

Tobacco Facts

Tobacco Company Advertising

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The goals of tobacco advertising are to get youth to start smoking, to get smokers to switch brands, to get the public to recognize brand names, to build brand loyalty, and to get people familiar and comfortable with tobacco products in their everyday lives.

To target American Indians for future customers, some tobacco companies use American Indian images and cultural symbols in their advertising, such as warriors, feathers, regalia and words like “natural” in the brand names.²

Tobacco advertising includes pow-wow give-aways and promotional items, billboards, magazine ads for cigarettes or dip, clothes ads in which people are smoking or dipping, rodeo and other sport and team sponsorships, samples, store signs and displays (which are often placed at a child’s eye-level,) coupons, movies in which people are using tobacco, and entertainment sponsorships.

Natural American Spirit Cigarettes are not owned or made by American Indians. In fact, the company is owned and manufactured by the second-largest tobacco company in the U.S.--R.J. Reynolds Tobacco Company, who make about one of every four cigarettes sold in the United States.³

To build its image and credibility in the community, the tobacco industry funds cultural events such as powwows and rodeos.⁸

The tobacco industry spends \$11.22 billion per year advertising their products, that’s \$30.7 million per day or \$21,319 per minute--more than any U.S. industry except automobile makers!⁷

Children and teenagers make up the majority of all new smokers, and the tobacco industry’s advertising and promotion campaigns target young people.⁴

Marlboro is the cigarette brand preferred by 50% of teenage smokers, followed by Newport and Camel.⁵ These are the brands most heavily advertised in the U.S.⁶

Sources:

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5. Substance Abuse and Mental Health Services Administration. *The National Survey on Drug Use and Health: 2002 Detailed Tables, Tobacco Brands*. Rockville, MD: Substance Abuse and Mental Health Services Administration, Office of Applied Studies; 2003.
6. CDC. Changes in cigarette brand preferences of adolescent smokers—United States, 1989–1993. *Morbidity and Mortality Weekly Report* 1993.
7. DHHS. *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta: U.S. DHHS, CDC 2000.
8. DHHS. *Tobacco Use Among U.S. Racial/Ethnic Minority Groups —African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General*. Atlanta: U.S. DHHS, CDC, 1998.

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For more information, call 503.228.4185 or visit the website: www.tobaccoprevention.net. Funded by CDC, grant #U1A DP000556-01.