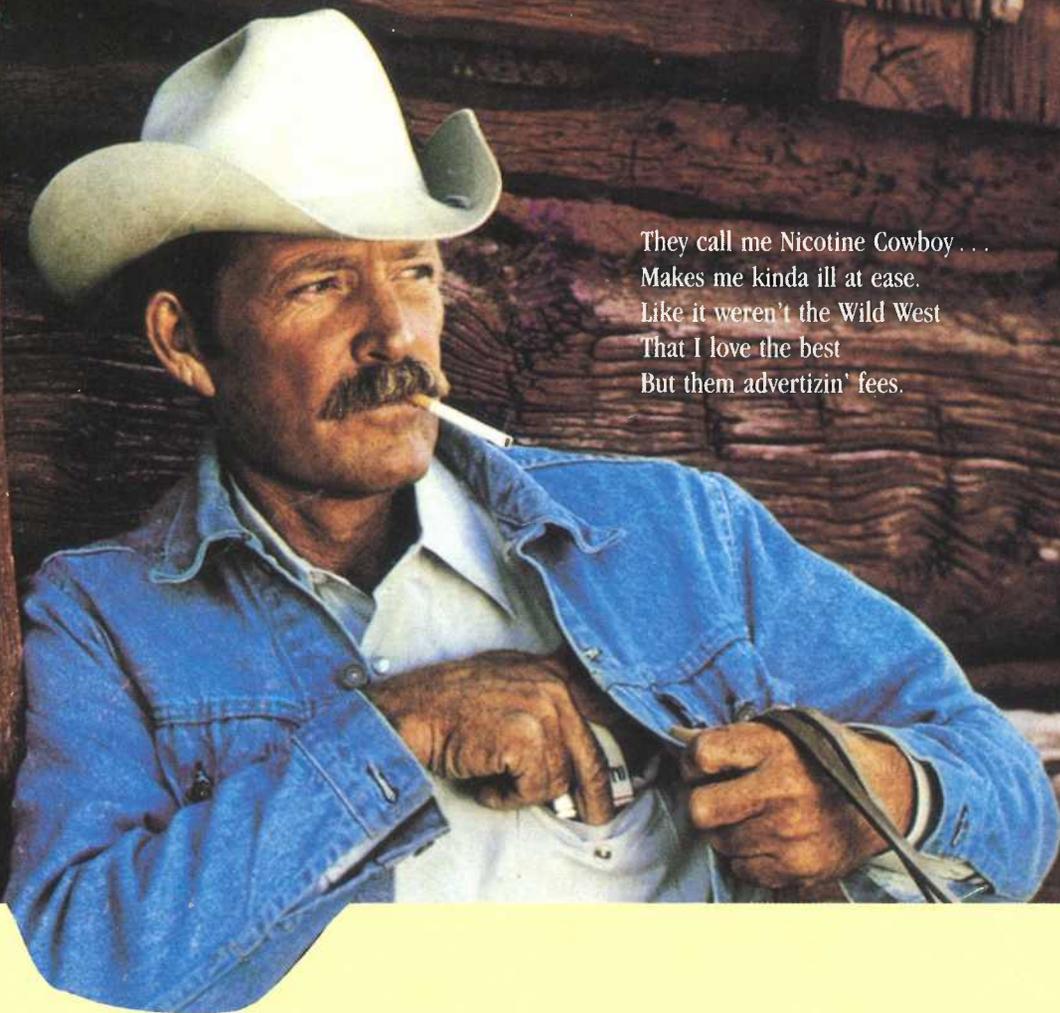


SMART PROMOTION





They call me Nicotine Cowboy . . .
 Makes me kinda ill at ease.
 Like it weren't the Wild West
 That I love the best
 But them advertizin' fees.

Smart Promotion is a joint production of two Swedish governmental bodies and one international non-governmental organization : Konsumentverket (National Swedish Board for Consumer Policies), Socialstyrelsen (National Board of Health and Welfare), and IOCU (International Organization of Consumers Unions). It is also published in Swedish under the title **Mördande reklam**. The authors wish to thank everyone who contributed to the publi-

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© 1989 Konsumentverket with David Millwood & Helena Gezelius (text), with Eva Lindén (drawings)

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Selected Reading

- Peter Taylor, **The Smoke Ring** (The Bodley Head, UK, 1984)
- Mike Muller, **Tobacco & the Third World: Tomorrow's Epidemic?** (War on Want, UK, 1978)
- Alan Blum, **The Cigarette Underworld** (Lyle Stuart, USA, 1985), previously published as a special edition of the **New York State Journal of Medicine**, Part I of "The World Cigarette Pandemic", December 1983
- "The World Cigarette Pandemic-Part II", **New York State Journal of Medicine**, July 1985, Volume 85, Number 7
- Uma Ram Nath, **Smoking : Third World Alert** (Oxford University Press, 1986)
- James Wilkinson, **Tobacco : The Facts Behind the Smokescreen** (Penguin Books, 1986)
- Simon Chapman, **The Lung Goodbye** (Consumer Interpol, Australia, 1983) (Available from Australian Consumers' Association, 57 Carrington Road, Marrickville, New South Wales 2204, Australia)
- Simon Chapman, **The Dying Trade** (IOCU, 1985)
- Simon Chapman, **Great Expectorations** (IOCU/Comedia 1986)
- Michael Pertschuk & Advocacy Institute, **Smoke Signals** (American Cancer Society, 1987)
- **Ad Expo : A Self-Defence Course for Children** (BUGA-UP, Box 80, Strawberry Hills, New South Wales 2012, Australia)
- Vance Packard, **The Hidden Persuaders** (Penguin Books, 1960)
- **Pushing Smoke : Tobacco Advertizing & Promotion** (No. 8 in Smoke-Free Europe series of booklets produced jointly in 1988 by WHO Regional Office for Europe, the International Agency for Research on Cancer and the Commission of the European Communities. (WHO Regional Office for Europe, Scherfigsvej 8, DK-2100 Copenhagen, Denmark)

SMART

PROMOTION

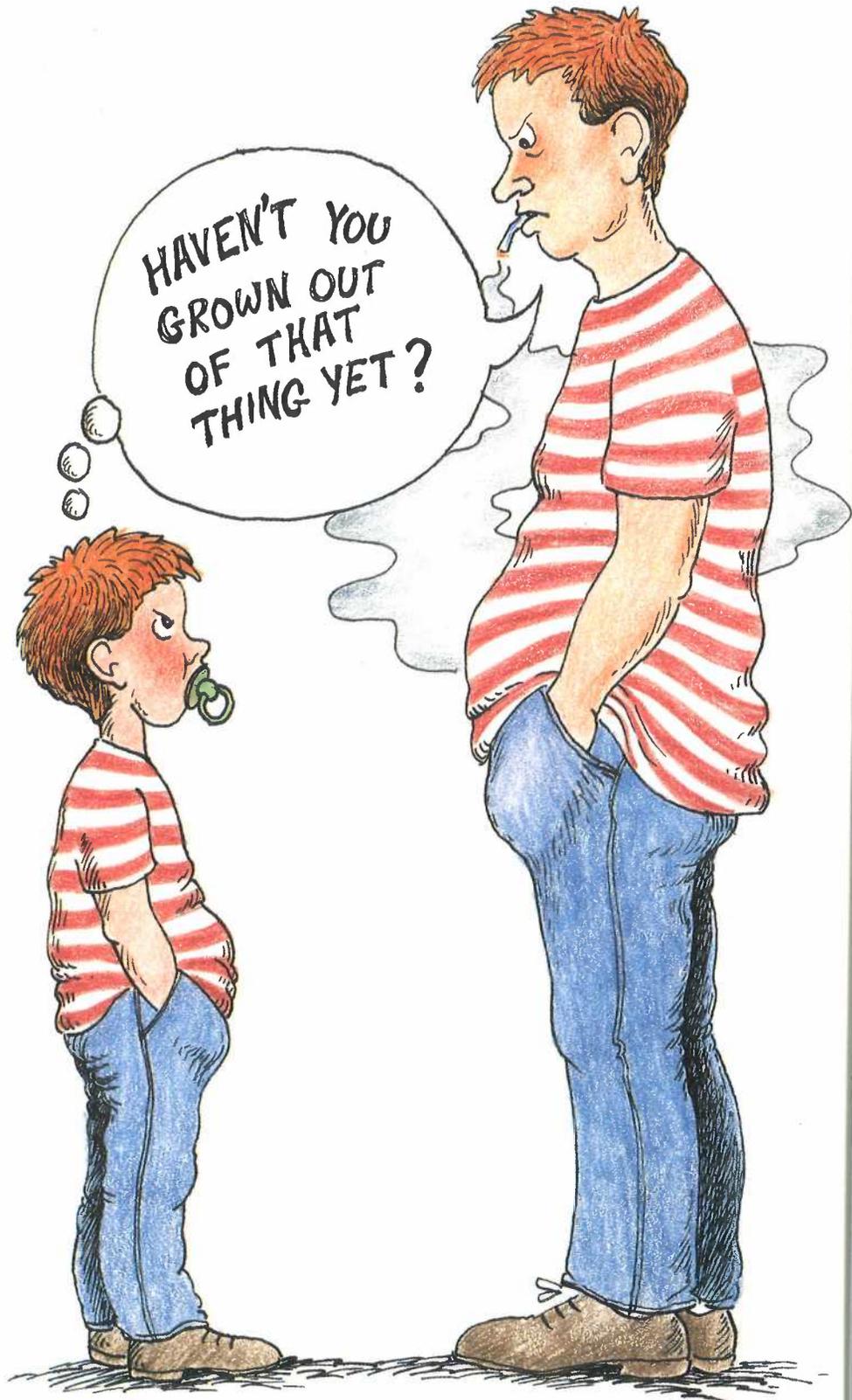
Smart Promotion contains examples of how the tobacco industry finds new forms and channels for its advertising as new rules and legislation enter into force. A similar development is occurring in advertising in other industries. We hope that this provocative material will provide the basis for a public discussion of these problems and can be useful background information for discussions and other activities in schools and organizations.

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Do you know what you need to know about tobacco?

1. Which among the following causes the most deaths?
AIDS Heroin Cocaine
Tobacco Alcohol Car
Accidents
2. Is smoking increasing or decreasing in the world as a whole?
Increasing Decreasing
About stable
3. Which countries have the highest per capita cigarette consumption?
4. Of 100 American smokers, how many say they would like to quit?
10-20 20-40 40-60
60-80
5. What proportion of those who quit relapse within a year?
20% 40% 50% 60%
80%
6. How many countries have banned tobacco advertizing?
Less than 10 About 20
About 50 Over 100
7. How big is the tobacco companies' annual advertizing budget?
Smaller than the UN budget
Bigger About the same
8. In how many countries is moist snuff ("snus") illegal?
0 3 12 24 48 96
9. Of 100 American teenagers, about how many are regular smokers?
15-20 25-30 55-60
75-80
10. Out of 100 young Swedish men aged 16-24, how many use moist snuff?
5 10 25 30 45



1. **Tobacco. It is responsible for more deaths than all the others combined. In Britain eight times more people die from smoking than from car accidents, in Sweden ten times more.**

Cardio-vascular ailments are the most common, followed by lung cancer and emphysema. Smoking also increases the risk of other types of cancer, e.g. cancer of the throat, bladder and cervix (neck of the womb). Investigations show that people know surprisingly little about the dangers of tobacco. For example, over 30 percent of Americans are unaware of the connection between smoking and heart disease, according to Senator Robert Packwood.

Three of the many harmful constituents of tobacco smoke are nicotine, tar and carbon monoxide.

A Congressional study made the calculation that smoking costs the United States at least 65 billion dollars a year in medical bills, premature deaths and time lost from work – or more than 2.16 dollars for every pack of cigarettes smoked. (In 1988 a pack of cigarettes in the US cost a little more than a dollar.)

2. **Increasing – at about 2 percent a year.** But in most Western countries smoking is going down, on average at about 1.1 percent a year. This doesn't necessarily mean fewer cigarettes are being smoked. In the US, for example, from 1966–86 the proportion of men who smoked fell from 50 to 30 percent, but those who continued to smoke smoked more, leaving total US cigarette consumption about the same.

In the Third World the proportion of smokers in the population is increasing, in some countries at a very fast rate (e.g. in China by 10 percent a year).

3. **Cyprus, Cuba, Greece, Poland, United States – in that order.** Consumption of manufactured cigarettes only is taken into account. In sheer numbers of cigarettes consumed, China easily leads the field : the country has over 300 million smokers.

Six major transnational companies (see p. 42) between them make 40 percent of the world's cigarettes; a large proportion of the rest are made by state monopolies. Total annual production is enormous : over

5 trillion cigarettes (five thousand billion) – or 5,000 for each of the world's roughly one billion smokers.

4. **60–80.** Investigations of the wish to quit yield varying results : between two-thirds and four-fifths of American smokers say they would like to quit. One thing is certain: 'most smokers want to do so.

5. **About 80 percent.** It is difficult to stop. (See p. 6)

6. **22 plus French Polynesia.** The countries are : Algeria, Bulgaria, Canada, Czechoslovakia, German Democratic Republic, Finland, Gambia, Hungary, Iceland, Italy, Jordan, Yugoslavia, Mozambique, Norway, Poland, Portugal, Romania, Senegal, Singapore, Spain, Sudan, USSR.

7. **Bigger.** Even if the exact sum is not available – the tobacco companies keep as much information as possible to themselves – it was estimated at 2 billion US dollars in 1979 – more than the UN budget for 1978 and 1979 combined. **In**

1983 the companies spent 1.5 billion dollars in the US alone on advertizing. If you include sponsorship and other forms of "hidden" advertizing, the sum is much higher.

8. **Strictly speaking, 3 –** Ireland, Israel and New Zealand. Four if Hong Kong, a crown colony, is included (see p. 30).

9. **15–20.** Once again, different investigations show different results. Some say 15, others 20 percent. In Sweden, 9 percent of boys and 11 percent of girls are regular smokers at age 16. An introduction to smoking in Sweden is often via moist snuff.

10. **30.** The proportion is higher than for Swedish men as a whole; and it doubled in the 1970s. Only a few girls (less than 1 percent) use it. In the US, moist snuff is promoted legally with free samples.

You can fool
some of the
people some
of the time
but you can't
fool all of the
people all of
the time

Medical research begins to make the link between smoking and lung cancer in the 1920s and 1930s. In the following decades evidence accumulates that tobacco causes not only cancer but also heart disease and other ailments. The major tobacco companies conduct medical experiments on animals confirming that smoking can cause cancer – but keep quiet about the results, which are not revealed until 1988.

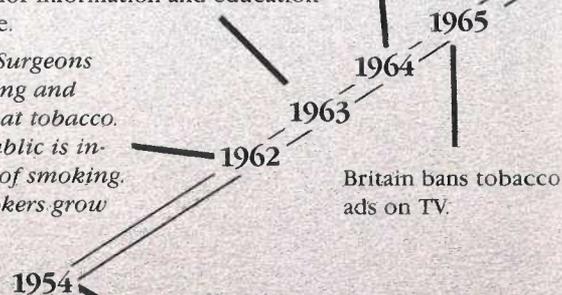


In 1979 BUGA-UP (Billboard Utilizing Graffitiists Against Unhealthy Promotions) is born in Australia and later copied elsewhere.

The US Surgeon-General's Report confirms what was long suspected – that cigarette smoke can cause lung cancer.

Twenty-five Swedish scientists ask the government for action on smoking and health. This results in the first Swedish state grant for information and education on the issue.

Britain's Royal College of Surgeons publishes a report, "Smoking and Health", pointing a finger at tobacco. This is the first time the public is informed about the dangers of smoking. Organizations of non-smokers grow and multiply.



1954 The Marlboro Cowboy is born: a macho image appealing to both sexes. Soon Marlboro becomes the world's best-selling cigarette.

1946 : "More doctors smoke Camels than any other cigarette" say ads in the US. This is the time when medical journals carry cigarette ads, doctors accept free gift packs from manufacturers – and very few people consider it unhealthy.



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Handker Pack is protection against dust and aroma. Its fibers and linings, even in the dry atmosphere of aridified land, the Handker Pack delivers fresh Camels and keeps them right until the last one has been smoked.

In June 1988, for the first time an American court declares a tobacco company liable for a smoker's death. When Rose Cipollone, who died of lung cancer, started smoking, cigarette packs did not carry health warnings – although the tobacco companies knew about the health risks. The court decides that the Liggett Group, which makes the brand she smoked (Chesterfield), contributed substantially to her death.

In November 1985 a court decides for the first time in the world that a non-smoker's lung cancer is a work injury. Gun Palm, who died in 1982, worked in a smoky office in Gothenburg, Sweden. The following year (1986), the US Surgeon-General's Report states that passive smoking can cause lung cancer and heart disease.

In the US another ASH (Action on Smoking and Health) springs to life.

Sweden hosts the fourth world conference on smoking and health, introduces a law restricting tobacco promotion and negotiates promotion guidelines with the industry (which are updated in 1986).

1971 Action on Smoking on Health (ASH) is created in the UK.

1970

The US bans tobacco ads on TV. And Norway's parliament decides on a total advertizing ban (but this does not become law until 1975).

In the 1960s the proportion of smokers in the population in the US and the UK begins to fall. This spurs the big tobacco companies to invest profits in other industries and in heavier Third World promotion.

This ad from the end of the 1960s is one of many that tried to make smoking an equality question and to ride the wave of feminism. ("You've come a long way, baby" was a slogan in the US.) The text in the Swedish ad says: *Guys! Watch out for the women. They take all we've got. Now they even smoke our cigarette. Pacific. But it's an ill wind that blows no good. If they offer they offer – Pacific.*

The US Surgeon-General's Report says tobacco is as addictive as heroin or cocaine.

At the end of 1988 R. J. Reynolds was planning to spend one billion dollars to launch Premier, its new "smokeless cigarette". The American Medical Association was trying to stop the product on the grounds that new drugs must be proved safe before they are put on sale.

The Swedish government begins an official inquiry into ways to reduce tobacco consumption and ensure a smoke-free workplace.

1987

The US magazine **Business Week** in a cover story ('No Smoking Sweeps America') states: "No Smoking is fast becoming the status quo. Ten states and more than 260 communities already have laws that restrict smoking in public places."

1988

Karlar!
Se upp för kvinnorna.



PACIFIC ÄR FILLAD AV GYLLENE VIRGINSIA OCH FYLLED MED BÖRLE.

Dom tar ifrån oss allt vi har.
Nu röker dom till och med vår cigarrett. Pacific.
Fast inget ont som inte har något gott med sig:
Om de bjuder, så bjuder de ju på – Pacific.



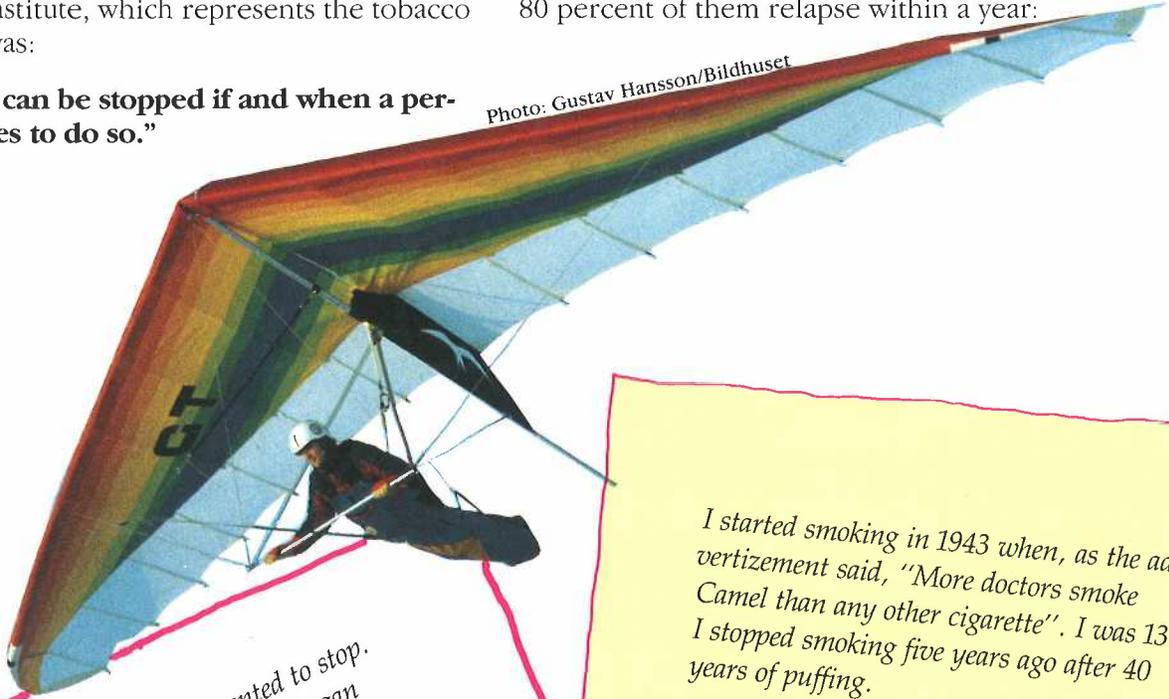
'Quit smoking? Why, that's easy, I

When the US Surgeon-General proclaimed in May 1988 that nicotine was as addictive as heroin or cocaine, the stupefying response of the Tobacco Institute, which represents the tobacco industry, was:

"Smoking can be stopped if and when a person decides to do so."

Even if you haven't experienced what it is like to kick the habit, you only have to ask those who have done so in order to understand why 80 percent of them relapse within a year:

Photo: Gustav Hansson/Bildhuset



After 15 years of smoking I wanted to stop. But after many attempts to quit, I began feeling that there was no way short of dying that I would give it up. The thought of dying, of being killed by cigarettes, began to develop in my subconscious. Finally, after 20 years, I quit.

For years, the pain of not being able (not allowing myself) to smoke was almost unbearable. But I gradually became aware of the return of my good health. Now, 25 years after quitting, I run daily, fly a hang glider, enjoy my work and . . . am really living.

