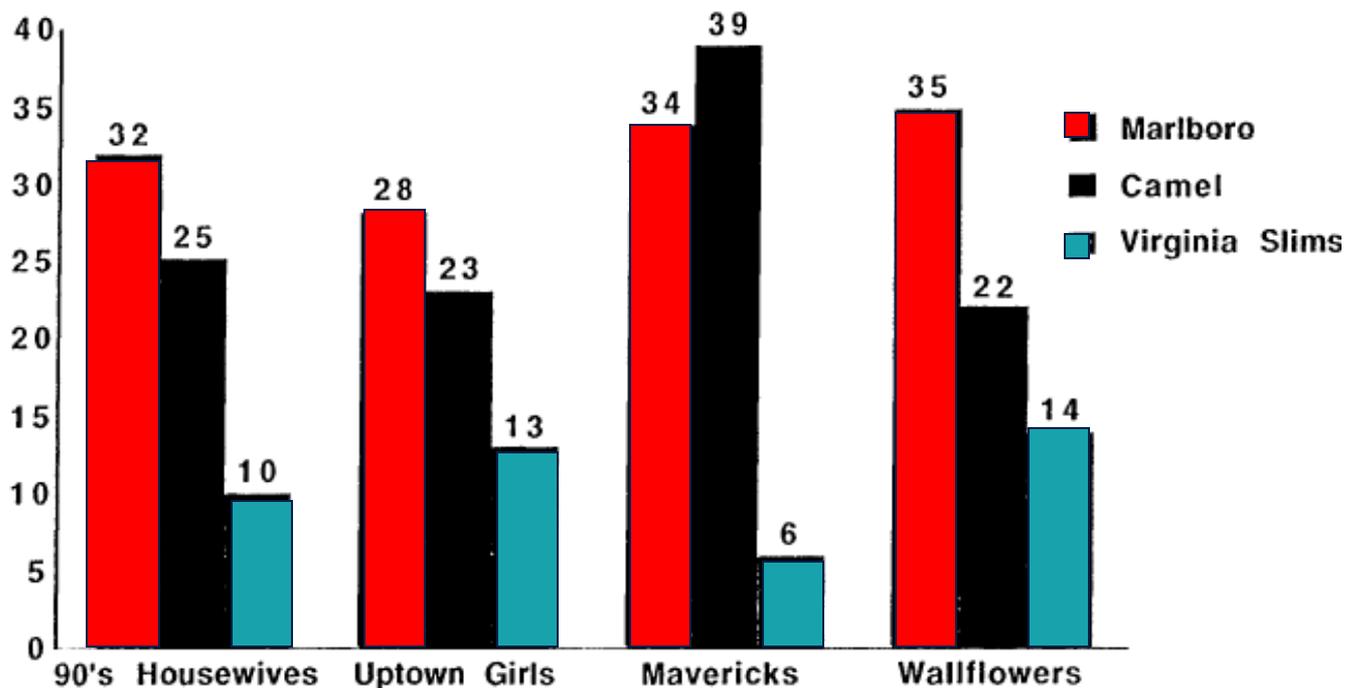
**Newport**

*Alive with pleasure!*

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



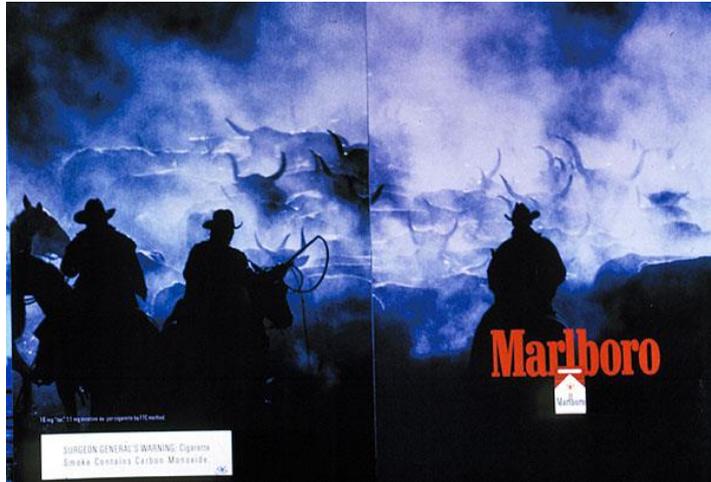
## Marlboro Ads Most Appealing to 3/4 Segments



