

# Talking Points- Tobacco Marketing: Targeting Youth

## Slide 1- Title Page

## Slide 2- Big Tobacco = Big Money

1. Check out these numbers! Can you believe that tobacco companies spend BILLIONS of dollars every year, just to try to get people to start using their deadly products?
2. These tobacco marketing numbers do not include e-cigarettes. The cost might have gone down in 2014 because of the rise of marketing electronic cigarettes and because smokeless tobacco marketing has also increased.<sup>2</sup>

## Slide 3- This is Tobacco Marketing

1. Notice all the bright colored packaging of the tobacco products and where in the stores they are being placed. Also, notice in the photo below how there is candy right below the tobacco signs. Tobacco companies do this on purpose to get youth to try tobacco!

## Slide 4 – Popular Brands

1. Marlboro, Newport and Camel are the top 3 most popular brands of cigarettes that youth use. Pictured here are some of the magazine ads they use for these companies.

## Slide 5- Reality

1. Take a look at these advertisements- what do you see? (cowboys, men, ranch, etc.) (explain to them how these advertisements are targeting a specific population and not just like the general population).

## Slide 6 – Reality Check

1. The advertisements make it seem like this is reality (point at top left corner picture), but in reality this is what it's like (point at bottom right-hand corner).

## Slide 7- Camel

1. Same goes for these and all other tobacco advertising- advertisements try to make their products seem “cool” and always target certain groups of people.

## Slide 8- Joe Chemo

1. This illustrations show what the reality of using tobacco products could really be. In the previous slide we saw Joe Camel having fun in a cool and hip setting, yet later down the road, this is what could really happen.

## Slide 9- Packaging

1. Plain packaging means that tobacco product packaging can only have the name of the tobacco product and the name of the brand and nothing else. This would eliminate all bright colors, slogans, etc.

2. Australia was the first country to implement plain packaging. France, Ireland and the United Kingdom of Great Britain have since joined.

Slide 10- Empower

1. Tobacco companies target youth because they want you to get hooked at an early age. Don't fall for their tactics and take back your generation! Don't get hooked on nicotine.

Slide 11- Replacement

1. Tobacco companies refer to youth as "replacements." This is because teens replace those adults who die of tobacco-related causes. Don't be a replacement and say no to tobacco!