H. P. Ames, Bombay

I started smoking in 1943 when, as the advertisement said, "More doctors smoke Camel than any other cigarette". I was 13. I stopped smoking five years ago after 40 years of puffing.

I had tried many times, sometimes desperately, to quit, but the addiction proved too strong. It took a serious throat problem to finally induce me to give up. But many people I know are unable to quit.

Walter J. Murray, Istanbul

I've done it many times.'

— said Mark Twain, author of *Huckleberry Finn* and *The Adventures of Tom Sawyer*

I was a smoker for 17 years. Several times I quit only to start again. I did not return out of personal choice but out of physical need. On May 13, 1987, I quit for what I hope is the last time.

I have had great difficulty continuing with my normal family life and my work. The gut-wrenching feeling I lived with for months made it difficult to concentrate on what had to be done. I sometimes sat at my desk thinking only of smoking for hours on end. How much longer, I ask? I am told years and years.

My grandfather died of emphysema, caused, his doctor said, by smoking two to three packs of cigarettes a day. The last two years of his life he walked with a small respirator in one hand and a cigarette in the other. His death was inevitable, he said. Why suffer withdrawal for the sake of a few extra days? That decision guaranteed a few more dollars to the tobacco industry before his last breath, or puff, whichever came last.

Donald R. Smith, Rueschlikon, Switzerland

Instant Fix

It takes only seven seconds for nicotine to reach the brain : its effect is almost instantaneous.

Nicotine fulfills all three basic conditions for a drug to be classed as addictive, according to the 1988 US Surgeon-General's Report :

- it is used compulsively (a user who wants to quit has to fight a strong, almost irresistible power);
- it affects the brain in ways that change a person's mood; and
- it gives a "reward effect" once the individual user's level of satisfaction is reached. (This helps to explain why few smokers smoke less than five cigarettes a day.)



I'd walk a mile for a Camel
Even without a shoe.
But what's so degradin'
With this kind of cravin'
Is : any old brand'll do.

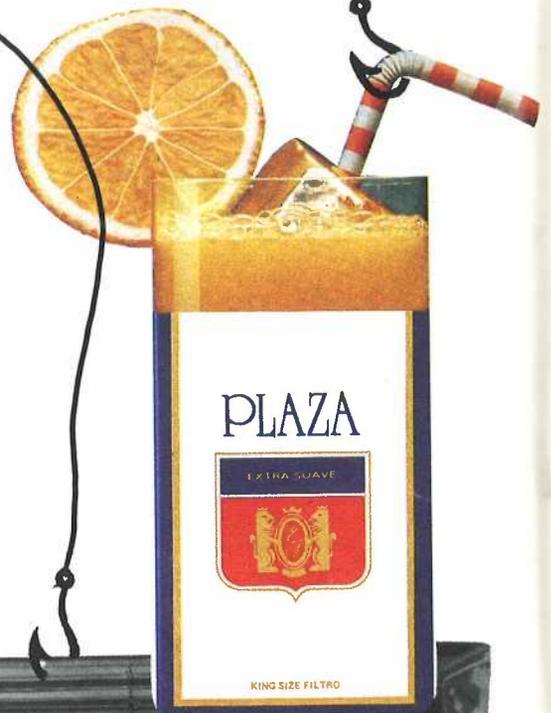
‘I think all who work on tobacco promotion realize deep down that the whole point is to create new smokers . . .

You don't sell cigarettes, you sell a kind of illusion. Imagine you work in an industry selling smoke. You have to package it nicely . . .

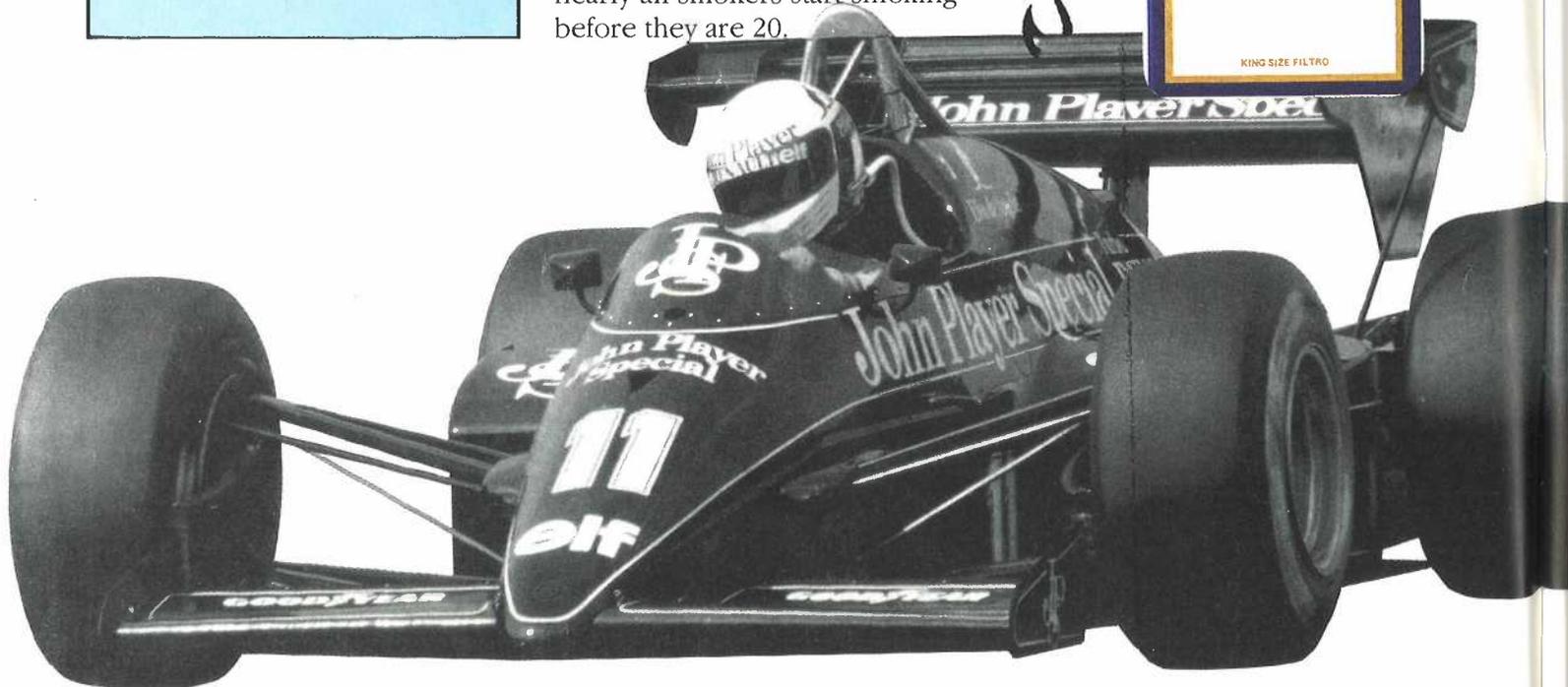
The more unnecessary a product, the more money you have to put into cowboys, racing cars, cigarette girls, and what-not.’



Rune Ottosson, former marketing man for Marlboro in Sweden, who resigned in 1987. (The quotations are from an interview by Börje Peratt in *Young*, No. 1 1988, on which the text about Rune Ottosson on p. 38 is also based.)



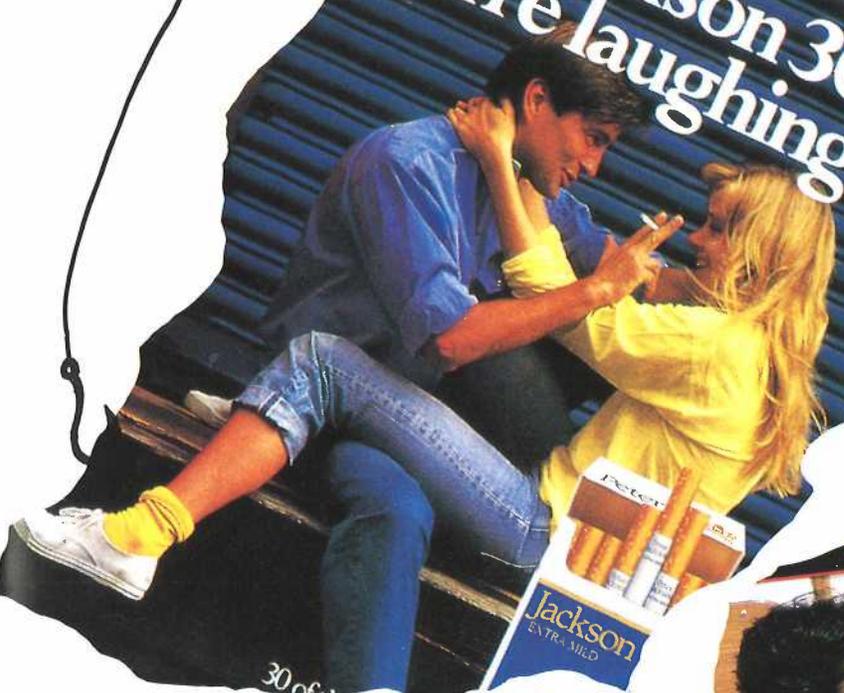
In the US alone, the tobacco industry loses each year about 2 million customers : smokers who quit or die. They are replaced by youngsters who get hooked – nearly all smokers start smoking before they are 20.



Getting Hooked



Peter Jackson 30's.
You're laughing!



In most countries, tobacco companies are free to bait the hook as they please. If there are controls, they seldom affect sponsorship or other forms of "hidden advertizing".

With this type of ad, Peter Jackson, a Philip Morris product, increased its share of the 14-to-16-year-old market in Australia from 1 to 27 percent in 3 years. Similar ads, like the one below from Indonesia, are found in many countries. "We don't direct our advertizing to young people", says the tobacco industry.

Ironically, promotion tries to make us associate tobacco products with the very things they threaten.

Advertisng sells substitute feelings: excitement to those who like the idea of danger but don't dare expose themselves to it; health to those who feel they lead an unhealthy life; a feeling of power to the powerless; and so on. (This is a somewhat simplified version of what Vance Packard says in his book, **The Hidden Persuaders.**)



Kenikmatan
mengirip
Anda d

The Smoke Ring

If tobacco is a killer and smokers are drug addicts, why is selling and promoting tobacco still allowed?

The answer is in **The Smoke Ring**, a book by Peter Taylor, who also made the film, **Death in the West** (see p. 44).

The Smoke Ring is an alliance for profit between commercial interests and governments, which find tobacco taxes a convenient way of hauling in enormous income. It is supported by all those who gain from tobacco: growers, advertising agencies, shopkeepers and trade unions, as well as people's lack of knowledge about tobacco's harmful effects and, last but not least, nicotine addiction.

The Smoke Ring grew out of a political partnership between tobacco growers and manufacturers in the US. So powerful did this partnership become that toxic tobacco was excluded from laws governing the sale of toxic substances and is still



Photo: Svenskt Pressfoto

widely classified under "Food". Other countries followed suit.

As knowledge about the dangers of tobacco spreads, its promoters find new ways of getting round the law and turn their attention to Third World countries (see pages 16-21), whose national income is often smaller than the sales of individual companies.



Deng Xiaoping, the Chinese leader, and Jacques Chirac, Mayor of Paris and former French Premier. Both are heavy smokers

British Premier Margaret Thatcher and her husband, Dennis, examine a JPS ad. Their son, Mark, is a racing driver



“The kids : that’s who they’re after in their advertizing”, said US Secretary for Health and Welfare Joseph Califano, who pressed the tobacco industry hard in the 1970s.

“You’re driving these tobacco people crazy”, Tip O’Neill, Speaker of the House of Representatives, warned him. **“These guys are vicious – they’re out to destroy you.”**

And they did : yielding to political pressure, President Jimmy Carter sacked Califano. Similarly, in the UK, several ministers who stood up against tobacco left Mrs Thatcher’s government. They include Sir George Young, Patrick Jenkin and Dr. Gerard Vaughan.

The major companies have been forced to admit to bribes and pay-offs to officials of foreign governments and companies they control. **R. J. Reynolds** has confessed to over 5 million dollars and **Philip Morris** to 2.4 million dollars in “questionable” payments.



The poster the public never got to see. It was commissioned by the Scottish Health Education Unit, in response to the golden ad campaign that helped make Gallaher’s Benson & Hedges Britain’s best-selling cigarette. The caption : **“Some people have died in the search for gold.”** But Gallaher found out about the posters and complained to the Advertising Standards Authority. The posters were shredded.

Opting out of the Smoke Ring

Patrick Reynolds was an heir to the tobacco empire of R. J. Reynolds, which includes such brands as Camel and Winston. His grandfather, who founded the firm, was a non-smoker, but his father

smoked heavily. “My memories of my father are all of a man always short of breath and counting the time he had left to live.” Patrick’s father died of emphysema at the age of 57.

Patrick himself also became a nicotine addict. It took him 10 years to stop smoking and during

that time he became more and more convinced that he had to speak up against tobacco. Now he has sold his shares in the family firm, campaigns vigorously in the tobacco-free cause and dreams of a smoke-free society by the year 2000.

(Based on article in *International Herald Tribune*, 5/11/86)

Speaking up against tobacco

People have had many years to get used to the lighting-sucking-and-puffing ritual. One result is that many suffer it against their will, even without protest.

Isn't it time for a change?

There are many possibilities:

‘Yes, smoke if you like – but nowhere near me, please.’

‘Did you know your face is on fire?’

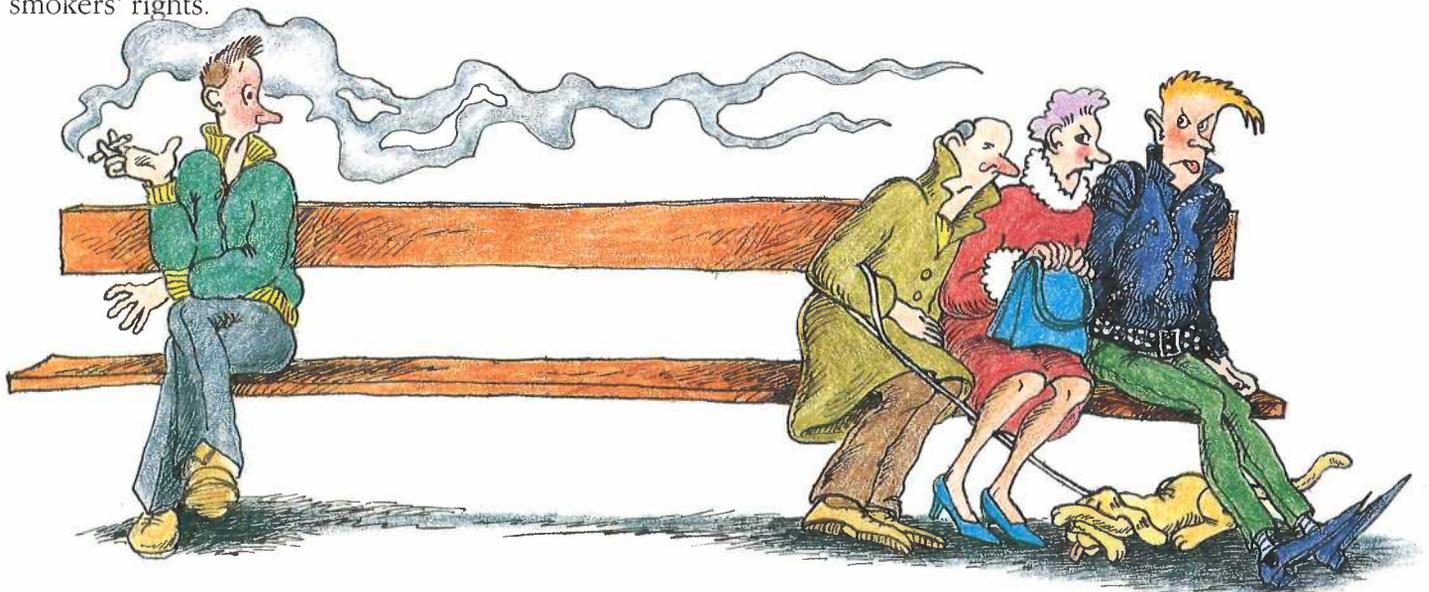
‘If you light up while I’m eating, you won’t mind me putting a dog turd on the table while you’re eating, will you?’

To distort tobacco ad slogans and change brand names (e.g. Sterling to Stinking) is one way of doing it. BUGA-UP in Australia has shown how – see the examples on page 14. Otherwise:

- You can protest in more law-abiding ways as a member of an organization fighting for non-smokers’ rights.



‘A free sample? How interesting! Don’t they put a warning notice *inside* the cigarettes now? Let’s open them up and see...’



Keeping Quiet About It

Cigarettes are probably the most advertised products in the world. And as the major tobacco firms have purchased major food companies, they are among the world's biggest advertisers – an immensely powerful economic force. Three of the five major US advertisers are tobacco firms.

The way the Smoke Ring (see p. 10) works in the publishing world is that most newspapers and magazines practise self-censorship rather than risk losing advertising revenue. It happens that their advertising departments inform tobacco advertisers in advance of any editorial matter affecting them and ensure that cigarette ads don't appear next to it.

But sometimes the system breaks down. There was hell to pay at the *Sunday Times* in 1980 when an article about six heavy smokers who had undergone heart surgery appeared opposite a cigarette ad.

Alongside four of the patients' names were the names of the brands they smoked. The preferred brand of the other two had apparently been deleted at the last minute. It was to be found in the advertisement opposite: Embassy.

The Australian Journalists' Association has called (so far in vain) for a total media ban on tobacco advertising, because it prevents factual writing and discussion from being published.

Reader's Digest is the best-known publication to refuse tobacco ads. It made the link between smoking and health in the 1920s, long before medical research established it as a fact. Other tobacco-free publications include *Good Housekeeping*, *The New Yorker*, the *Whig-Standard of Kingston*, Ontario (Canada's oldest newspaper), and the *Toronto Globe and Mail*.

- You can buy a small battery-operated fan. Larry Hagman has one. In restaurants he aims it at smokers who pollute his airspace and blows their smoke back at them.

- You can make yourself (or have made) a tobacco-free T-shirt and wear it where it can be seen.

- You can use your wits – and your wit – in self-defence as and when the occasion arises. It helps, for example, to think out in advance answers to questions like these:

“Do you mind if I smoke?” ...

“Can I offer you a cigarette?” ...

“Have you got a light?”

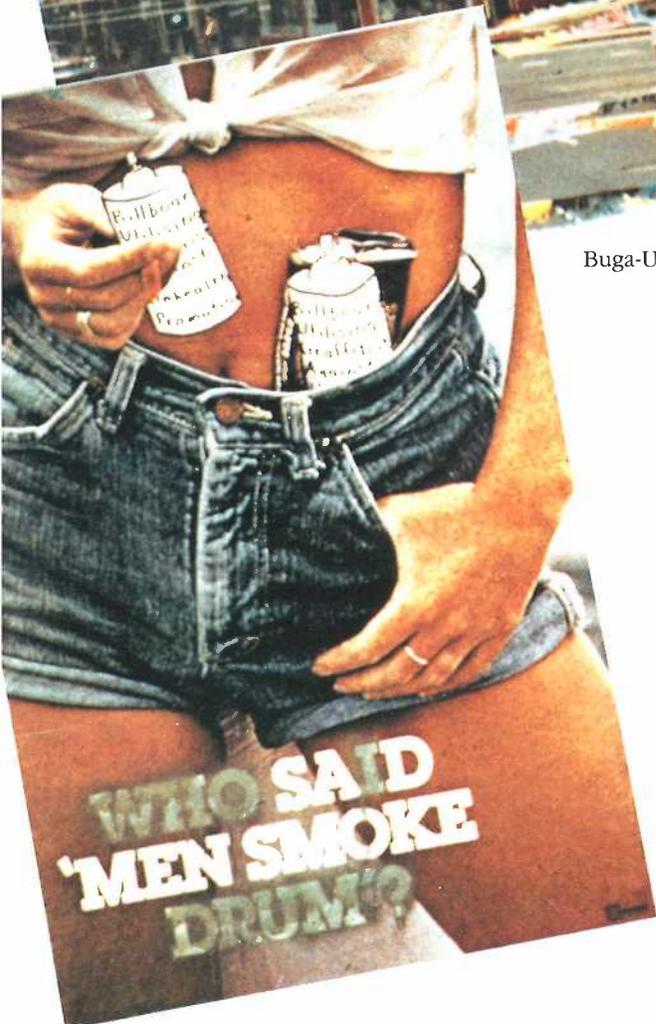
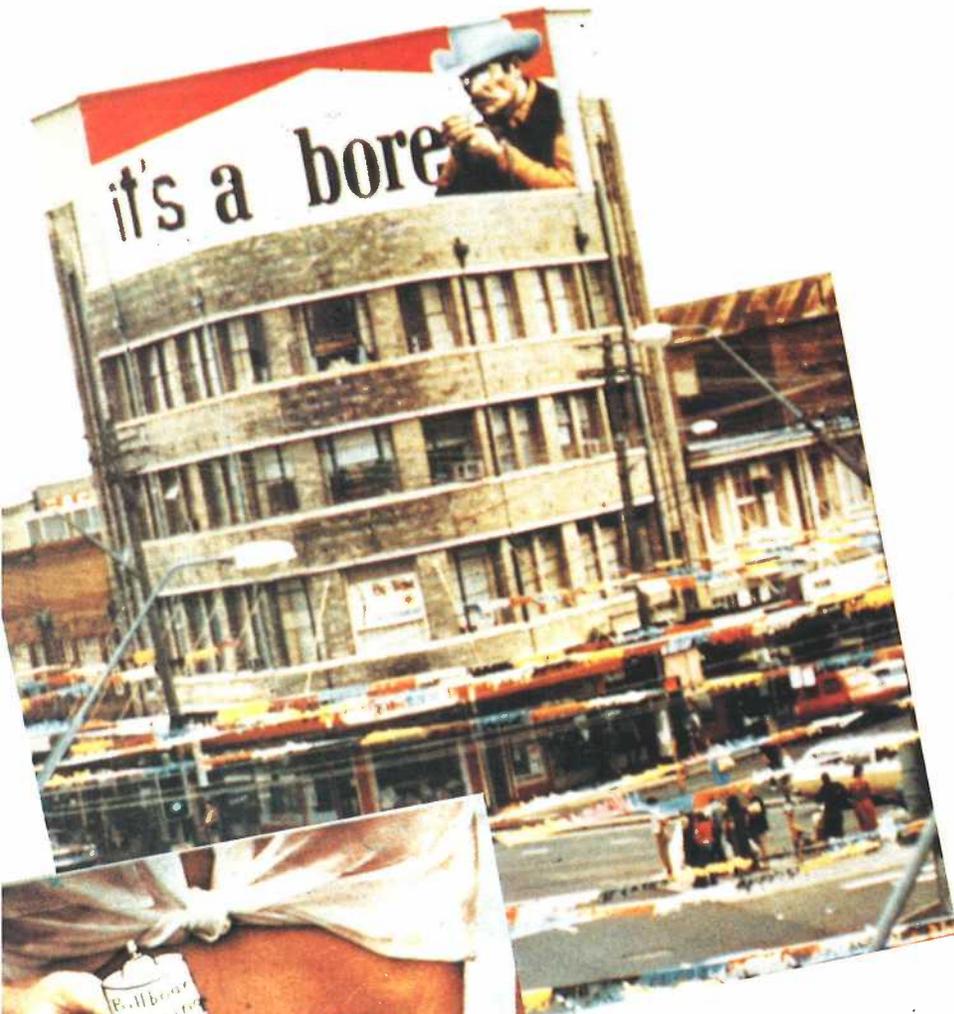
NO THANKS
I DON'T DATE
BOYS WHO
SMOKE
- THEY'RE
SO
CHILDISH

I'M SURE YOU
DON'T WANT TO
LOSE ANY OF
THAT PRECIOUS
SMOKE.