# Making the Marlboro Man accessible to women:

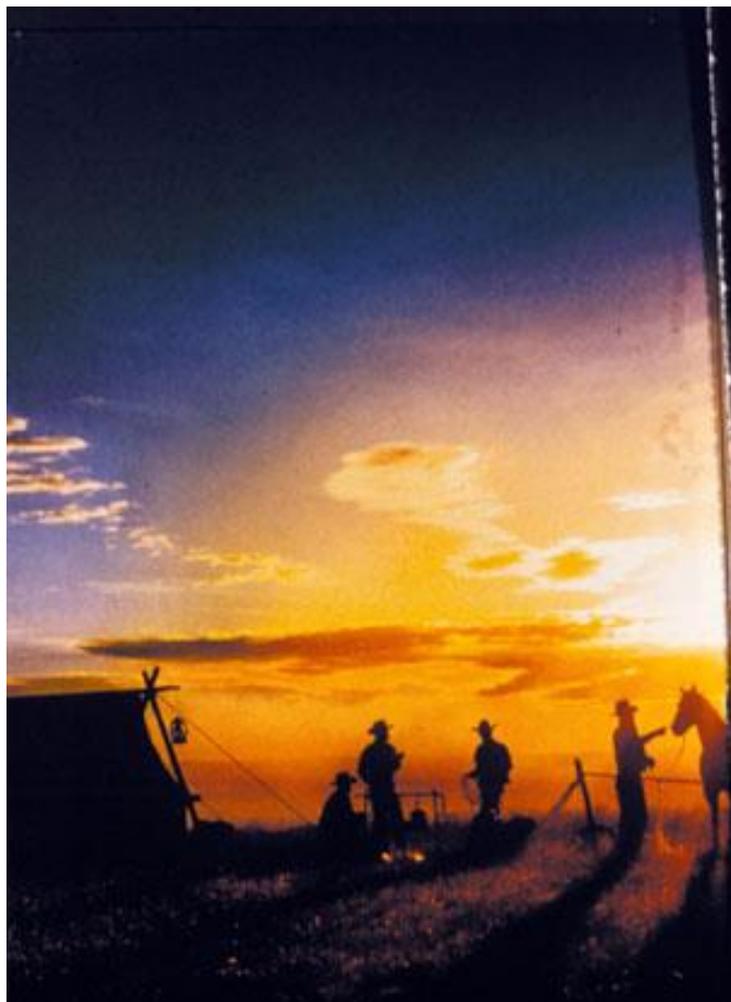
- NOT ACCEPTABLE TO BE A LONER; WOMEN WANT SOME SOCIAL VALIDATION
- COMMUNICATION HAS BECOME MORE IMPORTANT

make him more accessible and less removed (e.g., a smile, a touch, a tip of the hat)