Or what to do in situations like these:
Someone blows smoke in your face ... You catch your own child

smoking ... Someone offers you a free sample ... A restaurant has no smoke-free tables ... A tobacco advertisement offends you.

BUGA-UP



Buga-Up strikes a Marlboro ad

BUGA-UP has no members: it's not a group but an idea to which people subscribe. They are Billboard-Utilizing Graffitiists Against Unhealthy Promotions.

They began their work in Australia in 1979, improving billboards and the messages on them with invention, wit and a spray-can.

As tobacco ads are prominent among those crying out for improvement, they get a lot of attention. Some improved Australian ads are shown here.

Dr. Arthur Chesterfield-Evans is an Australian surgeon who uses a spray-can in his spare time. He explains how it began:

– After six years of surgery, I could accept that people suffer and die, but I had real trouble coming to terms with the fact that cigarette diseases were the result of a cold-blooded and systematic campaign of deception waged by monied interests against less-informed consumers.

The widow of a patient who had died of a smoking-related disease asked why he'd died. "It's just one of those things that happen", Dr. Chesterfield-Evans replied.

– I thought for a moment about what I had said. I was forced to admit that I had become another apologist for the tobacco industry. He died because he had smoked, and by not admitting it, I was part of the conspiracy of silence upon which the tobacco industry relies.

– That night, I went to the movies. I fought my way through all the 14-year-olds smoking in the foyer and found a seat inside. The lights dimmed, and in rode the Marlboro Man. The whole

Buga-Up improves all kinds of unhealthy ads. Some activists have published a self-defence course for children, about hidden messages in ads and how to spot them. (See Selected Reading, opposite p. 1)

says it all

cycle became clear, and I said: "This has got to stop, if I have to stop it myself."

After a frustrating time writing letters to politicians, he chose direct action. - I would take my spray-cans with me and do a few boards on my way home from work. Eventually 'one of those things that happens' happened to me, and I was caught red-handed.

The press, radio and TV gave him plenty of coverage when he came up in court. During questioning, he said: - If I saw someone pouring cholera bacteria from a flask into a water supply I would try to stop him, even if this meant I had to steal the flask. To paint cigarette billboards is the same thing.

Dr. Chesterfield-Evans was found guilty and fined 20 Australian dollars. The judge told him: "A person with your integrity can take the verdict as an honour".



The Swedish Tobacco Company's Borkum Riff (second best-selling pipe tobacco in the US) is also the name of cigarettes sold, among other places, in Australia

Looking back on it all now, the doctor says:

- I think I did more for the health of Australia decorating a few ads than in my whole medical career.



- by Eleanor Carr, aged 13, Huntington Comprehensive School, York, England



- by Karen Watts, aged 14, Tonbridge House School, Sussex, England

The Buga-Up idea spread and has been adapted in various ways. The two examples here are from a competition for school pupils, organized by a regional health authority in Britain.

Smokescreens

BRAZIL: a country of 120 million people. Souza Cruz, 75 percent owned by British American Tobacco (BAT), has 80 percent of the cigarette market; its top-selling brand is called Hollywood.

“Driving in from the airport in São Paulo, I saw none of the cigarette hoardings which usually wallpaper most highways leading from airport to city. I thought perhaps I had come to the wrong place – until I turned on the television in my hotel room.

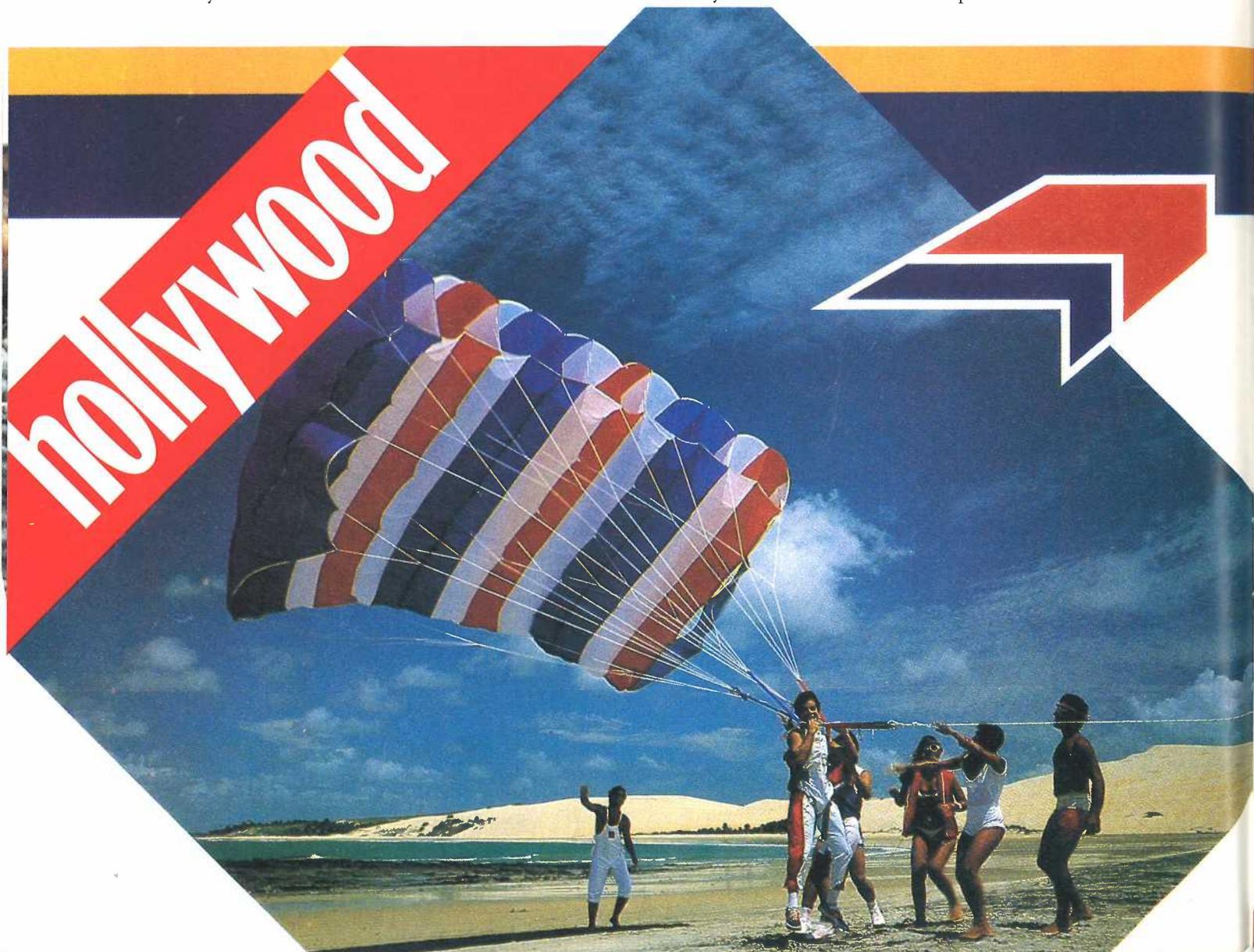
A sun-tanned beauty leapt on to a surfboard and plunged into the waves. Another surfer swept into the shore to the beat of the music. Another beautiful girl drew a packet of cigarettes from the side of the briefest of bikinis. Another slid a cigarette from her boyfriend’s lips.

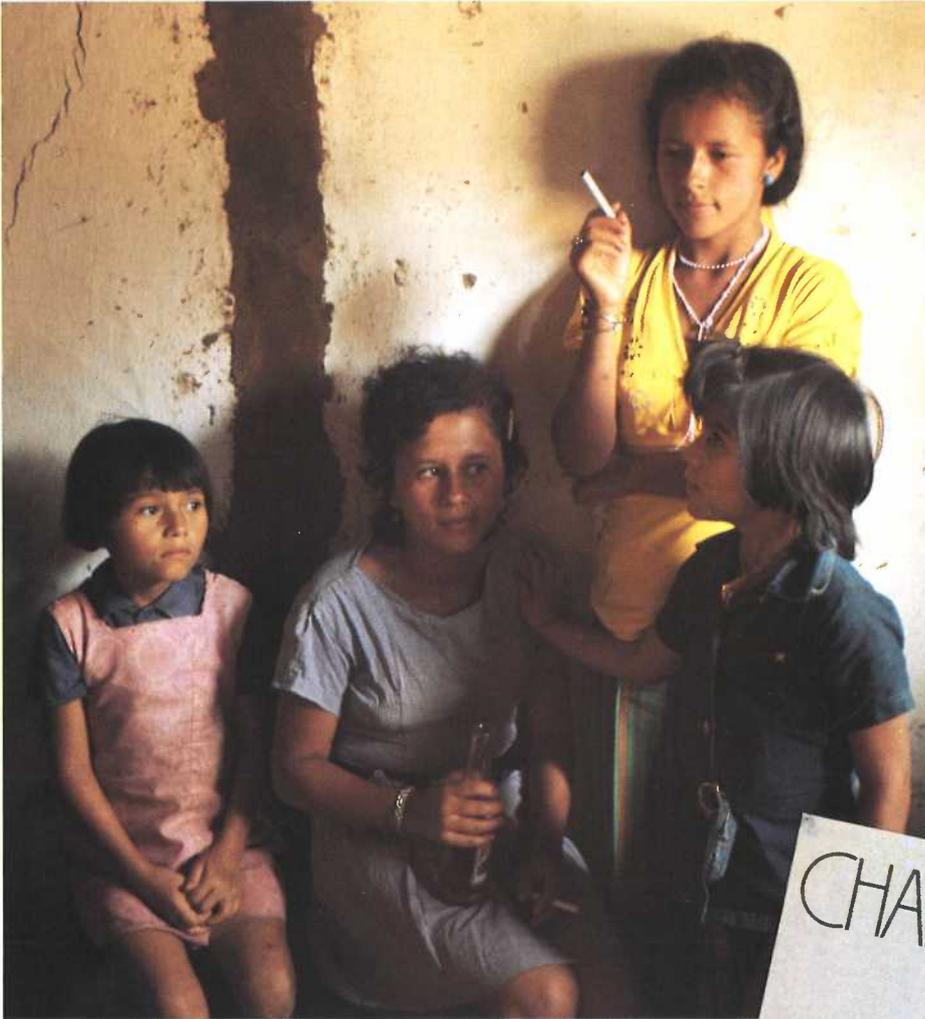
“*Ao success con Hollywood!*” – “To success with Hollywood!” was the message. It was as if the Surgeon-General had never put pen to paper.

There were more Hollywood

ads to come, all in the same vein and style: more beautiful young people riding dune buggies over the sand, driving sleek Porsches, and riding more waves on their surfboards. (The last commercial contained a memorable shot of the carpenter making the surfboard wearing a mask across his face to keep the dust out of his lungs.)

The same slogan, “To success with Hollywood”, appeared in huge letters on the base line of the Davis Cup tennis match be-



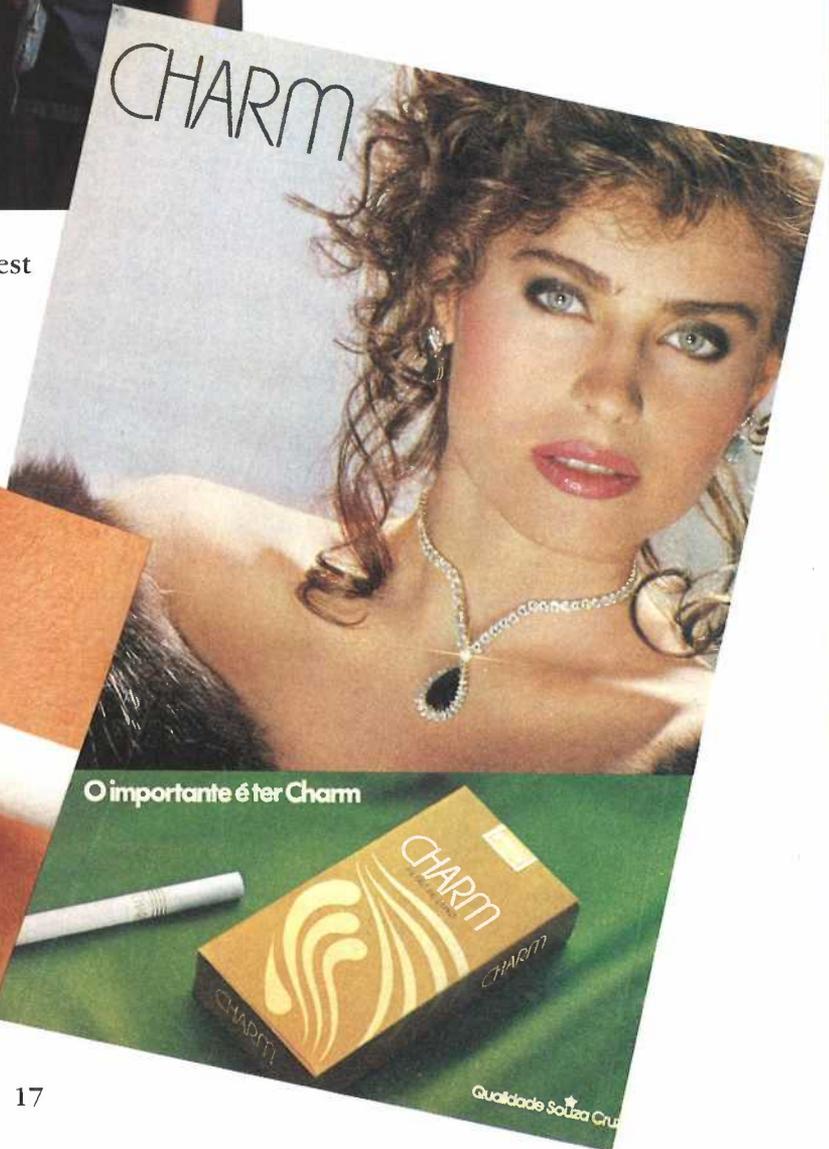
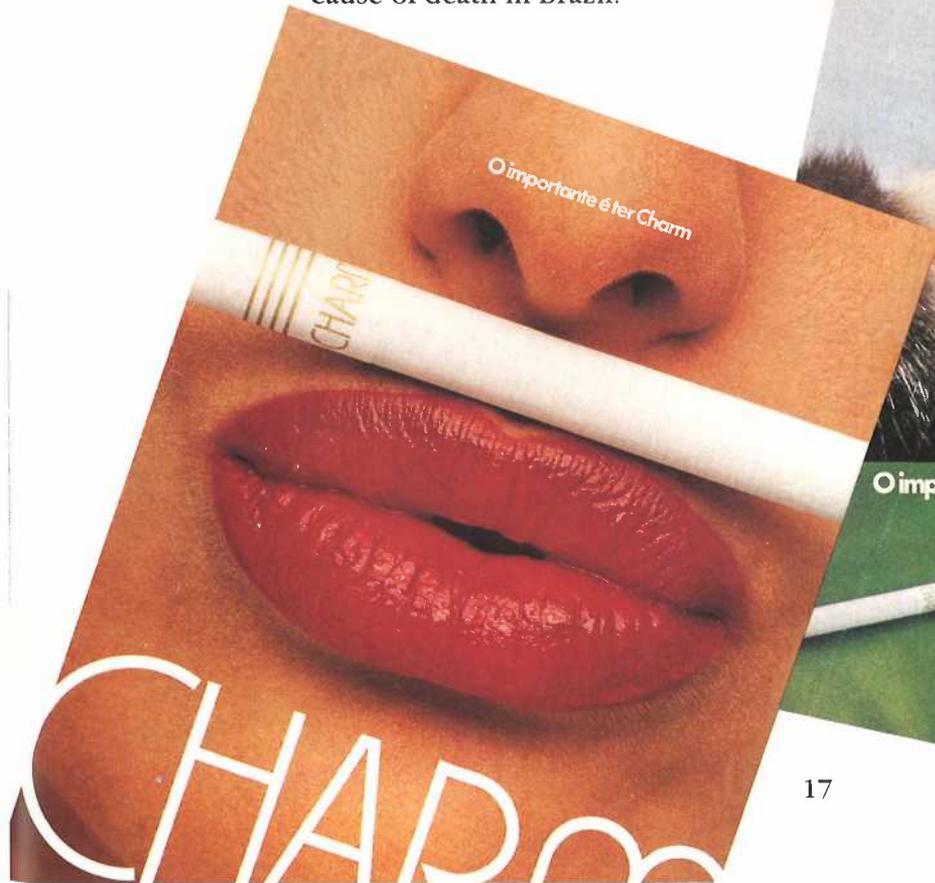


tween Brazil and Argentina which was being sponsored by Hollywood and carried over the nation's television screens.

Having seen it on the screen, I went along to the event. Again, there were cigarettes everywhere. More beautiful girls, now wearing miniskirts and blouses emblazoned with "Hollywood", moved among the audience giving away free cigarettes and lighting them between the lips. ʹ

- Peter Taylor, *The Smoke Ring*

Smoking, according to the World Health Organization, is the commonest cause of death in Brazil.



Smokescreens

AGRIC. WEEK FESTIVAL, SPECIAL SHOW III
 The Society of Agric. Students University of Ibadan.
 PRESENTS
THE MANUFACTURERS' DAY
 TODAY 28TH FEBRUARY 1966 AT 4.00 P.M.
 LISTEN TO NOW
 The Night Club, Fruit Juices Market, Central Market
 (Cafe) Bomas & Hedges, 55, Gold Rd. (Cigarettes) etc. products AT
 THE WONDERFUL FESTIVAL'S CHEAP PRICES.
 WHERE TO BUY THE ABOVE PRODUCTS AT
 THE MANUFACTURERS' DAY
 THE PARTICIPATING FACTORIES INCLUDE
 The Coca-Cola Company, Nigeria Tobacco Company,
 Lafia Canning Factory, W. N. D. C.,
 Breweries, Cocoa Bread Industry, The Pepsi-Cola
 Co. Ltd., Oyo Carvers Association.
 COME AND ENJOY THEM ALL.
 SEIZE THE OPPORTUNITY TO BUY THE ABOVE PRODUCTS AT CHEAP PRICES.

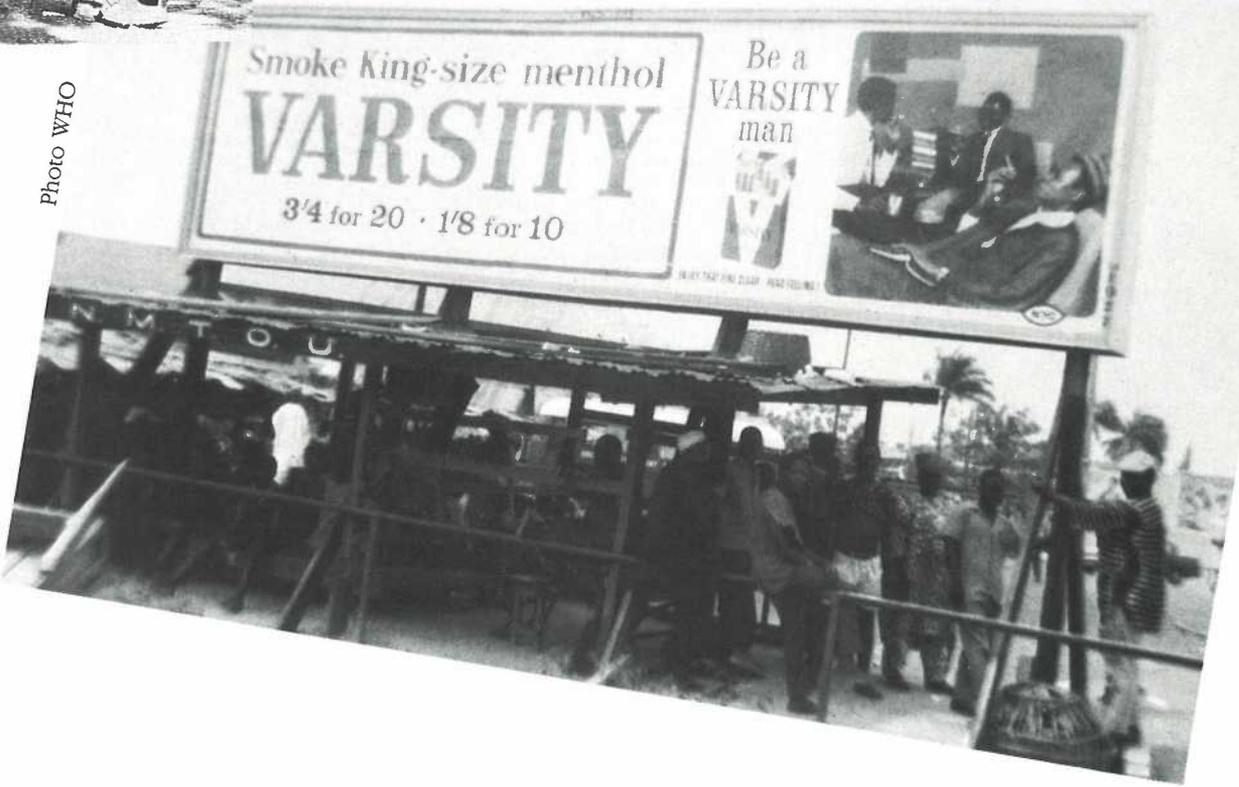
... AT WORK AND
 THE FESTIVAL'S CHEAP PRICES.
**Don't be SMOKING and DRINKING COMPETITIONS.
 Opportunity to buy the above products at
 cheap prices.**



Among the attractions at a big "do" at the University of Ibadan: smoking and drinking competitions. The Nigeria Tobacco Company helped to sponsor the event. The desire for higher education is a constant ad theme in Africa. Varsity, which means university, is a popular brand of cigarettes.

In many parts of the world, not only in Africa, smoking is believed to aid brainwork. A positive reason for French schoolchildren to smoke, for example, is the belief that it stimulates thought processes and intellectual efforts. But not all students think so. A group at Zaragossa University, Spain, recently complained of headaches and problems in concentrating as many teachers and students smoked during lectures, and even during exams.

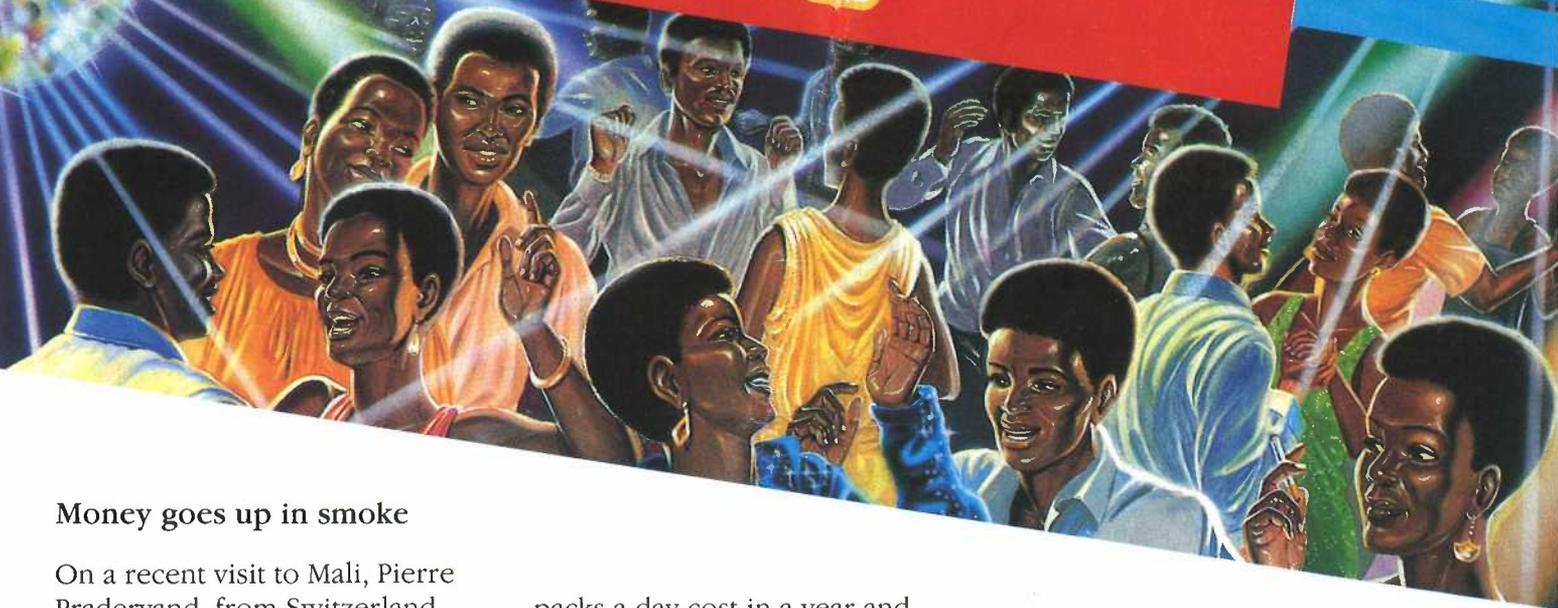
Photo WHO



Le Club



RED CLUB



Money goes up in smoke

On a recent visit to Mali, Pierre Pradervand, from Switzerland, began talking to a young shoe-shine boy in Mopti who was smoking a cigarette. How many did he smoke in a day? "Five", answered the boy.

After some quick calculations, Pierre asked him if he knew how much he paid for cigarettes in a year. He had no idea. When he heard the sum, the boy's eyes popped. It took some time to sink in. When it did, he vowed that he would never smoke again.

The experience made Pierre try the same tactics on others, including a young Malian antique dealer he met at his hotel. The man said he bought three packs of Rothmans a day.

Pierre calculated what three

packs a day cost in a year and then, on impulse, reached into his purse and pulled out all his money. Holding out the wad of banknotes, he asked the young man to set light to them. "That's what *you're* doing", said Pierre. "Burning up your money."

He admits the gesture was a bit melodramatic, but it worked. Instead of setting fire to the banknotes, the antique dealer solemnly handed Pierre his lighter and his pack of cigarettes. "That's the end of that", he said.

Mali, classified by the United Nations as a "least-developed" country, has 9 million inhabitants, a per capita income of 150 US dollars a year and a total annual expendi-

ture on cigarettes (legal and illegal imports plus local production) equivalent to about 50 million US dollars.

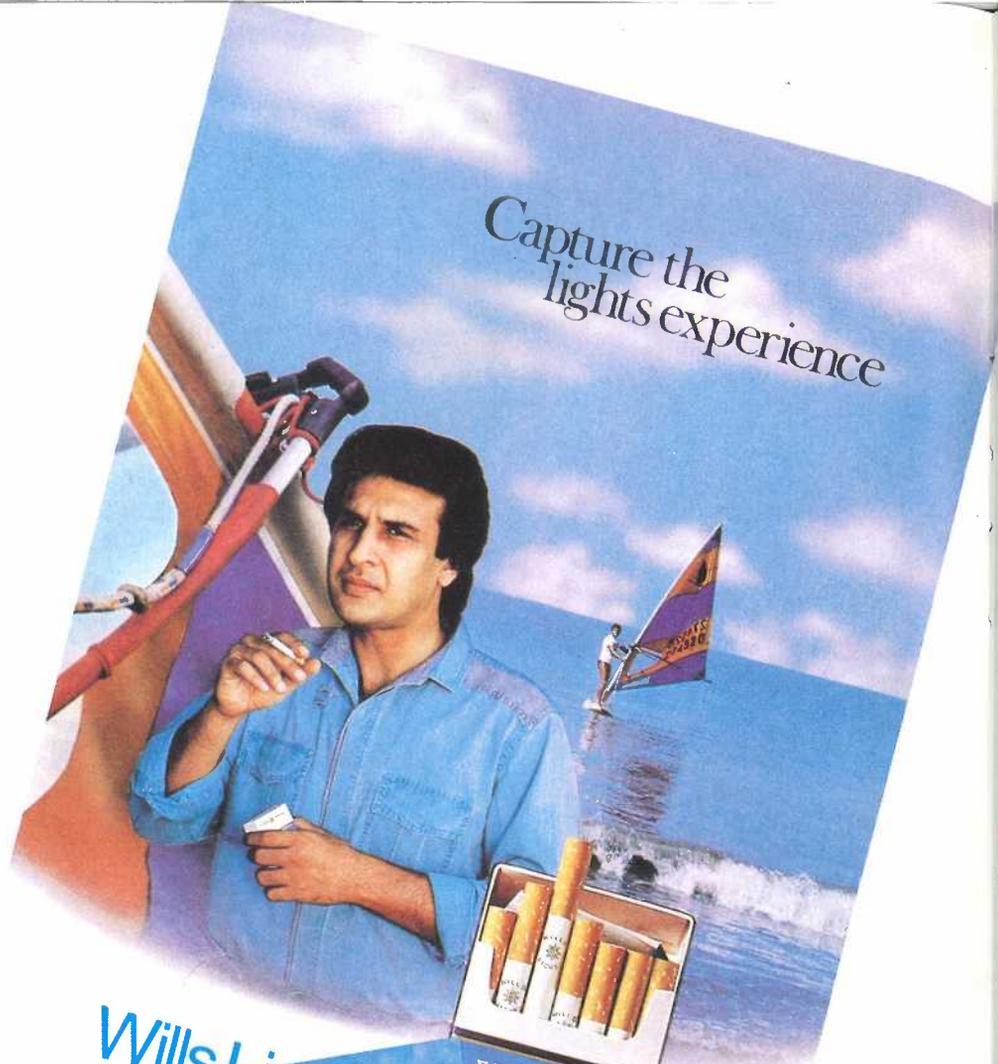
At SONATAM, the national tobacco company, Pierre obtained a detailed breakdown of imports according to brand. Marlboro led easily, followed by Craven A, Gauloises, Winston, Dunhill and Gitanes. Smokers spend almost as much on a combination of local brands like Liberté and smuggled cigarettes as on legal imports.

(Based on material from Pierre Pradervand's book, *Listening to Africa*, due out in 1989)

Smokescreens

The ads on this page are from one country – which? The illusion that smoking is an integral part of success and emphasis on Western lifestyles are typical of Third World cigarette ads. It's sometimes hard to detect which country they come from. These here are all from India.

The reality is that smoking often deprives children of food. In Bangladesh, for example, 5 cigarettes a day cost 10 percent of a typical family's earnings. So one person in the family who smokes 5 cigarettes a day burns up 10 percent of family earnings, which otherwise would go mostly on food.





Many Third World cigarette sales are made by children, like this one in Burma. They sell them by the piece, as most smokers can't afford to buy more than one or two at a time.

This kind of marketing is often smartly organized. The street sellers are rationed by the wholesaler who supplies them. This ensures that they return to him every fortnight or so. At the same time as they stock up on cigarettes, they are supplied with the many give-aways that advertize them (balloons, stickers, paper hats and so on).

Photo: ZAFAR

Delegates of many countries make outspoken statements on smoking and health at the annual World Health Assembly in Geneva. When it comes to making decisions on anti-tobacco measures for the World Health Organization to adopt, and to allocating funds for this purpose, they are notably less courageous.

Roberto Masironi, the official in charge of the WHO's anti-smoking activities, has one assistant and very little money. Most of the money he does receive comes not from WHO member governments but from Ryoichi Sasakawa, a Japanese millionaire philanthropist.

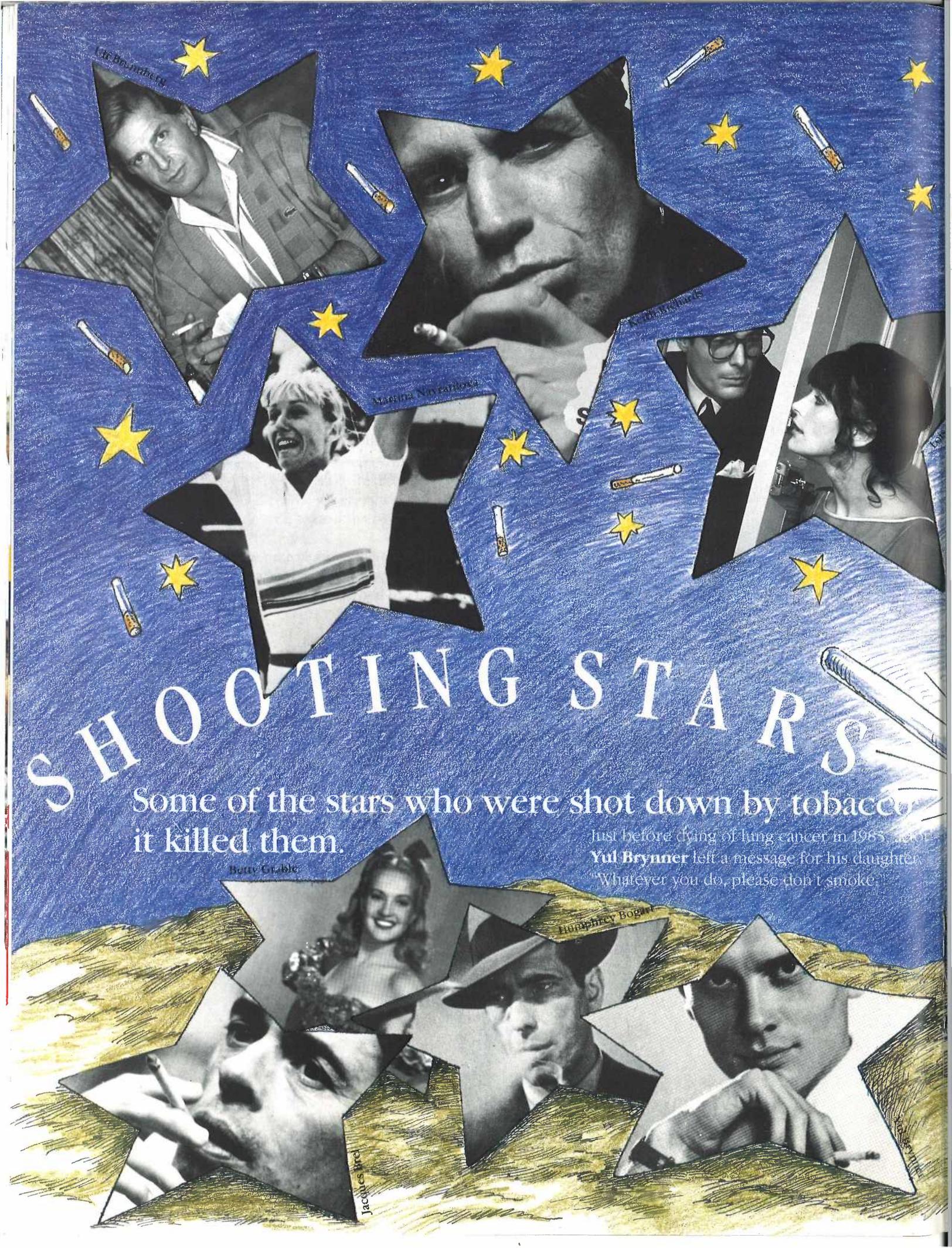


WHO Symbol

Thanks to the popularity of cowboy films, Marlboro can be sold with the same image worldwide. It helps, of course, to adapt the image to the local market – in this case, Nigeria.

'Market unexploited?
That won't do
Need a good man down there –
You Know Who.'





SHOOTING STARS

Some of the stars who were shot down by tobacco
it killed them.

Just before dying of lung cancer in 1985, actor
Yul Brynner left a message for his daughter:
"Whatever you do, please don't smoke."

Betty Grable

Humphrey Bogart

Jacques Tati



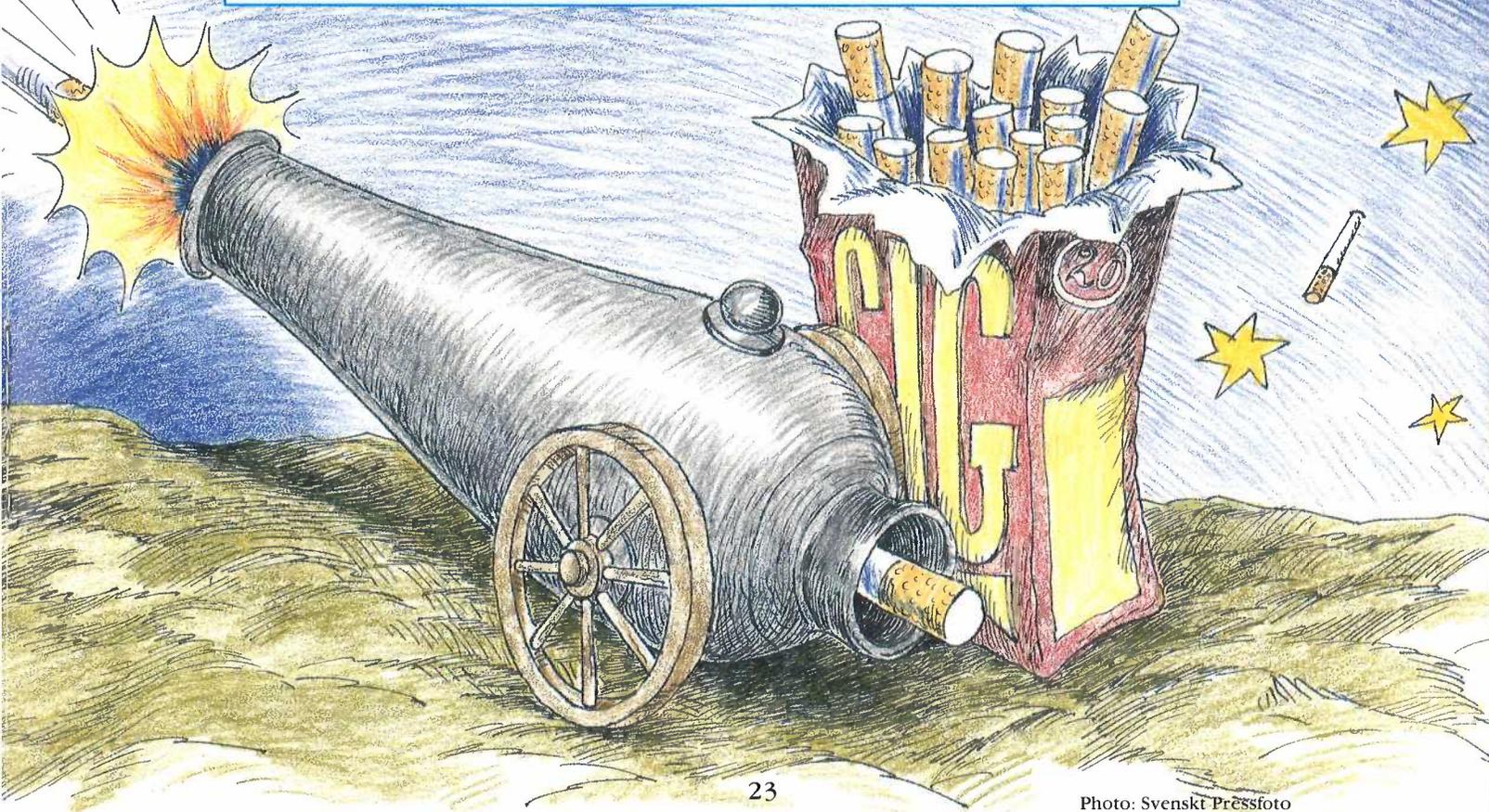
One who walked out
of range was
Larry Hagman...

Stars who smoke sell tobacco – whether they want to or not

Product placement, like sponsorship a way to get around prohibitions on advertizing, is broadly accepted in show business. The deal is publicity in exchange for money or goods. An extreme example is the multiple mentions for Marlboro in the film **Superman II**. The camera lingers over Superman's girl-friend Lois Lane's

Marlboro cigarette pack or on a red-and-white van with the you-know-what brand name.

A more subtle example is the tennis shirt worn by Martina Navratilova when she won the finals at Wimbledon. It bore the same design and colours as Kim, a new brand of cigarettes being launched at women.



What's missing from 'Dallas'?

You won't ever see smoking or tobacco in any form portrayed on the screen during **Dallas**, thanks to that amiable villain, J.R. – the actor Larry Hagman, once a smoker himself. He won't allow it.

When he was 16, a girl offered to let him touch her breast if he'd smoke one of her cigarettes . . . Sixteen years later, the day of the Surgeon-General's Report linking smoking to cancer, Larry Hagman gave up smoking for good and began campaigning on the Tobacco-Free trail.



Photo: Svenskt Pressfoto

What's missing from Castro?

Cuba's President was always seen with a big cigar, a living ad for Cuban tobacco. In 1981, to help deglamourize smoking, he pledged never to smoke any more in public. Then, as an example to fellow Cubans, who are among the world's heaviest smokers, he quit smoking himself.