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

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



Introducing The New  
**MARLBORO COUNTRY**  
**COOKBOOK**



If the Marlboro Country Cookbook Offer



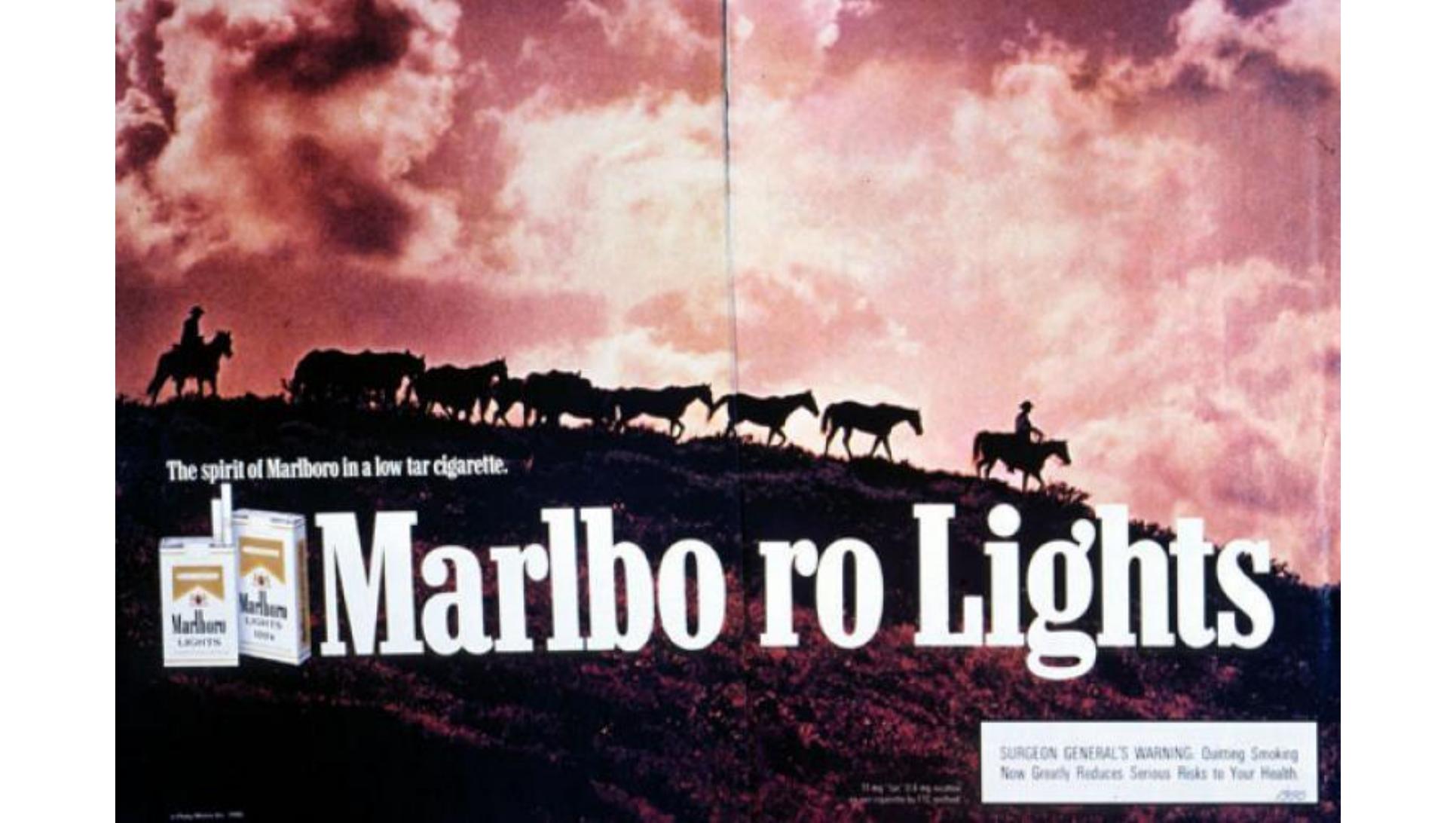
is missing from this magazine,



call 1-800-MARLBORO.

Over 180 Recipes. 187 Pages. Hardbound. **300 Miles.**

Offer limited to smokers 21 years of age or older. Offer expires 12/31/98.



The spirit of Marlboro in a low tar cigarette.