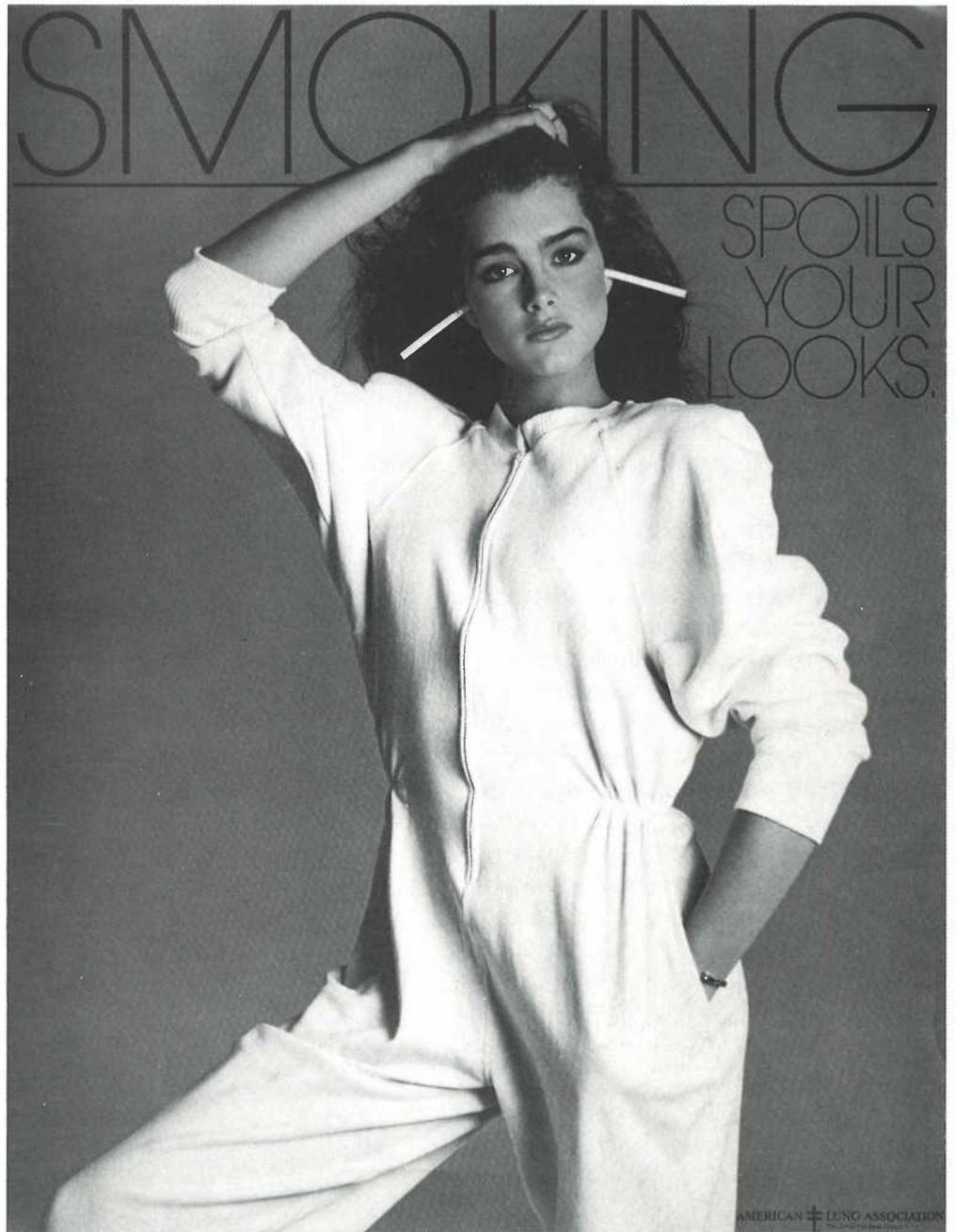
Twin sisters Susanne and Yvonne in **Trance Dance** are among Swedish rock stars who have taken a clear stand against tobacco. "We want to be ourselves. This is something that gives problems to many girls. They put on a mask, and smoking is part of it."



Photo: Photographic Studios/Pia

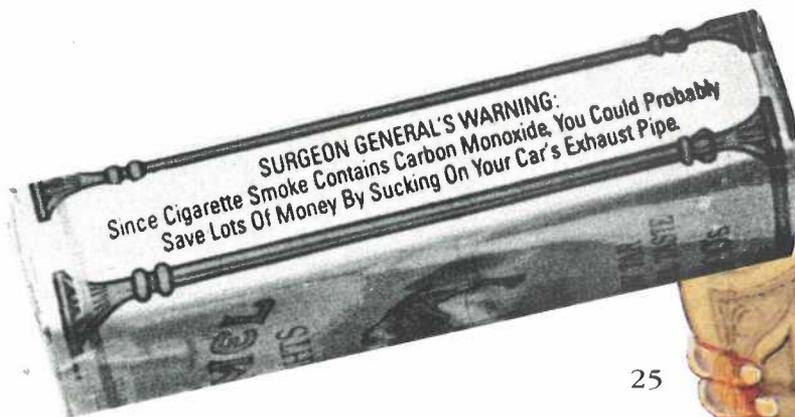
Brooke Shields, teenage film star and model, is against smoking – it killed both her grandfathers. She was to have starred in a big nation-wide US government campaign aimed at teenage girls, who were smoking more than teenage boys in the early 1980s. She asked only a nominal fee of one dollar for the use of this picture.

Tobacco politics killed the campaign before it began, though material from it was taken over and used by the American Lung Association.



A trademark of **Lucky Luke**, the cartoon cowboy, was his drooping cigarette. Then his creator, Maurice de Beèvre, decided he no longer would promote smoking and replaced the cigarette with a hayseed.

For decades **Mad** magazine has given its readers good laughs at the expense of the tobacco industry.



What kind of man

A rugged-looking man punting alone at dusk down a tropical river . . . or cupping water in his hand in a remote and beautiful landscape . . .

"It's a Whole New World" says the slogan. A world likely to appeal to Nature lovers; also to those who see Nature rather as something to pit themselves against.

Is the Camel Man a Nature lover or a Man-Against-Nature?

In its advertizements for Camel cigarettes, R.J. Reynolds leaves the question open, but a promotional gimmick, the Camel Trophy,

shows his real face. Four-wheel-drive Land- and Range-Rovers plough through the earth's remaining bits of rainforest, leaving destruction in their wake.

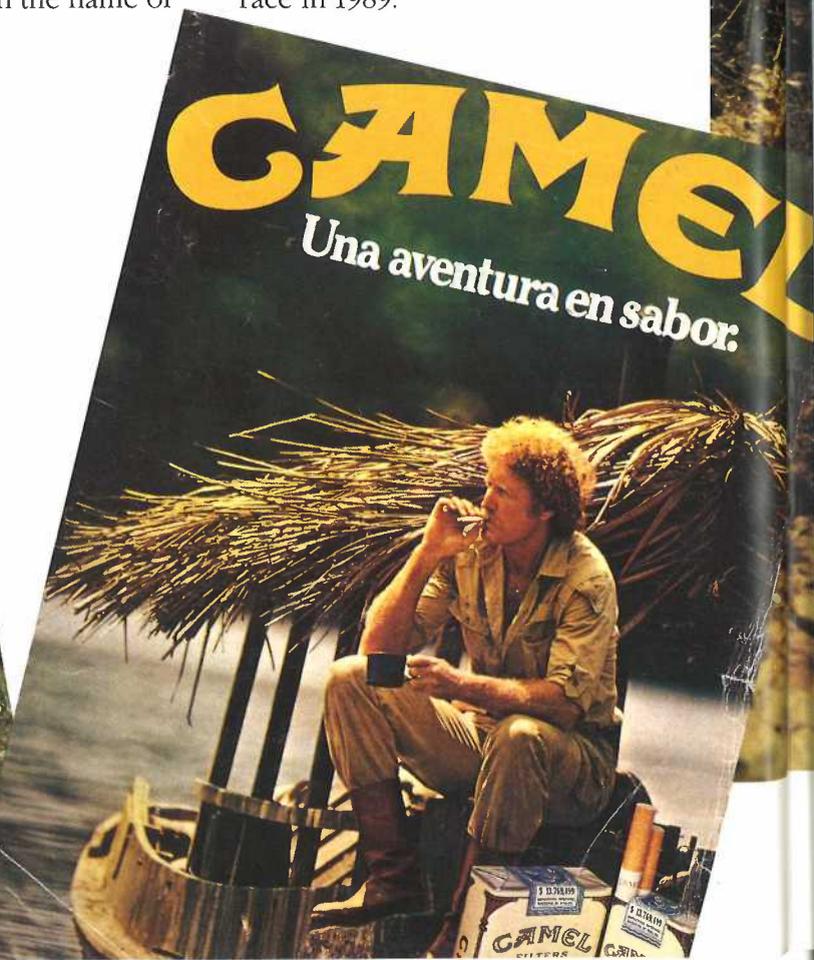
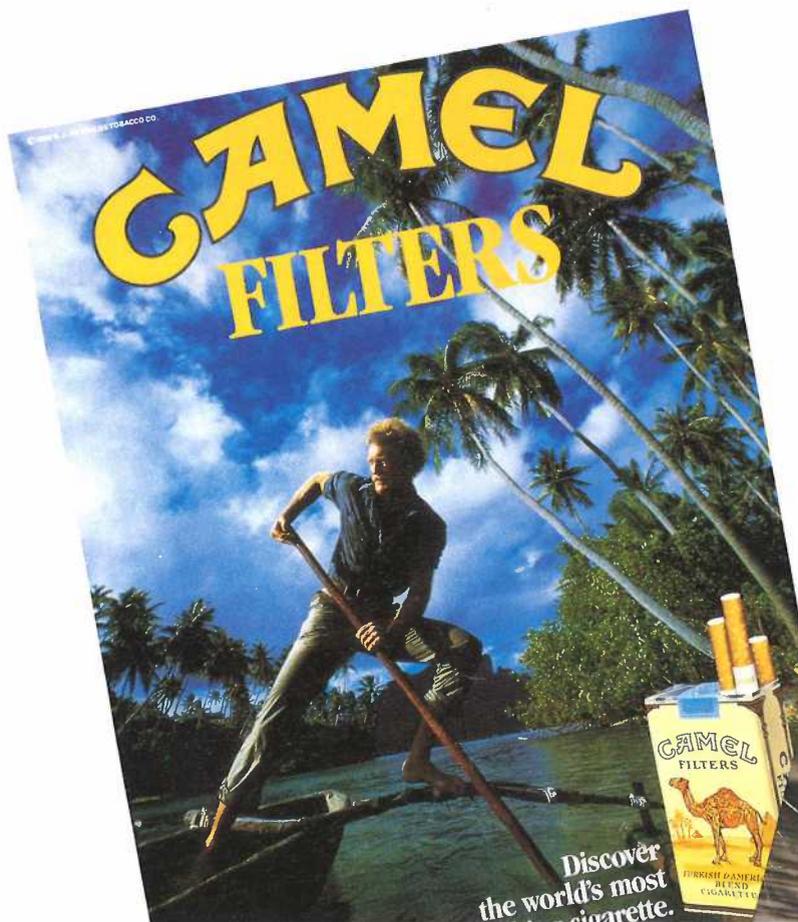
In 1987 the race was run on Madagascar in the Indian Ocean. According to the World Wildlife Fund, Madagascar's rainforests are "an area of highest priority for preservation and research". Forests that once covered most of the island today exist only in small patches.

Fourteen Range-Rovers, with supporting teams, plus the Camel publicity circus, charged through 1,000 miles of what remained of these forests. All in the name of

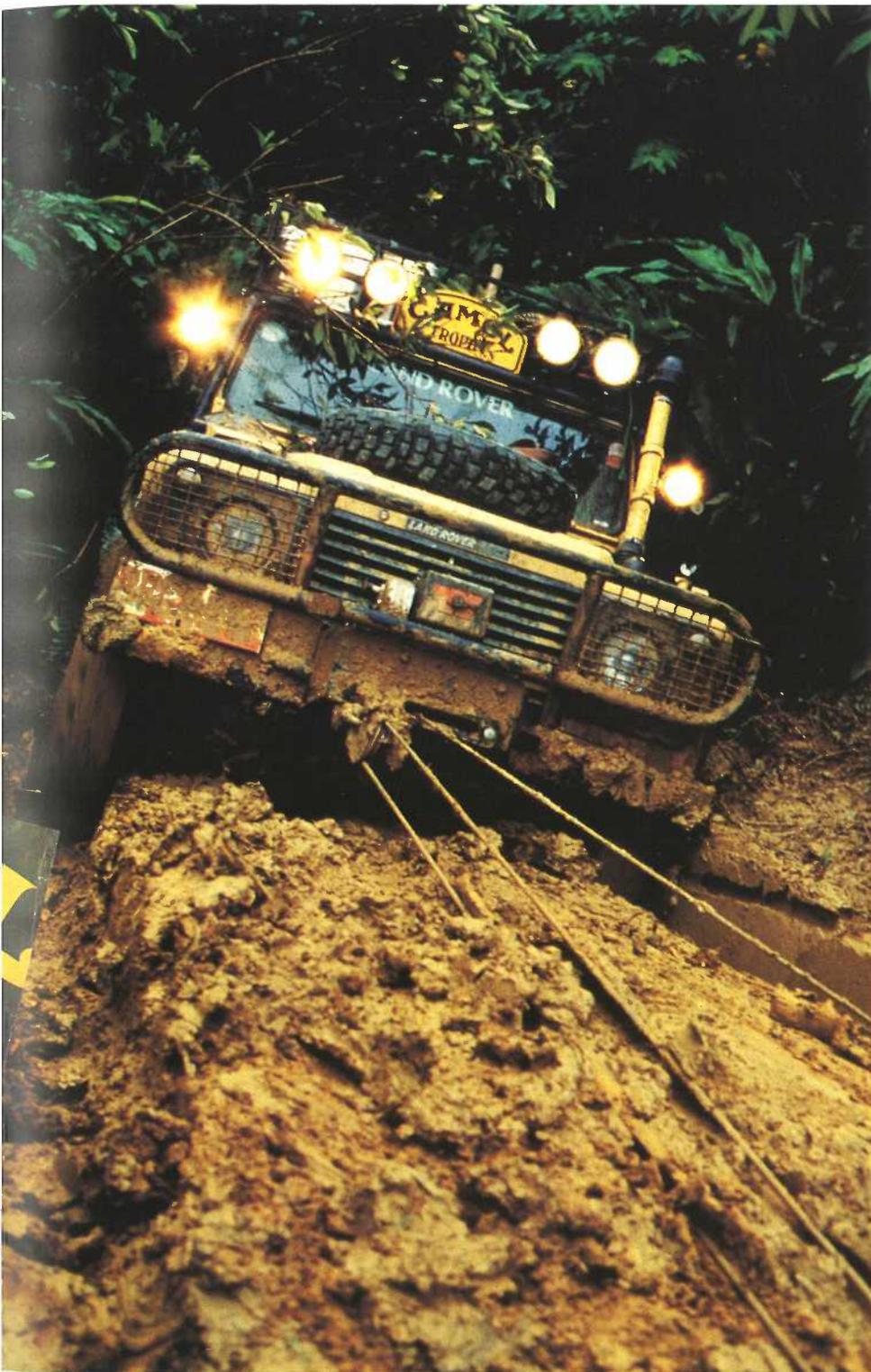
sport, adventure ("taming Nature") . . . but for the purpose of selling cigarettes.

The government of Botswana was concerned about wildlife and objected to the description of their beautiful land, in advance publicity for the race, as "untamed hell". So the 1986 Trophy was transferred to northern Australia.

The Camel Trophy has been held three times in Indonesia, once in Australia, Papua New Guinea, Zaire and Madagascar, and twice in the Amazon rainforest, which has the dubious honour of being chosen for the tenth anniversary race in 1989.



is the Camel Man?



Smoking the trees away

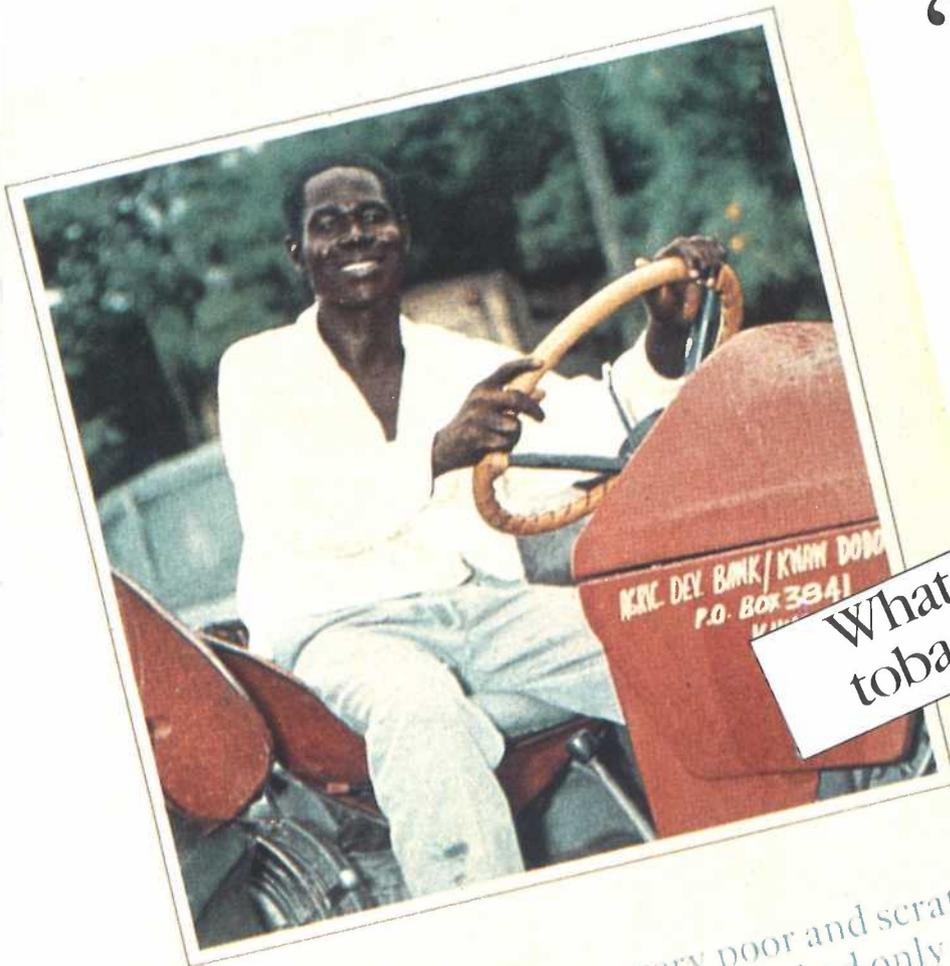
The four-wheel-drive Camel-Man clones are not nearly so destructive as tobacco itself. If you devote one hectare to the crop you will need another hectare of forest for wood to cure the tobacco. It takes that much firewood to maintain a high temperature in the curing barns where the leaves are dried.

Brazil is one of the world's biggest tobacco-growers. In the southern part of the country, where the crop is intensely cultivated, wood from some 60 million trees is needed to cure one year's crop. As a result, what once were woodlands are now bare hillsides. Wood for the curing barns is brought in from farther afield by the tobacco companies.

Some of the major firms have started tree plantation schemes, but the wood is being burnt much faster than it is grown.

Photo R.J. Reynolds International

'With other we



What do you mean,
tobacco promotion?

'Before I grew tobacco I was very poor and scratching a living on the land. My house had only two rooms. I had no bicycle and no radio and no hope of a better future. Now I have got what I never dreamed would be mine — my own tractor. I am also able to educate my children and look after my wives better.'
Kwam Duodu, Ejura, Ghana

The major tobacco companies support tobacco growing all over the world. This gives them a hold on production and creates a vested interest against controls of any kind. Tobacco farmers are a key element in a strong Smoke Ring (see p. 10).

The companies prefer not to use their own money to support

farmers. They have been astute in obtaining taxpayers' money for this purpose:

— **In the US, as subsidies** to growers and in order to export tobacco as "aid" to the Third World. Over 1 billion dollars' worth of American tobacco has been exported as "Food for Peace"!

— **As United Nations aid** to increase tobacco production. While one UN agency, the World Health Organization, has been warning about the dangers of tobacco, another, the Food and Agriculture Organization, has been supporting tobacco growing in Asia, Africa and Latin America.

— **As Third World state loans** to tobacco farmers that are guaranteed by the companies themselves.

people's money, make a dollar or two'

In Kenya British American Tobacco (BAT) has a monopoly. The Chairman of BAT (Kenya), Mr. B.M. Gecaga, explains the support policy:

– We as a company do not grow tobacco. It is not our policy to actually own plantations. What we do is to encourage and assist farmers to grow the crop. Our field staff then go in and show the

farmers what to do, how to plant and tend the crops, what fertilizers to apply and so on – a complete extension service.

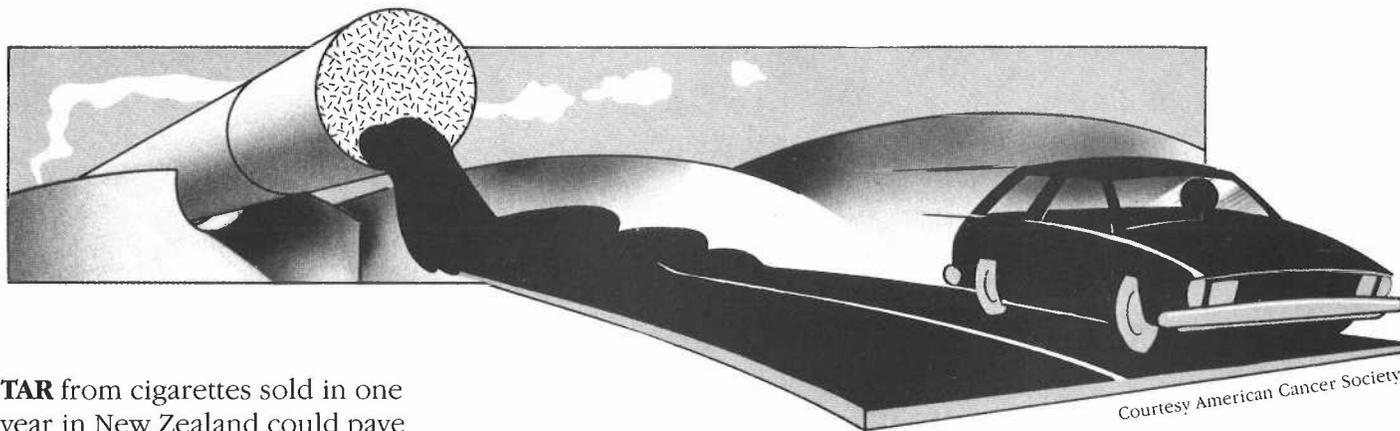
The Company also administers and guarantees loans to encourage farmers to make the necessary investments for tobacco curing barns, pesticides, fertilizers, and so on.

When the tobacco crop is ready,

BAT – unlike many buyers of other crops – pays the farmer promptly on delivery.

In 1981 BAT (Kenya) employed 190 extension workers to support 8,000 farmers – one for every 46 farmers!

(The interview was made by Mike Muller and published in his book, *Tobacco and the Third World*)



Courtesy American Cancer Society

TAR from cigarettes sold in one year in New Zealand could pave 5.5 km of highway, says the country's Action on Smoking & Health (ASH).

Smokers' health worries have helped the industry make a fortune with filters and "mild" or "light" cigarettes (less tobacco, higher prices).

Tar and nicotine are reduced in processing and by so-called ventilated filters that let in air and so "dilute" the smoke. The only problem is that when you wash out the poisons or dilute the

smoke, you lose a lot of the tobacco taste at the same time.

The tobacco industry tries to solve this problem by adding artificial flavouring.

People often inhale more strongly and deeply on "mild" cigarettes and thereby cheat themselves: it is possible to inhale as much tar and so on from a "mild" as from a "strong" cigarette – if you change your way of smoking.

New technology allows a chemical mush of tobacco stems, stalks,

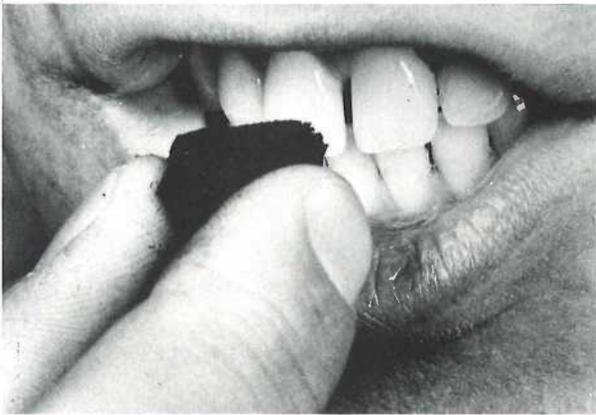
factory floor sweepings and other waste to be sold as "fine tobacco blend."

"Low tar" or "low nicotine" don't mean less of a health hazard. Less of the main poisons (tar, nicotine and carbon monoxide), perhaps, but residues of pesticides used in growing tobacco and all kinds of other chemicals used in manufacture are there, too. The safe cigarette is still an illusion.

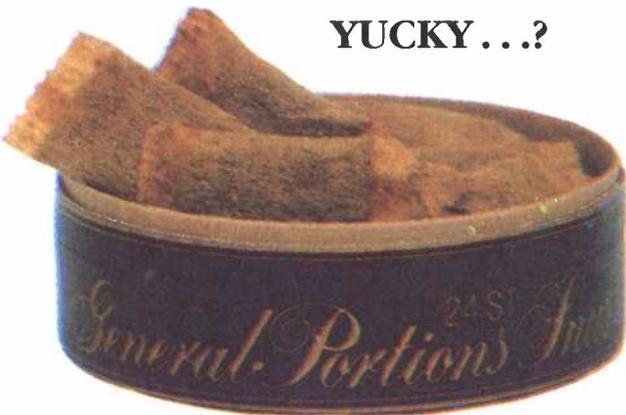
Moist snuff contains ground tobacco mixed with water, salt and potash, to which different aromas may be added to suit different markets. The traditional way to use it is to press some of the moist mixture into a lump between the fingers and insert it between lip and gum (as in the picture). You then let the nicotine seep into your bloodstream. The modern alternative is the portion pack. Some dedicated users keep one in all night.

Sniffing, sucking and chewing it, too

Photo: DN/Pressens bild



YUCKY...?



This is how the ad presents it...

This is how it looks when you open up



STINKY...?

Swedish men – especially young men – use moist snuff more than any others. So far women haven't shown much interest: less than 1 percent in Sweden use it.

Before an ad campaign at the end of the 1960s, moist snuff (or, as the Swedes call it, snus) was associated mainly with older workmen. The Swedish Tobacco Company's campaign ("*It's nice to use snus!*") changed the image of the snus user and moved him up-market. Sports stars as well as bank directors and other "nice" people appeared in the ads.

Thanks to the new portion-packaging, moist snuff doesn't seem so nasty any more. The ad campaign presented it as healthy and sporty. When this type of advertizing was forbidden in Sweden, indirect advertizing took over and the Swedish Tobacco Company gave out free supplies to the national ice-hockey team.

What sells better than a goal-maker interviewed on TV with a wad of snuff bulging under his lip?

Mini-portions ("invisible snuff") are in fact not used by daily snuffers. They function rather as an introduction to snuff and cigarettes. "Every third person who uses snus starts smoking", says Lars Rahmström of Sweden's National Smoking and Health Association.

Since 1980 the Swedish Tobacco Company has been a multinational firm (43 percent of total sales in 1987 were made outside Sweden.) Today Swedish Tobacco and US Tobacco, makers of Skoal Bandits, are the two leading manufacturers and marketers of moist snuff. As well as pushing it in the US, they are now exploiting new markets in Europe, Asia and Australia.



Students moonlight as tobacco pushers

According to Per-Erik Lindqvist, Vice President for International Marketing of US Tobacco, the firm's strategy is to launch the product on TV and print media, then follow with "more personalized marketing efforts such as one-to-one sampling".

That's how it's done in the US: student "samplers" hand out free snuff to other students on campus and at sports and social events. Results have been spectacularly successful; now the same methods are being used in the rest of the world.

What's needed is "education and awareness-building" about "oral tobacco", according to Lindqvist. He was the man behind the Swedish Tobacco Company's ad campaign, "It's nice to use snus!" before he joined US Tobacco.

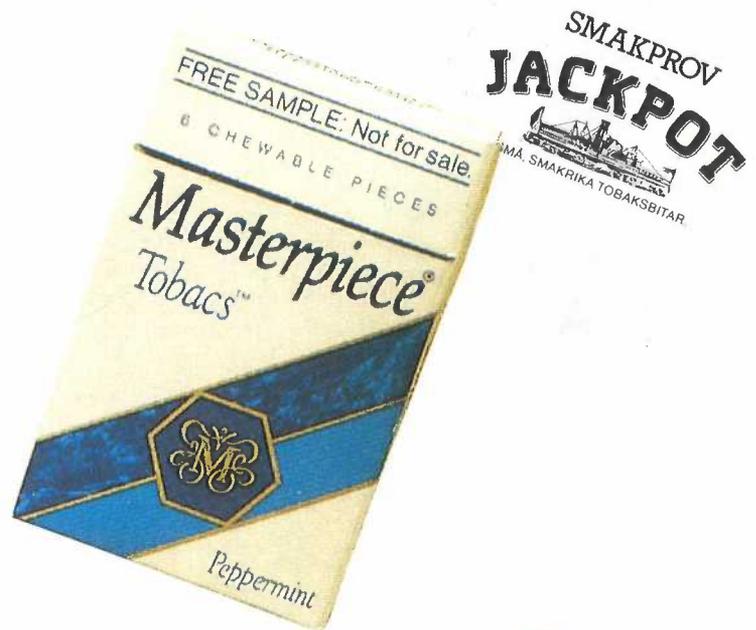
What's needed, according to the World Health Organization, is to ban the importation, sale and use of smokeless tobacco in countries where it is not yet available. Hong Kong, Ireland, Israel and New Zealand have taken the advice seriously and done just that. Two Australian states have also banned it and Britain is considering similar action.

Whizz-kid from Promotion
Came up with something new:
It gets 'em hooked for ever
Before the age of two.

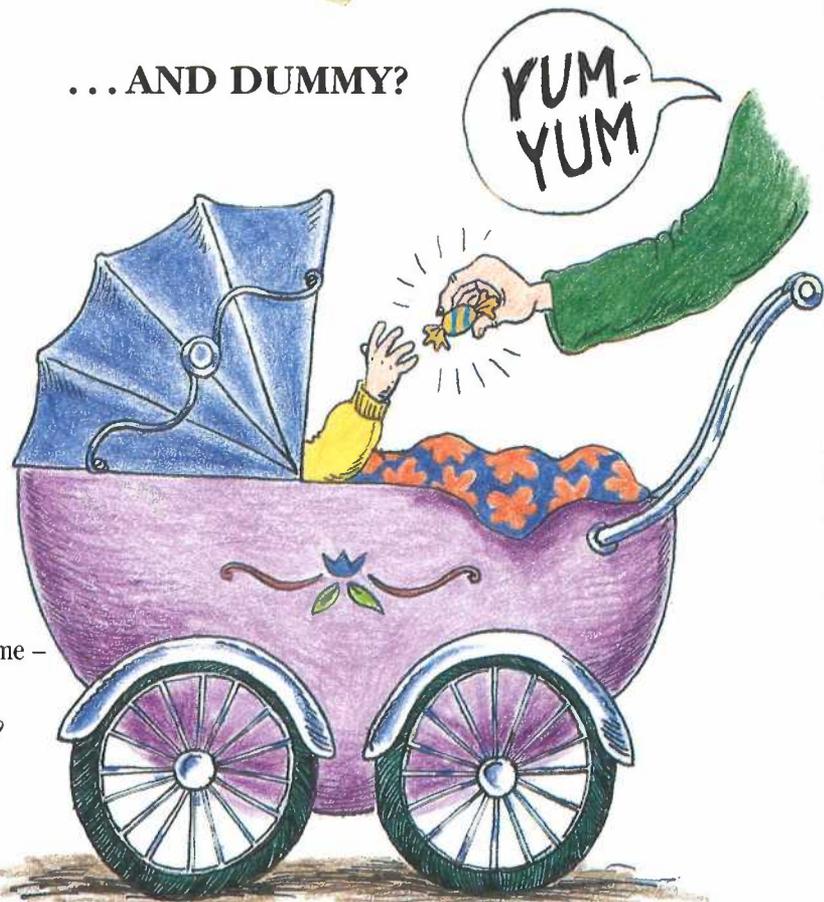
Little Tempters are their name –
Their taste is really keen.
The number one ingredient?
Good old nicotine!

There's hectic activity to bring new smoke-free tobacco products to market. In Sweden, the Swedish Tobacco Company's Jackpot (small tobacco pieces) are already on sale. Its Masterpiece Tobacs, cinnamon or peppermint flavoured tablets, are being launched in the US by its subsidiary, Pinkerton, which for long has sold chewing tobacco in the United States.

YUMMY...?

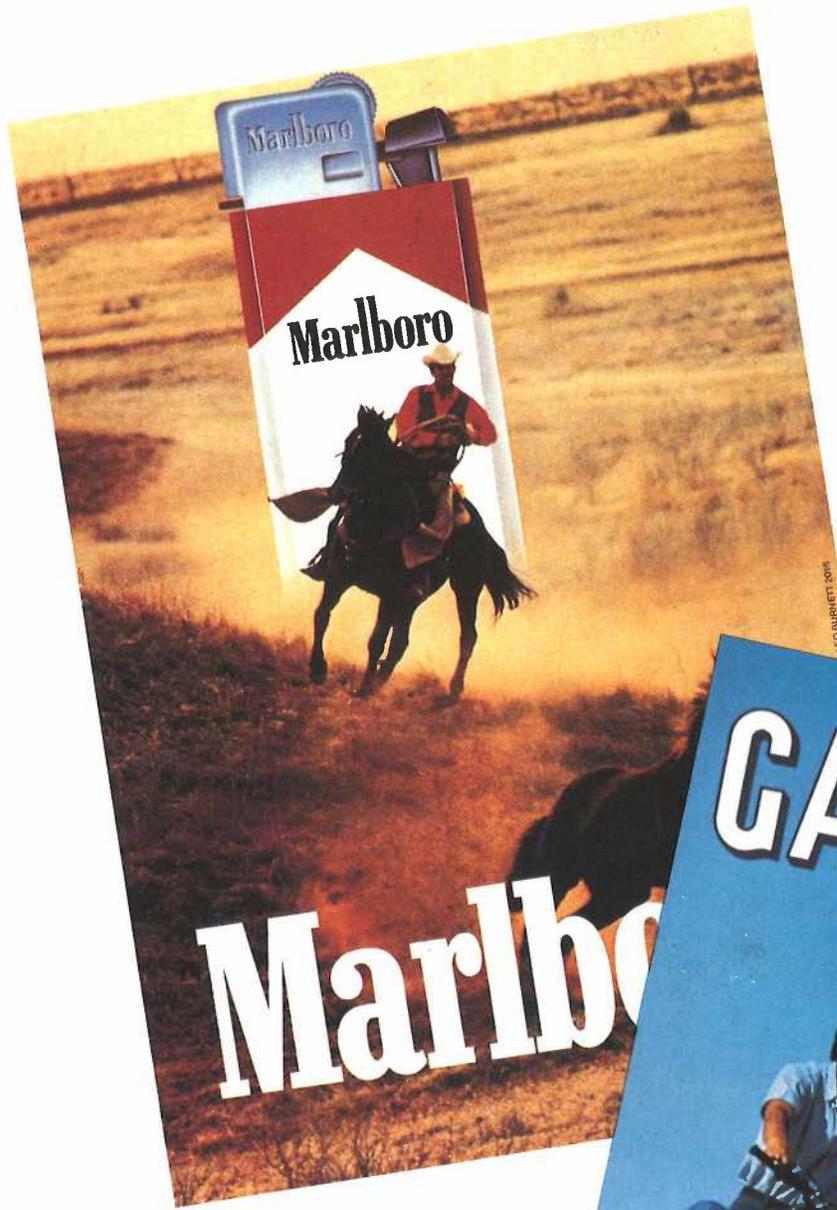


...AND DUMMY?



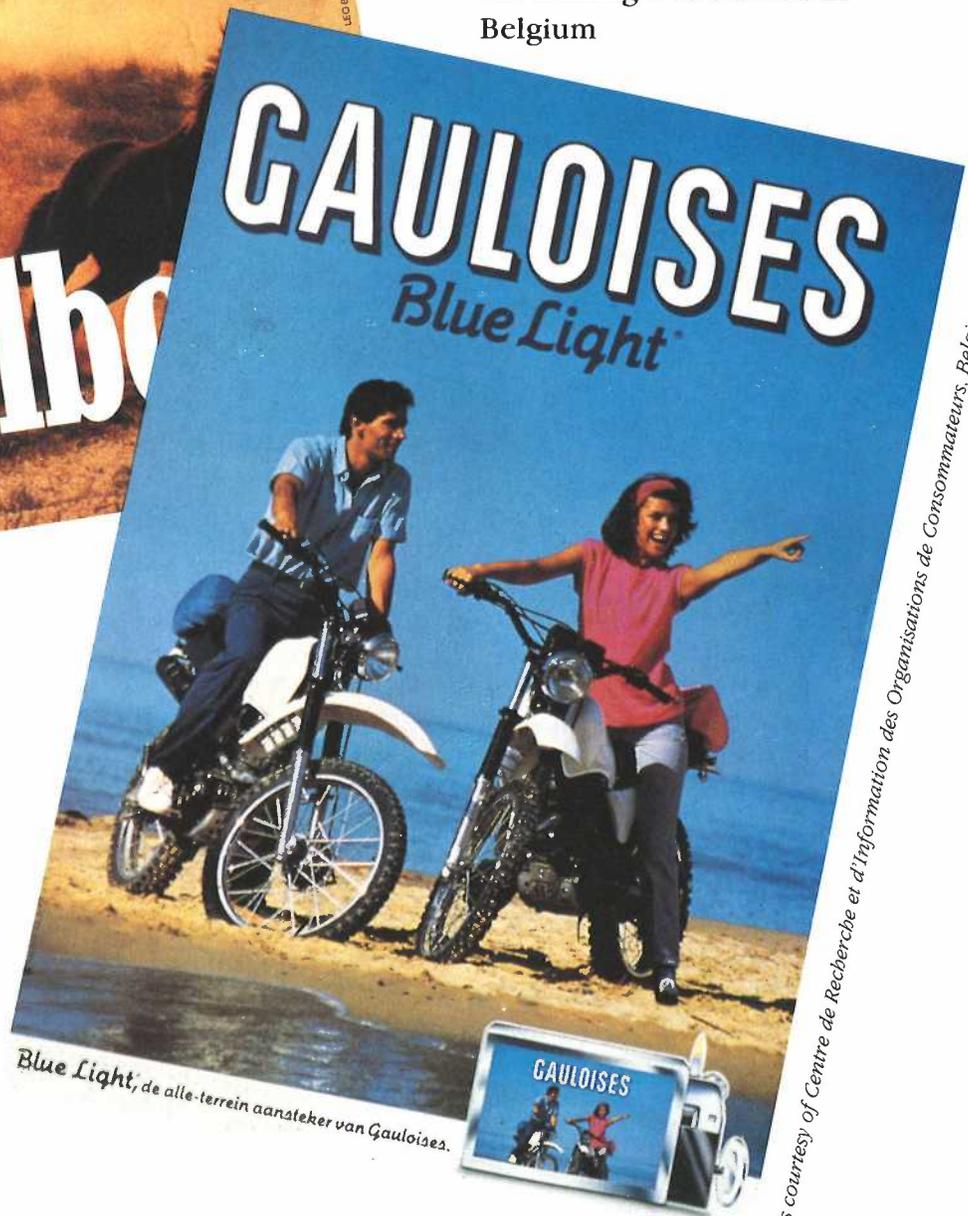
What tobacco

What happened when tobacco
advertising was banned in
Belgium



If you are still allowed to use your brand name, then you don't need to show tobacco in any shape or form.

If you have established the Camel Man and the Marlboro Cowboy strongly enough in people's minds, you're ready for the day you won't be allowed to use them any more. Then it will be enough to show lovely pictures of cowboys, or of men alone in Nature, with the right colours and atmosphere: people will think of cigarettes and "see" your brand.



do you mean, promotion?

Jambo Tours in Sweden sold travel trips with ads like this. In the cinemas, you could see a commercial with the same message. The National Board of Health and Welfare and A Smoke-Free Generation, among others, applied to the consumer ombudsman to have a court rule on whether or not this type of advertizing contravenes the law. The court case was still going on at the end of 1988.

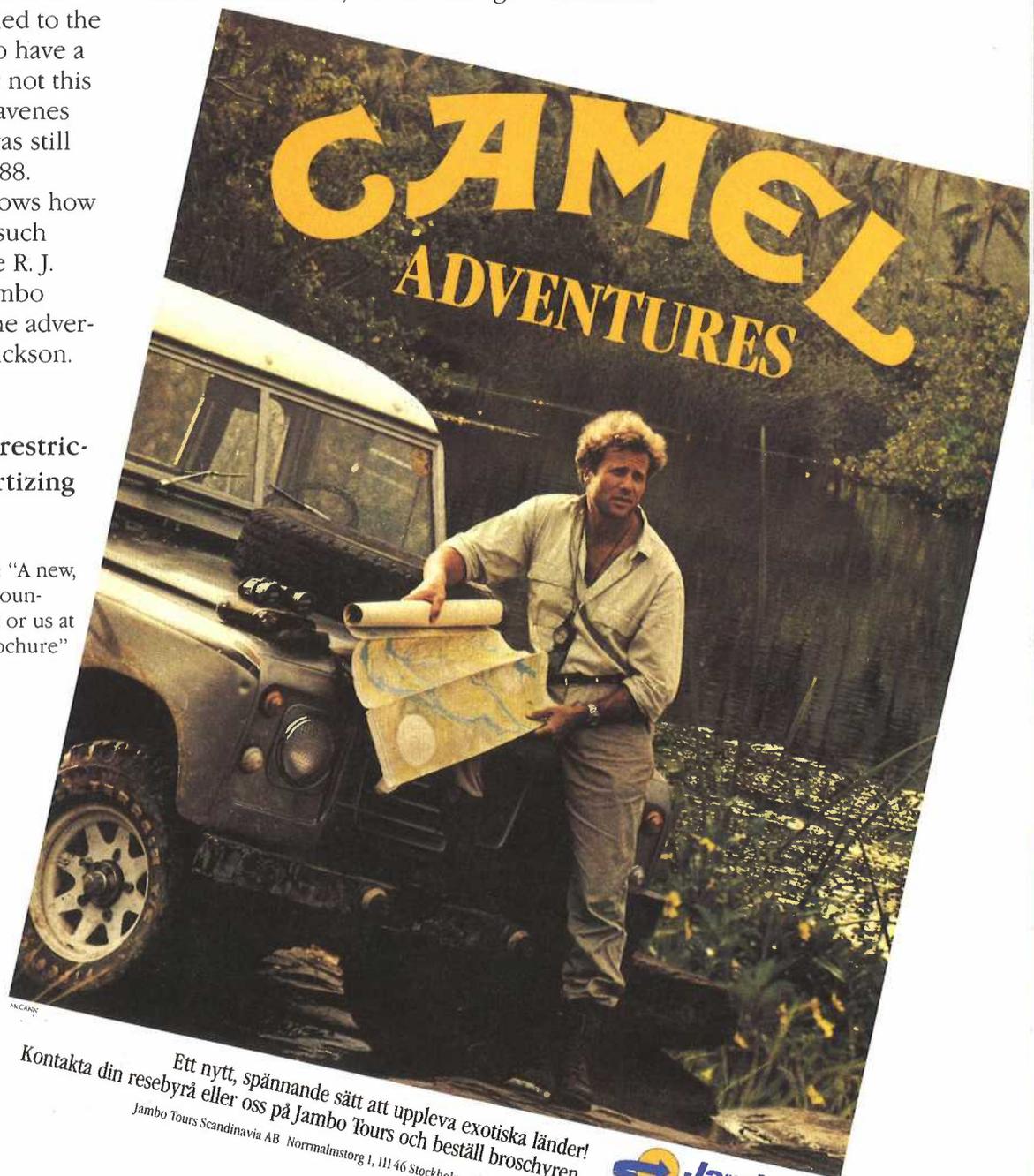
The documentation shows how difficult it is to untangle such cases. The defendants are R. J. Reynolds Scandinavia, Jambo Tours Scandinavia, and the advertizing agency McCann Erickson.