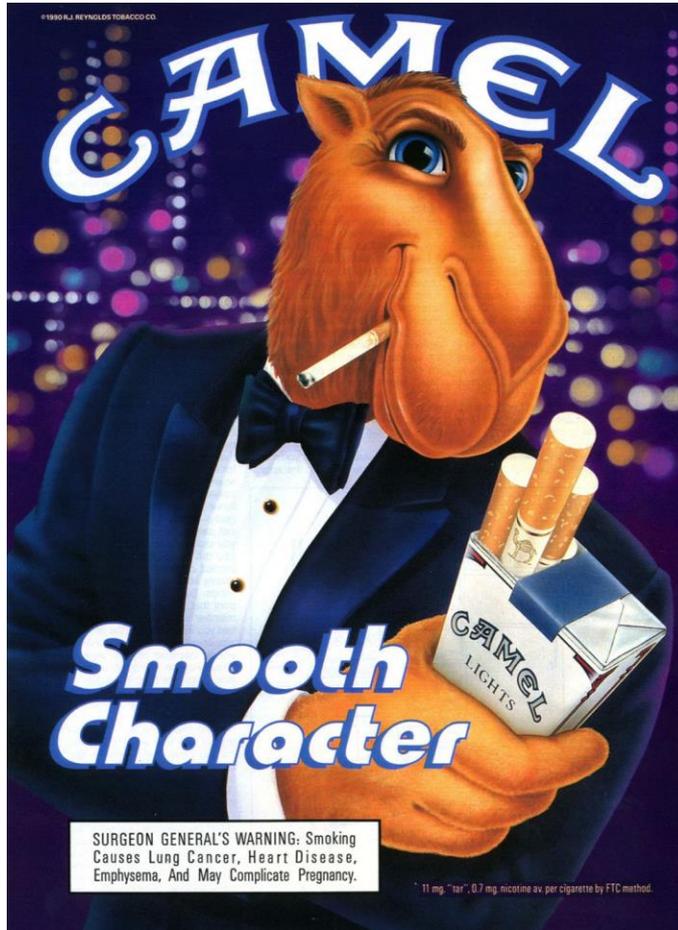


# Marlboro Lights

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

11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

©1993



©1990 R.J. REYNOLDS TOBACCO CO.

# CAMEL

## Smooth Character

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

\*11 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method.

ADVERTISEMENT

# DRESSED

to the

# 90's

The most fashion forward woman takes her cue from timeless vintage looks. Inspire your inner style maven with a visit to a vintage hotspot in your city.



## JOIN THE VINTAGE VANGUARD.

Update your closet at top vintage shops across the US. Find out where at [camelcsmokes.com](http://camelcsmokes.com)\*

\*INTENT IS RESTRICTED TO LOCAL, NOT FOREIGN, SHoppers



CHOOSE A VINTAGE FASHION BY  
**EGGY PARODI**  
Visit the store for more unique finds.  
123 W. 42nd St.  
NEW YORK, NY



### MAKE IT YOURS

Style your vintage look with your own personal touch.

HERE'S HOW:

- Start with a little black dress from your favorite era.
- Mix in sophisticated accent pieces, like an antique necklace or bold bangles.
- Wear sleek, stylish stilettos to complete the look.

## NOW AVAILABLE IN STILETTO



### No. 9 100's

CAMEL NO. 9 MENTHOL: 16 mg. "tar", 0.9 mg. nicotine, CAMEL NO. 9 100's: 11 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method. Actual amount may vary depending on how you smoke. For TSN info, visit [www.jtworld.com](http://www.jtworld.com)

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

# Qualitative research on women

Sometimes translates directly into advertising campaigns

- ⇒ Conceptually, a game format will be used to explore 8 topic areas
- The Real Me (How I see myself and how I would like to be)
  - Friends and Family (The role they play in the lives of women)
  - Wishes and Dreams (Women's aspirations)
  - Great Expectations (What society expects from women and what they expect from themselves)
  - Fear and Frustrations
  - Battle of the Sexes (The impact gender plays in differences between men and women)
  - Hearts & Flowers (Romantic relationships)
  - The Balancing Act (Balance between life and work)

# Example questions

- What one item in your purse would tell the most about who you really are?
- What can people learn about you by looking at your friends?
- Is there something you've dreamed of doing for a long time?
- Do you think others expect too much of you?
- What are the biggest stressors in women's lives?

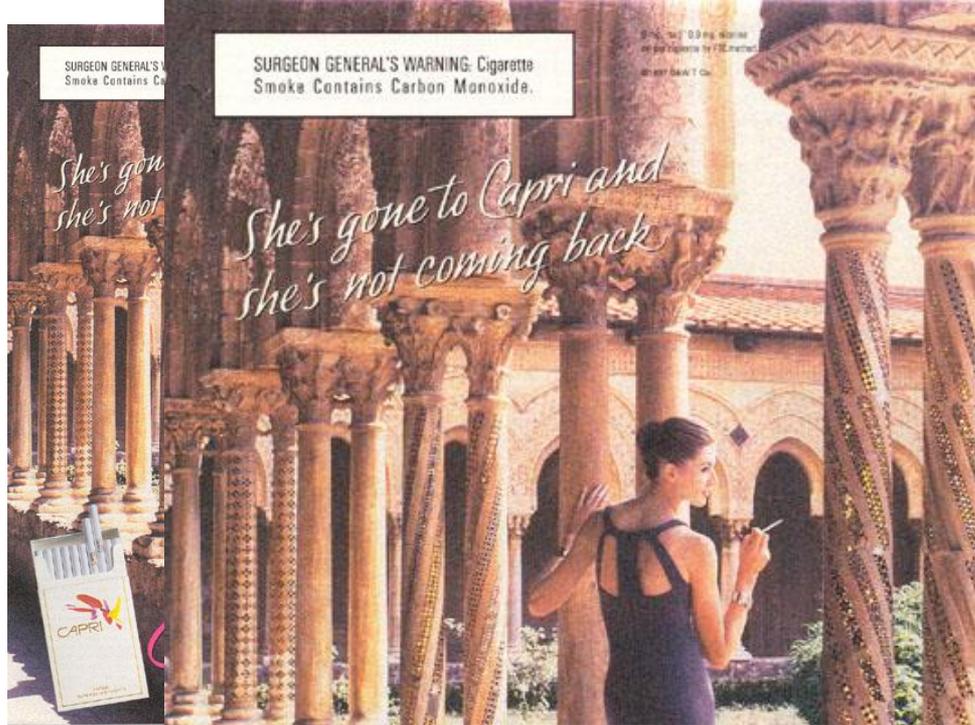


*If our best friend seems to know everything about us, it's because she does.*

VIRGINIA SLIMS

“If our best friend seems to know everything about us, it’s because she does.”

Women acknowledged that they have female friends with whom they openly share the most intimate "secrets." In addition, women commented that female friendships are "special" and "long-lasting."



Women who are currently inundated with responsibilities and demands of others—spouses, children, work, and home responsibilities—were especially apt to be strongly attracted to this imagery of a woman alone, pleasuring herself.

# 1976: Coupons with foodstamps

- Coupons in manila envelop distributed with foodstamps
- RJ Reynolds wanted to be embedded with other industry coupons (e.g., Campbell's soup)
- RJ Reynolds had concerns that other people might perceive RJR as unethical:

6) Cigarettes cannot be purchased with food stamps. Some objections may arise due to the moral/ethical problems of inducing poor people to buy cigarettes with the little money they do have. It may also be

# African American women according to RJ Reynolds (1985)

## GENERAL IMPRESSIONS OF 18-24 BLACK FEMALE LIVES

**SINGLE PARENT**

- SINGLE PARENT
- UNEMPLOYED/ON WELFARE

**UNEMPLOYED/ON WELFARE**

- LIVE WITH MOTHER/GRANDMOTHER/SISTER
- SPEND ALMOST ALL TIME AT HOME

**LIVE WITH MOTHER/GRANDMOTHER/SISTER**

- RAISING KIDS
- WATCHING T.V.
- SLEEPING

- USE EXTRA MONEY TO
- FOR CHANGE OF PACE

**USE EXTRA MONEY TO SHOP FOR CLOTHES**

- ARE VERY FAMILY-ORIENTED (MOTHER) AND RELY ON FAMILY FOR ECONOMIC AND EMOTIONAL SUPPORT.