What happened when restrictions on tobacco advertizing came to Sweden

The text under the poster says: "A new, exciting way of experiencing countries! Contact your travel agent or us at Jambo Tours and order the brochure"

Jambo Tours has sold trips for an Italian travel agency, Willy Fasio, which arranges Camel Adventure Tours. And Willy Fasio has a deal with a US-registered firm, Worldwide Brands, which belongs

to the Reynolds group (now known as R. J. R. Nabisco). Films and pictures were produced outside Sweden – adapted for the Swedish market by McCann Erickson.



Ett nytt, spännande sätt att uppleva exotiska länder!
Kontakta din resebyrå eller oss på Jambo Tours och beställ broschyren.

Jambo Tours Scandinavia AB Norrmalmstorg 1, 111 46 Stockholm 08-200331, 200332

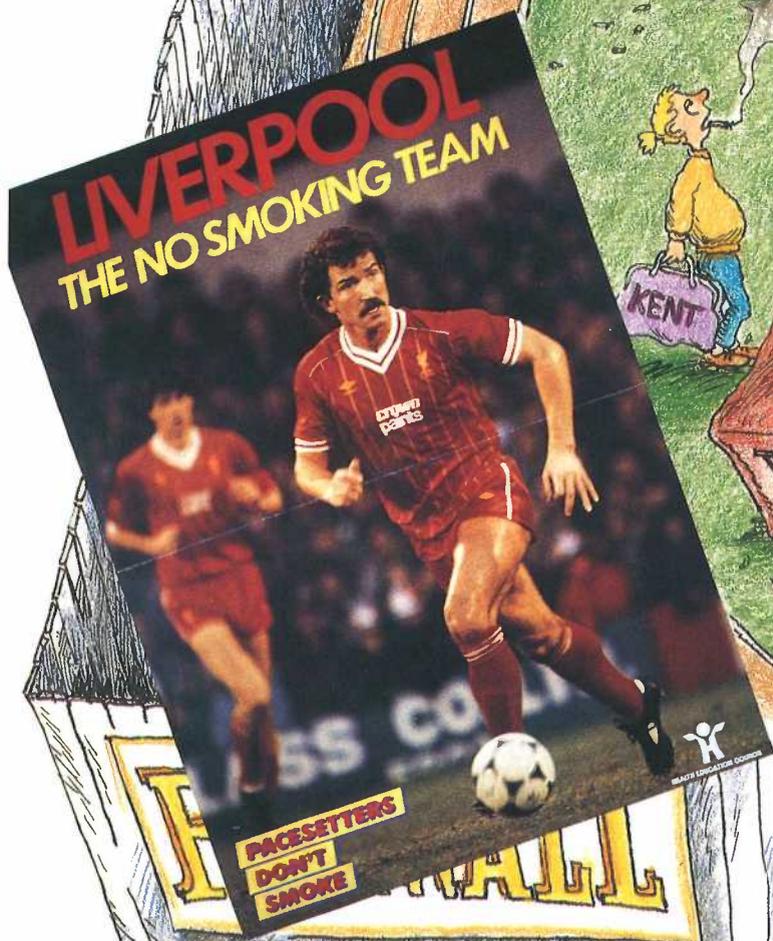


What do you mean, tobacco promotion?

The British Broadcasting Corporation (BBC) forbids advertizing. Yet British audiences saw 283 hours of tobacco advertizing on BBC-TV in 1983.

The explanation is sponsorship, the ideal way of getting round the law. Everything from the World Soccer Cup to local leagues are sponsored. (See what happens to the Davis Cup in Brazil, p. 16).

Results are measured by the number of "impressions": how many times the brand name is exposed to the public. Volvo, for example, says that in 1986 its sponsorship of tennis bought 2.02 billion impressions.



More and more people engaged in sport are taking a stand against tobacco. For example, the Swedish organization, A Smoke-Free Generation, has launched a smoke-free team campaign with the National Sports Association. At the end of 1988, 250 teams were smoke-free, from the Swedish Davis Cup team to local school teams.

What do you mean,
tobacco promotion?

But most important is still the brand

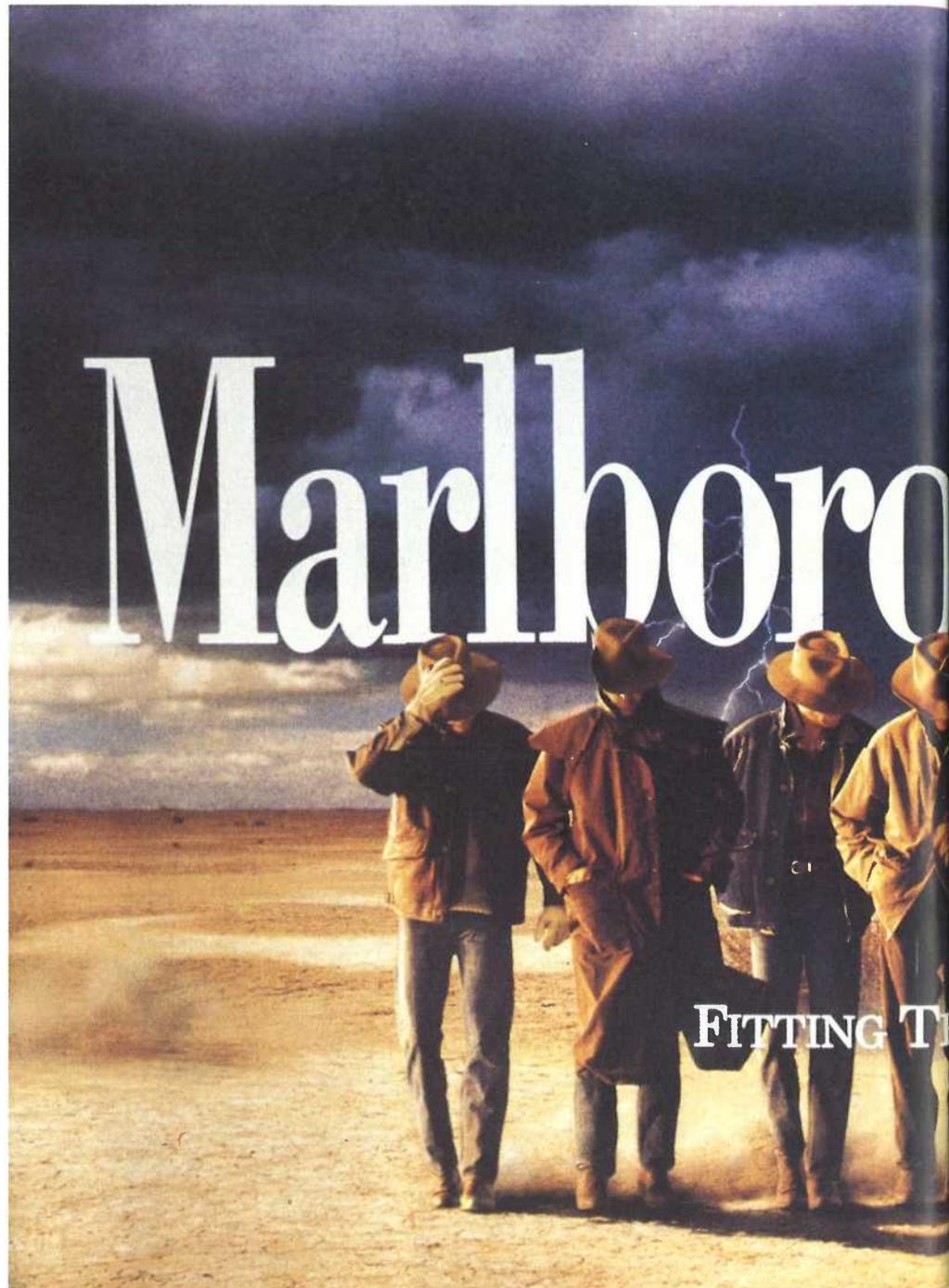
Philip Morris has long been astute in combining the name of its best-selling brand with goods that fit the image it wants people to have of Marlboro cigarettes.

It says something about how strongly smoking is accepted when you can make people pay to become walking advertisements for it with their T-shirts and sports bags.

A red-and-white collection of sports clothes and accessories, Marlboro Leisure Wear, was augmented by a more sophisticated variant: Marlboro Classics, Fifth Avenue fashions with a Western touch.

The clothes are launched with massive and expensive advertising campaigns – perhaps with a little help from Philip Morris? They are sold either in expensive, trendy boutiques or youth departments of big stores, and the ads appear where tobacco advertising is banned (e.g. on the cinema screen and billboards in Sweden).

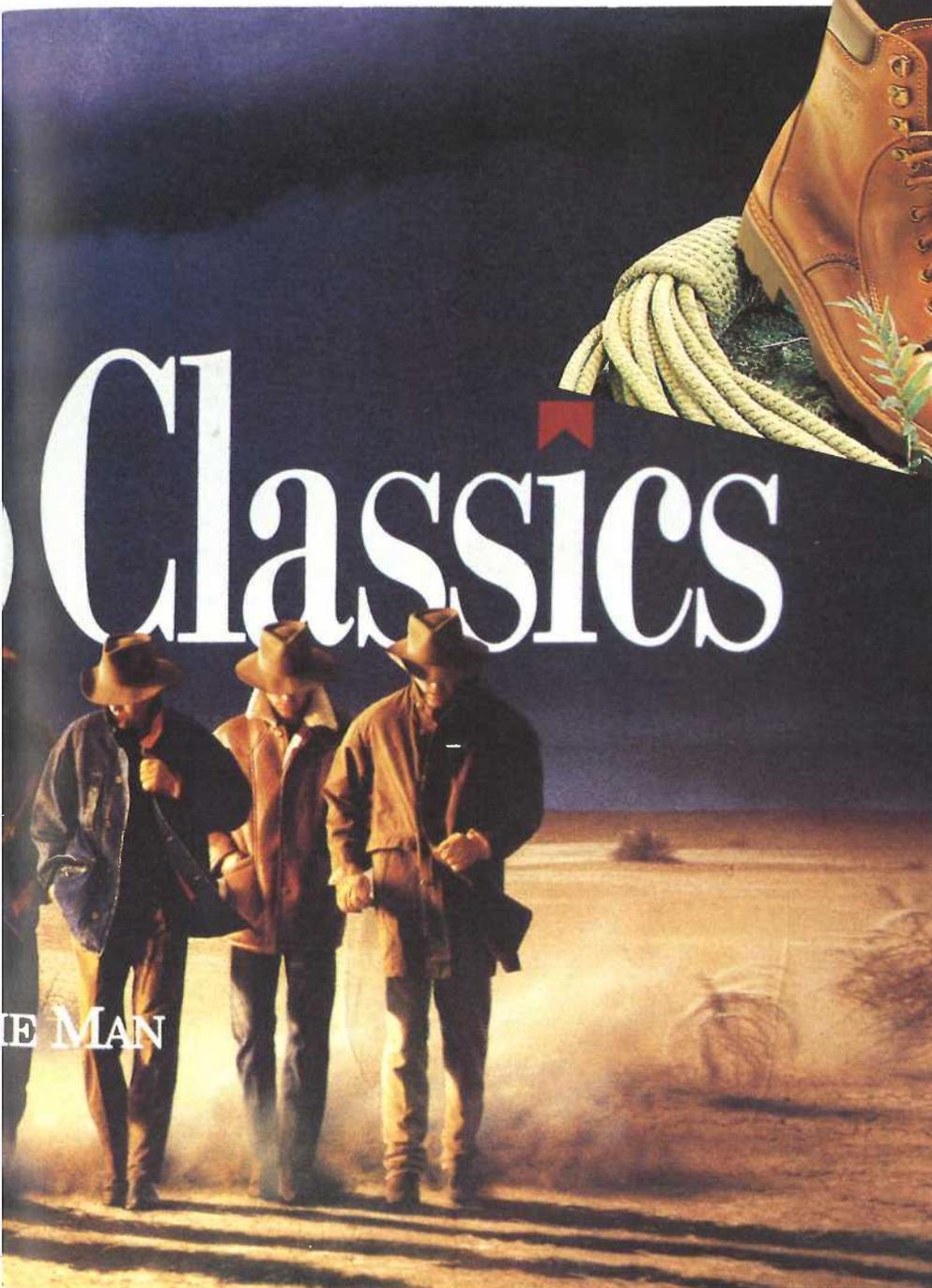
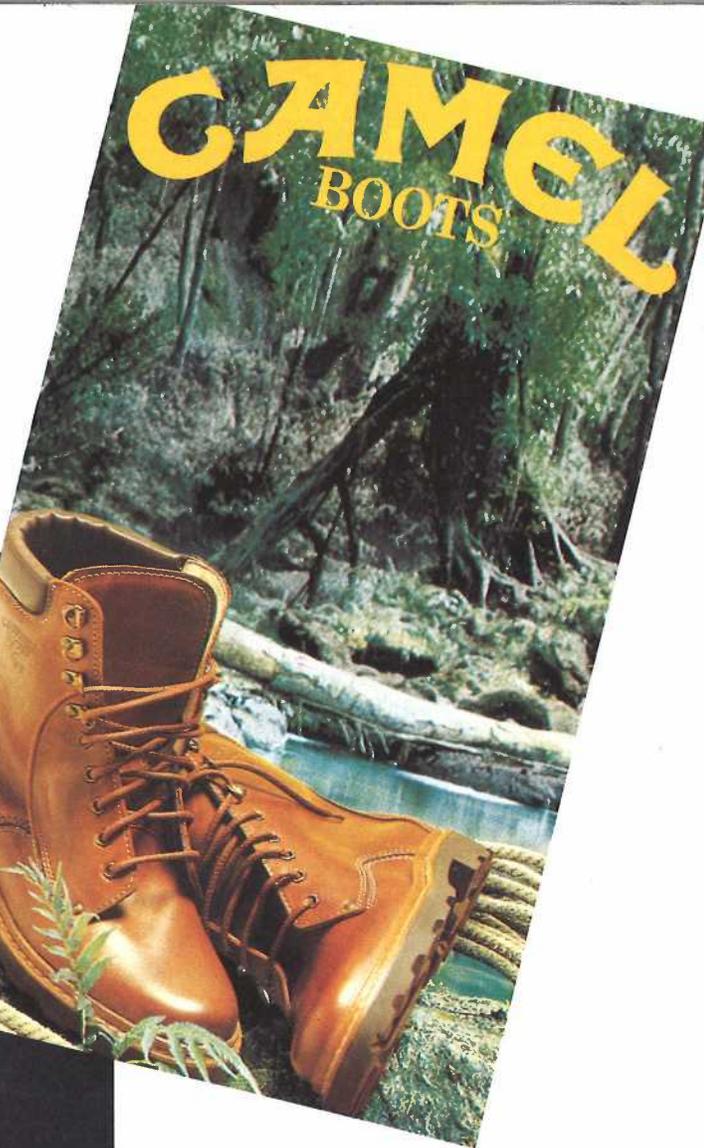
Interviewed in October, 1988, a Philip Morris executive in Stockholm, Stig Carlson, said he knew nothing about Marlboro Classics. It was a different company. Its advertising, he considered, “didn’t help sell a single cigarette”. (*What he says when he speaks more openly: p. 39 and back cover.*)



of all
name

CAMEL BOOTS advertizing in Norway had its comical side when R. J. Reynolds kept testing the letter of the law. Over several months, three variants of the original Camel cigarette ad appeared:

The first featured the Camel man and his typical “wild Nature” environment rather than the boots he was wearing. The ad was clas- sed as tobacco advertizing.



The second showed a boot in the foreground but kept the Camel logo and the name in distinctive type. This didn't pass, either.

The third had the boots prominent, but the logo had disappeared and “Camel” was in plain lettering in a straight line. When the authorities gave the thumbs-down to the last version, the company gave up – at least in Norway.

In the Swedish ad shown above, the boots dominate more than in the Norwegian ads but brand name and background are as usual.

What do you mean,
tobacco promotion?

EK Entertainment AB i samarbete med Marlboro
Music International Association & PolyGram Records presenterar

Star 87

Efter 15 deltävlingar runtom i Sverige avslutar vi årets stora rock/pop/sångtalangtävling med en jättefinal. Vem blir årets stjärnskott? Vem tecknar skivkontrakt med PolyGram Records? Allt avgörs på Johanneshovs Isstadion i Stockholm den 6 november kl 19.00.

EUROPE

gör efter sina fantastiska framgångar i USA ett gästframträdande i Sverige, exklusivt för STAR 87.



ISSTADION fred 6 nov kl 19.00
Bilj. Svala & Söderlund och Isstadions kassa må—fr 11—18, tel 08-14 49 35
resp 08-39 99 20 för beställn från landsorten.

EK Entertainment AB

PolyGram Records



Rune Ottosson – he is pictured on page 8 – was hired by Philip Morris in Sweden because of his experience in the music business. His task was to see that the Marlboro brand appeared “naturally” as often as possible:

– No one can say anything about a picture of an artist wearing his own sweater that happens to have ‘Marlboro’ on it.

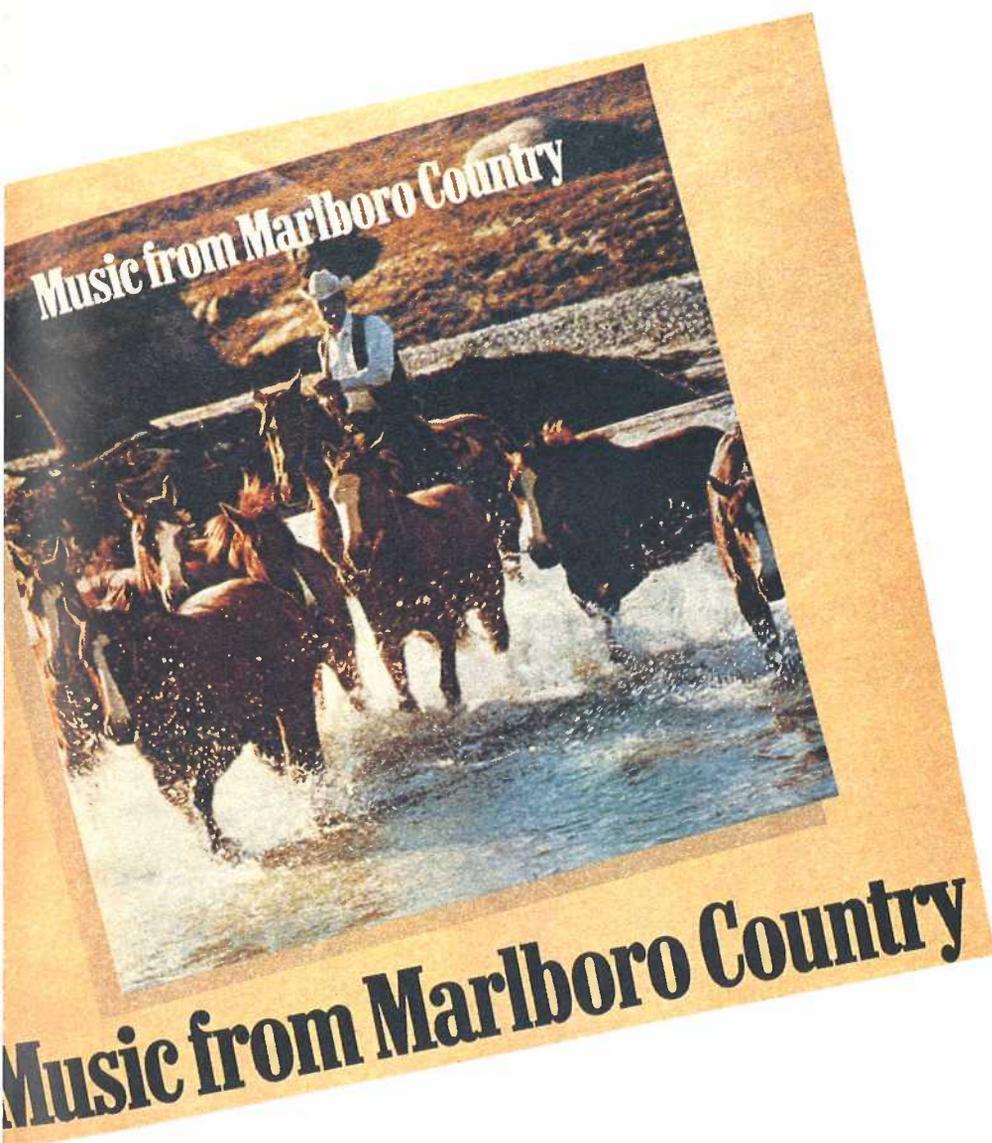
He selected suitable gifts to pop stars, lent out a fancy American

van for groups to tour with, set up Marlboro International Music Association, and so on.

When Ottosson gave up the job, Philip Morris continued his line of work. Among other things, they sponsored a talent contest, "Star 87". As an attraction for the finals, a top rock group, Europe, was invited and posters resembling a Marlboro cigarette pack were plastered all over Stockholm.

Two members of A Smoke-Free Generation claimed this was illegal marketing to youth, and informed the newspapers of their complaint to the national consumer authority. As a result, on the day of the contest, Europe withdrew and "Star 87" was cancelled.

P.S. A new brand of Philip Morris cigarettes was test-marketed in Zurich, Switzerland, in 1987. Their name? Star.