Ta

# KOOL

## PLAY ON THE HOUSE™

### SPADES SLAM™



# PLAYERS WANTED

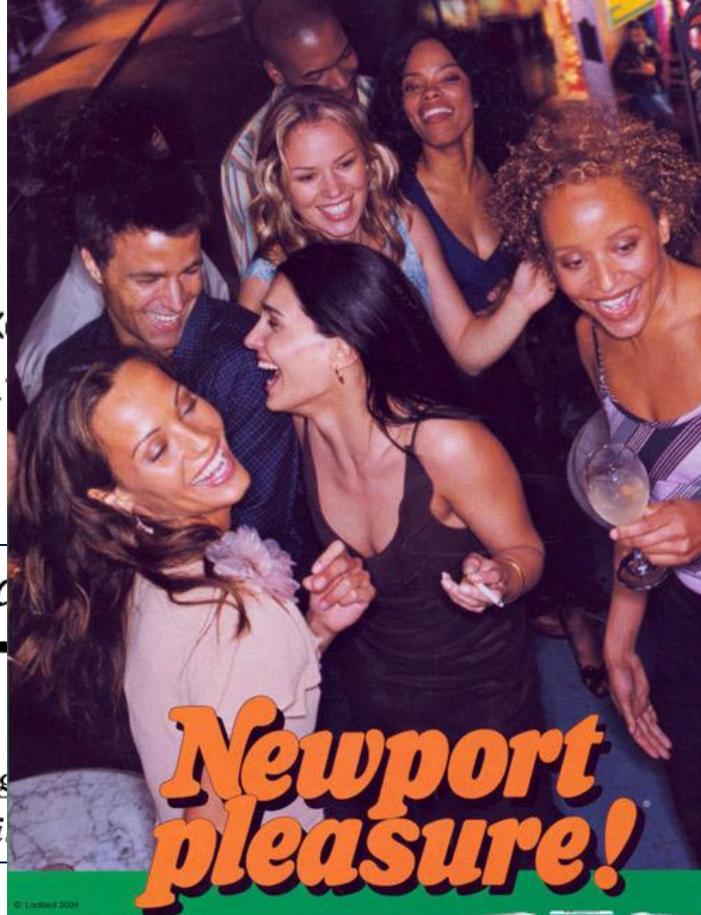
YOU COULD WIN \$50,000 AND A TRIP TO VEGAS

# Menthol

- MENTHOL BRANDS - K
- AMONG YOUNGER ADUL
- THESE BRANDS.

## Tactics to c

- Menthol
- Advertising
- Direct mai



© Lorillard 2004

Newport, Newport Medium, Newport (package design), Newport Lights Menthol Box (package design), Newport Pleasure, and Newport Spinnaker TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

Lights Box: 9 mg. "tar," 0.7 mg. nicotine; Medium Box: 11 mg. "tar," 1.0 mg. nicotine; Box: 16 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

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



**Finest  
Quality Menthol!**

ANT BRAND CHOICES  
EAST RELEVANT OF

TID: kwb15doo

## Smokers

o, TID: ttd49hoo

# Appeal to Women

## Consumer Segments

- Women take social pressures and affronts much more personally; men are more likely to accept the issue, find a way to cope, and not let it bother them.
  - Women to a greater extent than men have internalized guilt over smoking, and immediate smoke odor as well as smoke odor aftereffects dredge up this guilt.
- The younger women are more interested in changes that will affect them cosmetically.
- Older women are more sensitive to a cleanliness/freshness dimension, and to issues which enhance self esteem.

# Low smoke product fails in USA but succeeds in Japan

- “hygiene fanatics”
  - Antibacterial pens
  - Pills erase smell in stool
  - Wash hair twice daily
- Especially young professional females
- Female to male 4:1



1997 News article

<http://www.trinketsandtrash.org/tearsheet.asp?ItemNum=300020>



# Socially Acceptable Products





IQOS 2.4 PLUS

IQOS 3 MULTI

IQOS 3

# IQOS

SHOP NOW!



Source: SRITA



IQOS South Africa

November 20, 2019 · 🌐



Beach + Sand = summer. But sand also can break electronics... Protect your IQOS wherever you go by using any of our accessories to keep sand out of your device and ensuring it works optimally all summer long. Visit any of our stores or get in touch online if you have any issues.

<https://iqos.buzz/2Xcvk1V>

This product is not risk free and is addictive. Only for use by adults



WHILE GETTING BEACH  
READY, ENSURE YOUR  
DEVICE IS PROTECTED!



IQOS 3 DUO  
SIMPLY AMAZING



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**iqos\_jp** Let's go home. What items do you want to bring with you when you come home? Please share it in the comments.