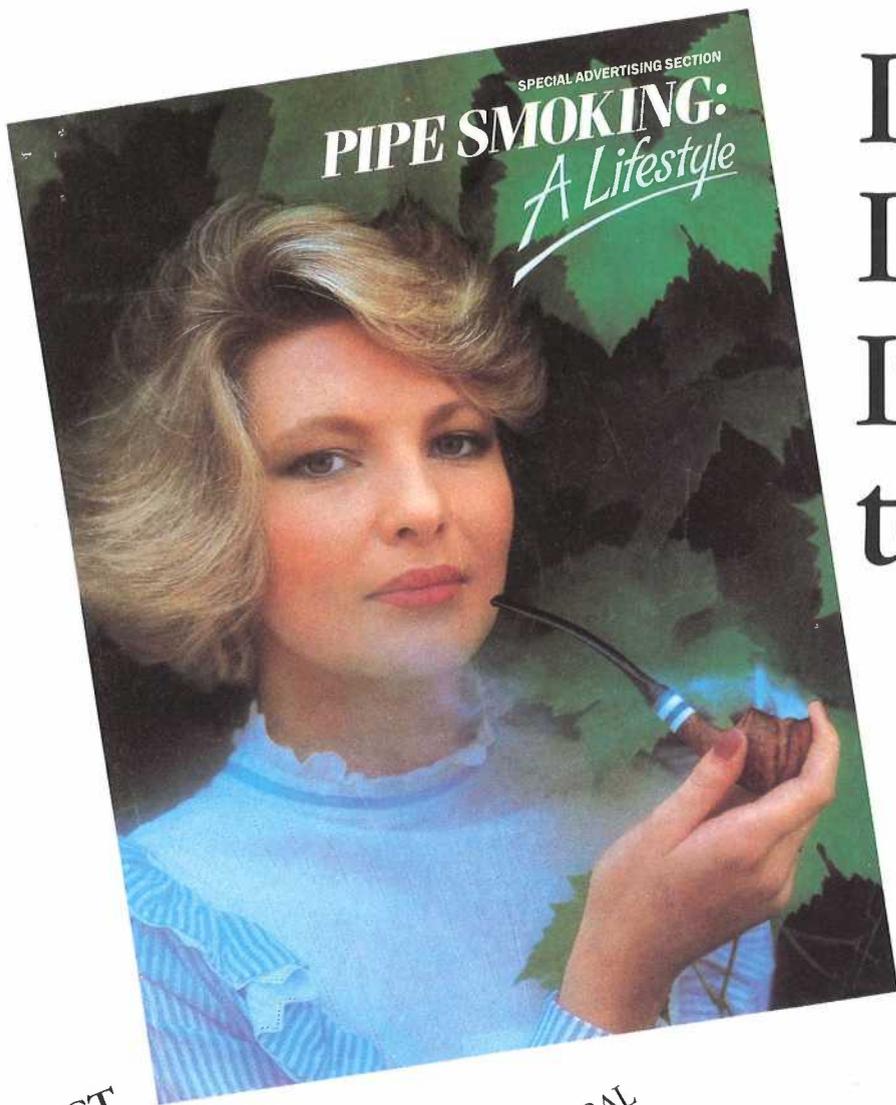


Stig Carlson works on hidden advertising for Philip Morris in Stockholm. On 16 September 1988 he invited to lunch Tåppas Fogelberg of the magazine **Z**. The lunch was really a job interview, so Carlson was more open than he is otherwise with journalists. Among other things, he recounted how sponsorship of culture builds useful contacts:

- In Finland we have founded a ballet grant and when it is about to be handed out, we call a politician we are interested in and we ask him or her to present it at a ceremony.
- At this point they usually protest and say that they don't want to appear in events paid for by the multinational tobacco industry. But we emphasize that the prize is idealistic and when they come to present it we don't say a word about our interests except for ballet.
- But we get to know each other and a few weeks later you call up and say thanks—and take up something closer to your heart. Hee, hee!

(Based on Tåppas Fogelberg's article in **Z**, November 1988, which also describes Philip Morris tactics concerning SAS, the Scandinavian airline, Swedish railways and trade unions)

There are other reasons than simply to sell more cigarettes for tobacco companies to sponsor sport, music and the arts: to enhance their image as public benefactors (to buy respectability) and to reinforce the social acceptability of cigarettes and the habit of smoking. Sir Anthony Kershaw, an executive of British American Tobacco, explains it: "Sponsorship", he says, "makes us all good guys".



PURE
 It's fun...
 It's fresh...
 It's the way
 to success..

WORLD C

FACT

NATURAL

CLEAN

AO success con Hollywood!

FULL MATURE TASTE

CHALLENGING

SHARE THE PLEASURE

FRESH

COOL

THE INTERNATIONAL TASTE

World of Pleasure

The power of positive thinking,
 Said the ad man, keeps us free.
 Ain't no room for prophets of gloom
 In our philosophy.

The meaning of words?
 That's for the birds!
 It's feelings we deal in, see?

Feel the taste of tobacco,
 Feel the thrill of success
 Mercedes cars, trendy bars,
 A girl in a Dior dress...



Fashion page, Vecko-Revy

WORLD OF EXCELLENCE

Liberté

SAVOUR THE EMOTION

BOND

BLEND

FREE

TASTE THE SPIRIT OF FREEDOM

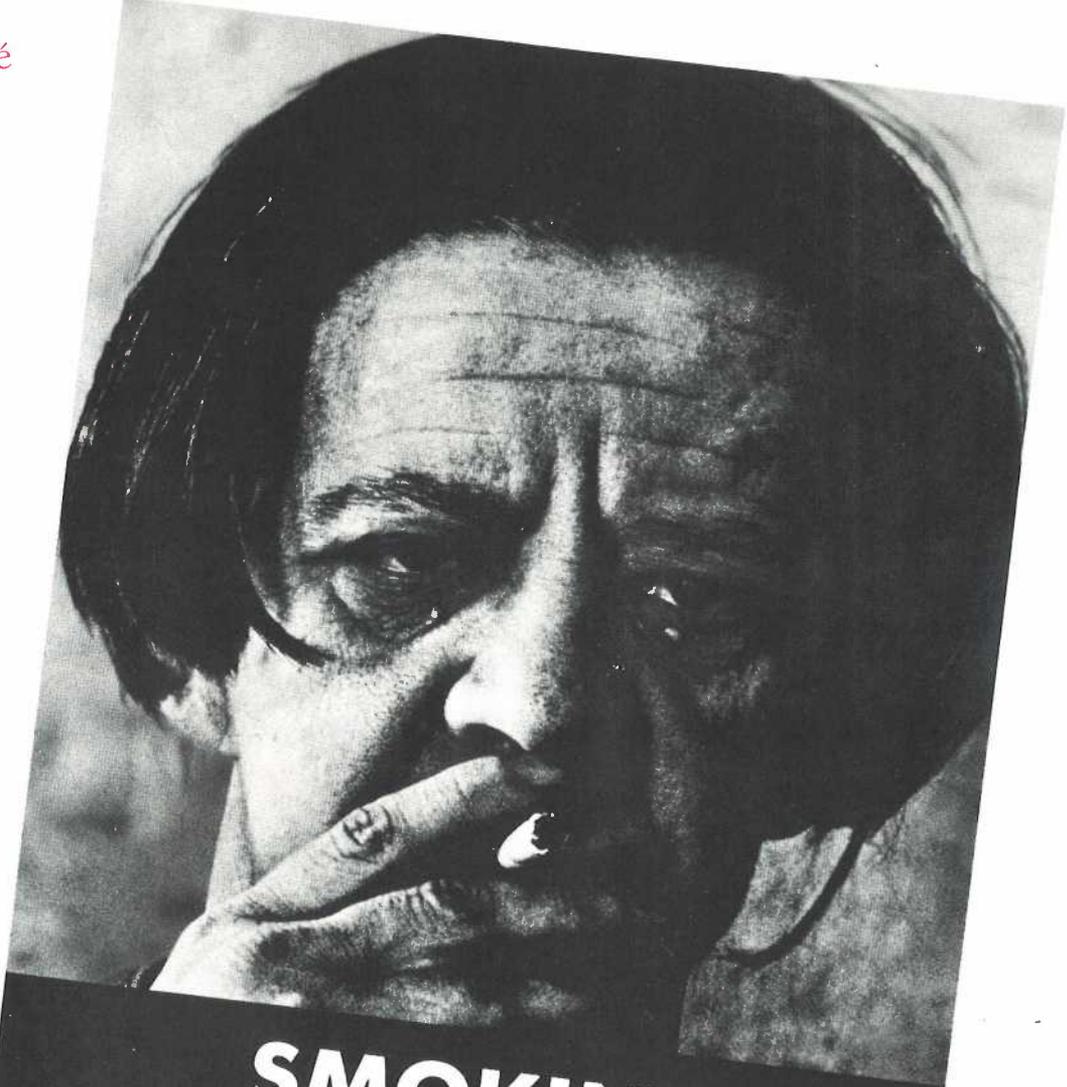
PLEASURE!

FUN

A ROUNDED, MATURE TASTE

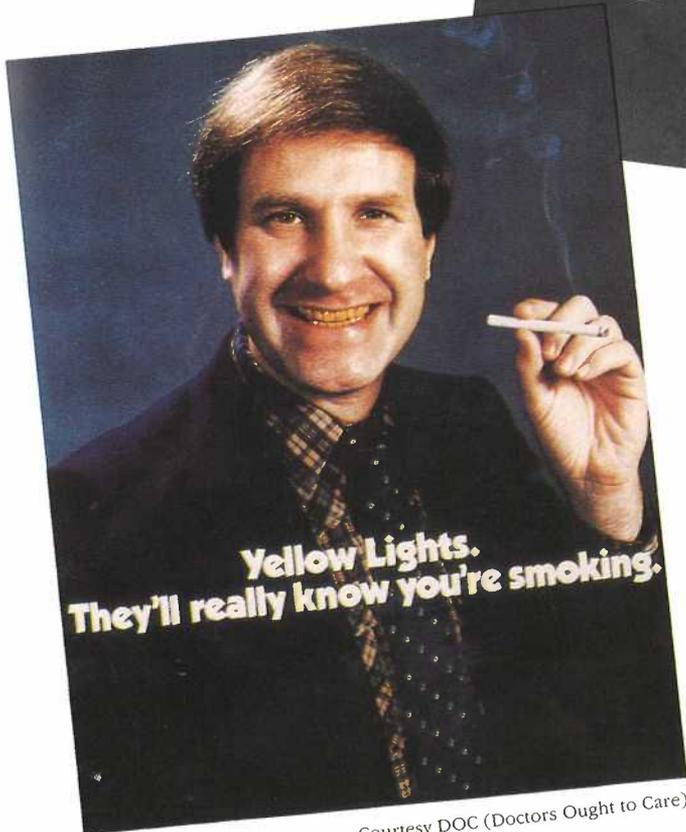
Charm

EMBASSY



SMOKING IS VERY GLAMOROUS

Courtesy American Cancer Society



Yellow Lights. They'll really know you're smoking.

Courtesy DOC (Doctors Ought to Care)

TASTY

A GREAT NEW FEELING OF FRESHNESS

VARSITY

IT'S A WHOLE NEW WORLD

Prince

OXFORD

Is a always

The brand name doesn't guarantee the same product in Jakarta as in London, or the same in Sydney as in Singapore. Best-selling cigarettes like Camel and Marlboro are made of different ingredients in different factories all over the world.

They are produced, packaged and promoted with a specific market in view. What sells best is a determining factor; what is permitted is another, of increasing importance. As for tar and nicotine, the levels for most brands are lower throughout the Western world than elsewhere.

The brand you buy abroad may not even be produced by the company that makes it at home, but under licence by a firm that, in other markets, is a fierce competitor.

A world map of links between tobacco companies in different countries would look like a map of major airline routes, with many lines criss-crossing one another. For example: Benson & Hedges cigarettes, produced by Philip Morris in the US, have nothing to do with the Benson & Hedges brand in the UK, produced by Gallaher (a subsidiary of another

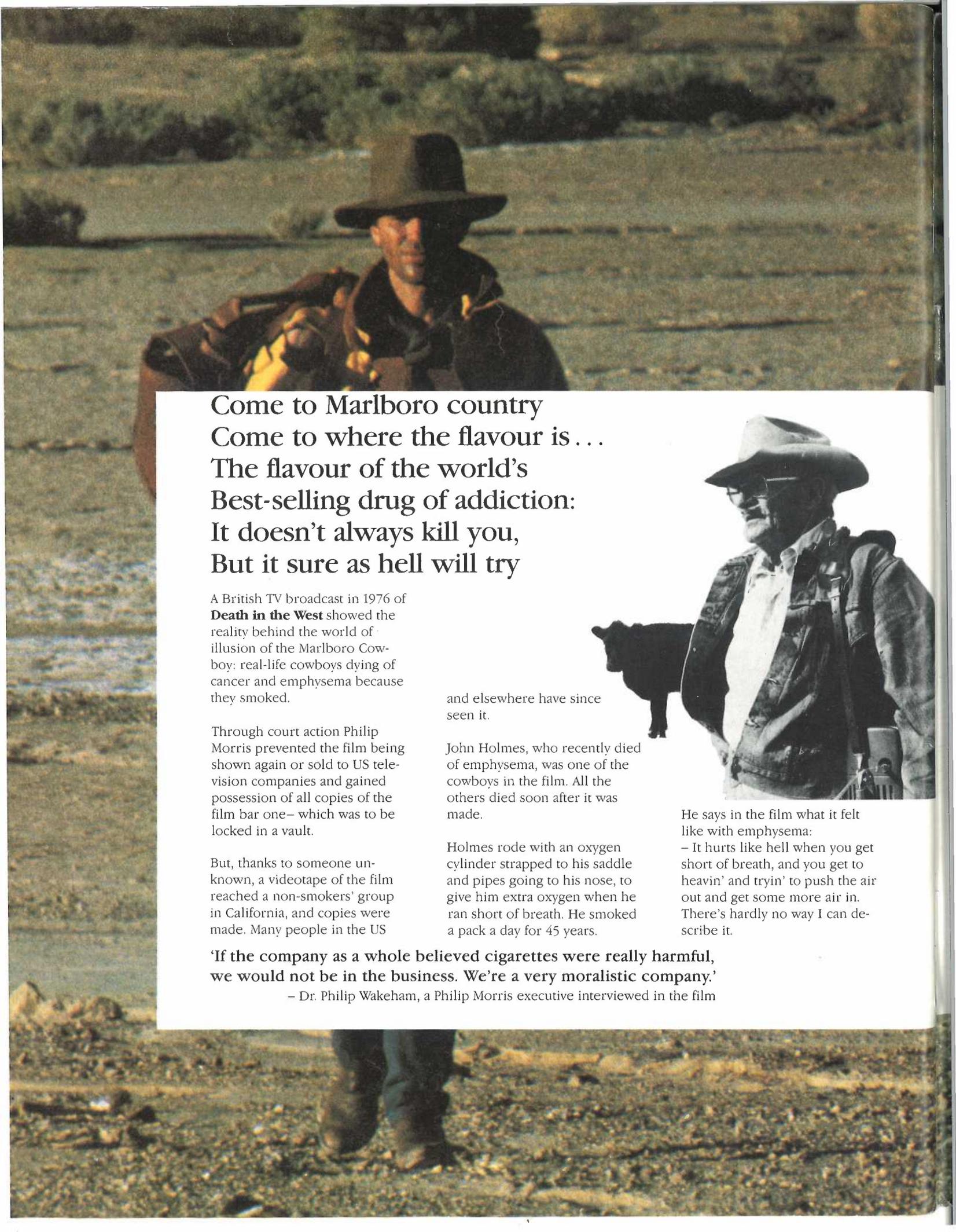


Camel a Camel?

tobacco transnational, American Brands). And if you buy Benson & Hedges in Australia, you'll be buying a product of yet another group, Amatil. And so on. British American Tobacco (BAT) has a presence in 78 countries, making it the most widely spread of all tobacco companies. Its subsidiaries have large market shares in many Third World countries, and sometimes a monopoly. The six largest private firms produce 40 percent of the world's cigarettes. State monopolies in China and the Soviet Union are also major producers. Sweden and Japan had state tobacco monopolies for many years and several countries including Austria, France, Italy, Spain and Turkey still have them.

 BAT (British American Tobacco) includes Brown & Williamson (USA); American Brands includes Britain's Gallaher; Rothmans is South African (it belongs to the Rembrandt group) and is 40 percent owned by Philip Morris; and the Swedish Tobacco Company belongs to Procordia, which is a predominantly state-owned group of companies. The name of its brand Prince is owned by a Danish firm.





**Come to Marlboro country
Come to where the flavour is . . .
The flavour of the world's
Best-selling drug of addiction:
It doesn't always kill you,
But it sure as hell will try**

A British TV broadcast in 1976 of **Death in the West** showed the reality behind the world of illusion of the Marlboro Cowboy: real-life cowboys dying of cancer and emphysema because they smoked.

Through court action Philip Morris prevented the film being shown again or sold to US television companies and gained possession of all copies of the film bar one— which was to be locked in a vault.

But, thanks to someone unknown, a videotape of the film reached a non-smokers' group in California, and copies were made. Many people in the US

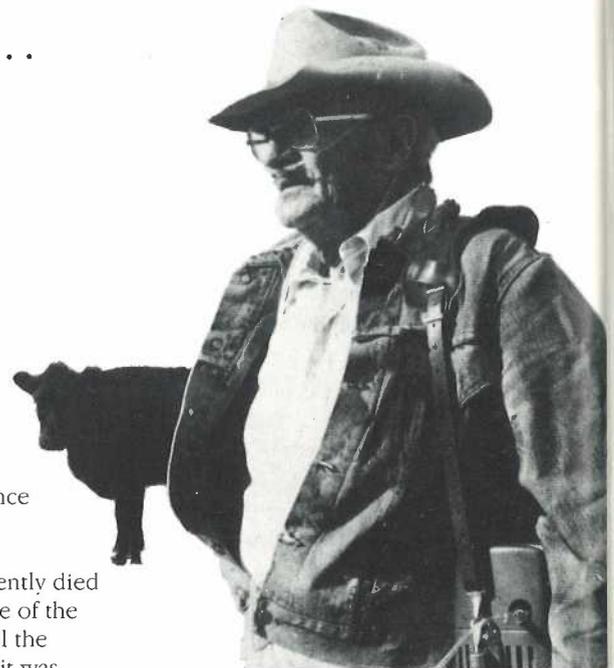
'If the company as a whole believed cigarettes were really harmful, we would not be in the business. We're a very moralistic company.'

— Dr. Philip Wakeham, a Philip Morris executive interviewed in the film

and elsewhere have since seen it.

John Holmes, who recently died of emphysema, was one of the cowboys in the film. All the others died soon after it was made.

Holmes rode with an oxygen cylinder strapped to his saddle and pipes going to his nose, to give him extra oxygen when he ran short of breath. He smoked a pack a day for 45 years.



He says in the film what it felt like with emphysema:
— It hurts like hell when you get short of breath, and you get to heavin' and tryin' to push the air out and get some more air in. There's hardly no way I can describe it.



LAMENT OF THE NICOTINE COWBOY

Come to Marlboro Country.
All you want here, they said:
Riches and fame,
All kinds of dame,
Or whatever you fancy, instead.

But it weren't like they said it were, partner,
It's a ride they're a-takin' you for.
No riches, no fame, and as for the dames . . .
They don't seem to want ya no more.

Cigarette, cigarette,
You'll do for me yet,
You're everywhere I ever been.
You ain't cool, you ain't keen,
You're three kinds of mean:
Tar 'n' smoke 'n' nicotine.

They call me Nicotine Cowboy . . .
Makes me kinda ill at ease.
Like it weren't the Wild West
That I love the best
But them advertizin' fees.

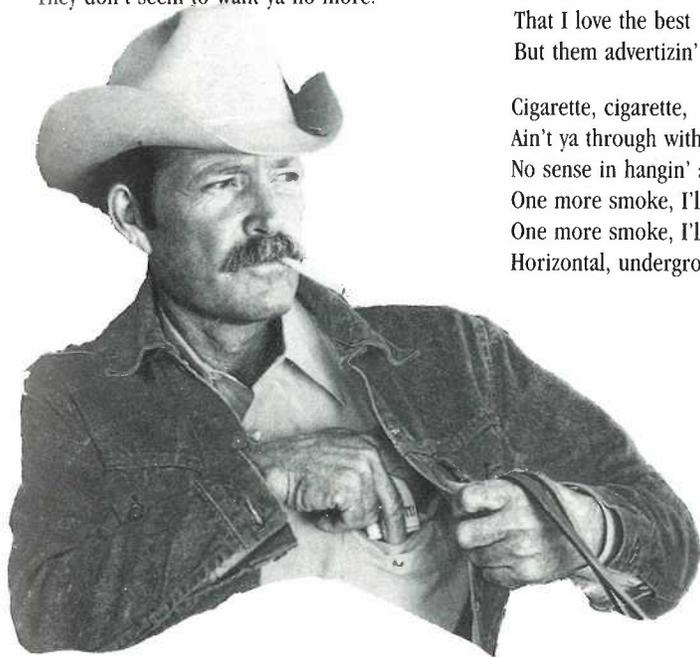
Cigarette, cigarette,
Ain't ya through with me yet?
No sense in hangin' around.
One more smoke, I'll be bound,
One more smoke, I'll be found
Horizontal, underground.

It took my breath,
It took my health,
It took my appetite.
Now it's got me—
Don't seem right—
Coughin' all the livelong night.

Cigarette, cigarette,
Could have had my own jet,
Could have made my dreams all come true.
Instead, damn' near broke,
I'm buyin' this smoke
And buyin' it over again . . .

Time to be goin' now, partner,
I'll see ya, by and by.
Remember what I tells ya,
Or you'll know the reason why.
It doesn't always kill ya
But it sure as hell will try.

David Millwood 1988



A word from a smart promoter

‘...and we have understood we can’t go out and say, “It’s not at all dangerous to smoke – everyone who says so is stupid”. Now we must work with warmth and humour and say smokers and non-smokers should be able to live side by side. We should emphasize cooperation...’

It’s never been so socially unacceptable to smoke. And those who produce cigarettes have never previously been considered such big crooks.’

– Stig Carlson of Philip Morris
in Stockholm, quoted in
Z magazine (November 1988)

On the World’s 2nd
No-Tobacco Day, 31 May
the 1989, World Health Organi-
zation awarded “Smart Promotion” for
“achievement worthy of international
recognition in promoting the
concept of tobacco-free
societies”.

**KONSUMENT
VERKET**



Socialstyrelsen

IOCU