Smoking, become one of the causes of lung cancer for you, you increase the risk of exacerbating the risk and emphysema of myocardial infarction, stroke. Underage smoking increases health effects and tobacco dependence. Never smoke even if recommended by people around you. Cigarette smoke can adversely affect the health of people around you, especially infants, children and the elderly. When smoking, be careful not to disturb other people around you.

53w

Liked by **kndt1995** and 2,263 others

AUGUST 10, 2018

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#ICOS #NotRiskFree #Addictive #ForAdultSmokers

13w

**yuutoayane** Talking

13W 15 likes Reply

**ayaokadaa** @kty0515

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MAY 21



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**iqos\_jp** ホットする瞬間。#アイコス #NotRiskFree #ForAdultSmokers

29w

**toshi3442** IQOSでホットする瞬間が最高👍👍

29W 7 likes Reply

**yewushi8591** 足湯は、あったまりますね、アイコスでリラックス、リラックス!

29w 6 likes Reply

**yuutoayane** 斬新な感じ👍👍

29w 7 likes Reply

**yuutoayane** 斬新な感じ👍👍



Kreslake, JM. et al., Perceived Sensory Characteristics of Blended and Ambiguous “Concept” Flavors Among Adolescent and Young Adult E-cigarette Users, *Nicotine & Tobacco Research*, 2023

## Vaping with flavors for dieting

“Actually, there’s this one that was like a pound cake, and that was pretty good. I used it to diet, so I’d be like after dinner, go ‘all right, time for dessert.’”



**NutriCigs™**  
FORTIFIED **ELECTRONIC CIGARETTES**

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**NutriCigs™ SLEEP**

**SAY GOOD-BYE TO SLEEPLESS NIGHTS**

**TRY NOW**

**NutriCigs™ SLIM**  
ALL-NATURAL **APPETITE SUPPRESSANT\***

**NutriCigs™ ENERGY**  
ALL-NATURAL **ENERGY BOOSTER\***

**NutriCigs™ SLEEP**  
ALL-NATURAL **SLEEP AID\***

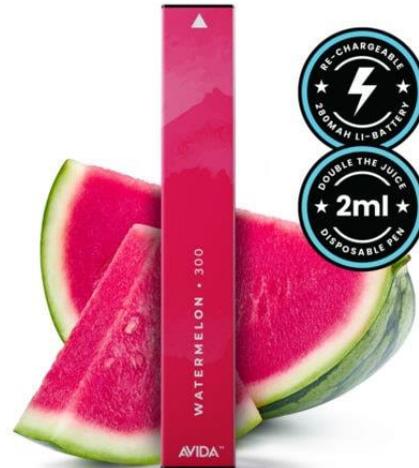


## REVIEWS

Sponsored

### Best CBD Vape Pens Ranked: Most Effective CBD Vape Pens for Sale

August 30, 2023 1:30 am



# Summary

- Tobacco industry marketing to women is based on understanding different desires and motivations
  - Savings, bargains and discounts
  - Social acceptance and fun bonds between friends
  - A quiet moment – respite from life’s demands
  - Images of luxury for those struggling financially
  - Less odor, more socially acceptable, perhaps safer
  - Appetite suppression, energy and sleep
- These appeals translate to new tobacco, nicotine, and non-nicotine products
- Menthol’s feminine image in some countries complements flavors

# Implications for Tobacco Control

- Utilize novel assistance channels explored by tobacco industry to access low SES women
  - e.g., 211 intervention for smokefree homes
- Address pricing and couponing for low SES women
  - Make quitting financially viable
  - Establish minimum price laws
  - Eliminate point-of-sale discounts and coupons
  - Keep taxes high or institute meaningful tax increases

# Take home points

- Counter industry marketing with appeals to motivations
  - Decrease social acceptability of all tobacco use
  - Give affordable and attractive stress and coping supports
  - Positive imagery for those inundated with negatives
  - Raise safety concerns about aerosolized flavorant chemicals
- Address tobacco and cannabis co-use
- Anticipate less regulated products exploiting policy loopholes

smokefree.gov



**PROTECT YOUR PETS FROM  
SECONDHAND SMOKE**