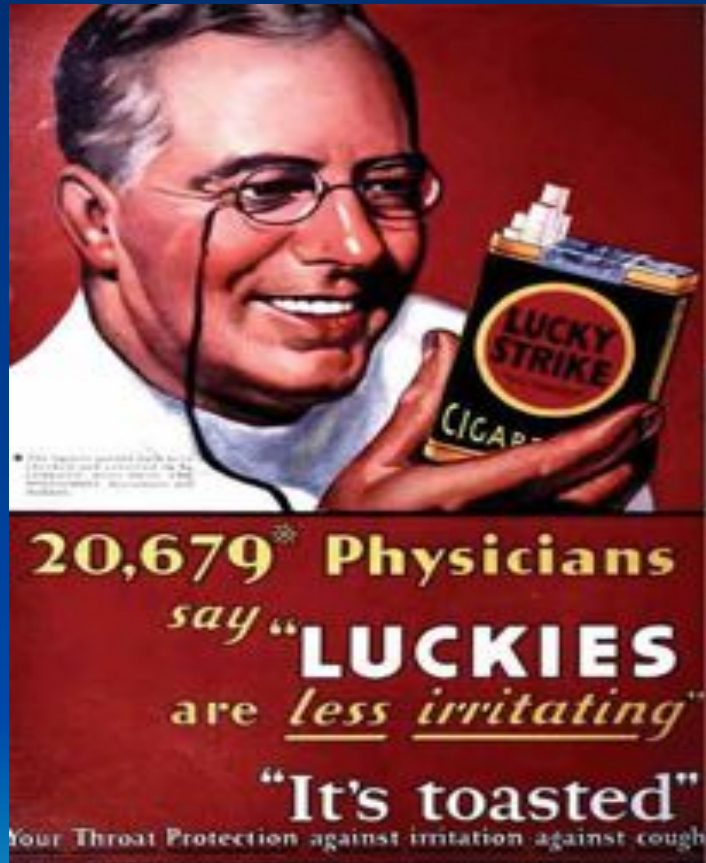


The Tobacco Industry, Tobacco Control & Media 2.0: Same Poison, New Bottle



Stan Shatenstein
Editor & Publisher, STAN Bulletin
Smoking & Tobacco Abstracts & News
shatensteins@sympatico.ca

TI Marketing: Media 1.0



TI Marketing: Media 1.0



Rose
VIRGINIA SLIMS

あのだジュエリーコレクションが、装いも新たに再登場。
限定パッケージのご案内

3月9日より数量限定発売

あなただけの店のタールとニコチンの量は、たばこの吸い方によって異なります。© 2004 Philip Morris Inc. All rights reserved.

喫煙は、あなたにとって肺がんの原因の一つとなり、心筋梗塞・脳卒中の危険性や肺気腫を悪化させる危険性を高めます。未成年者の喫煙は、健康に対する悪影響やたばこへの依存をより強めます。周りの人から勧められても決して吸ってはいけません。人により程度は異なりますが、ニコチンにより喫煙への依存が生じます。



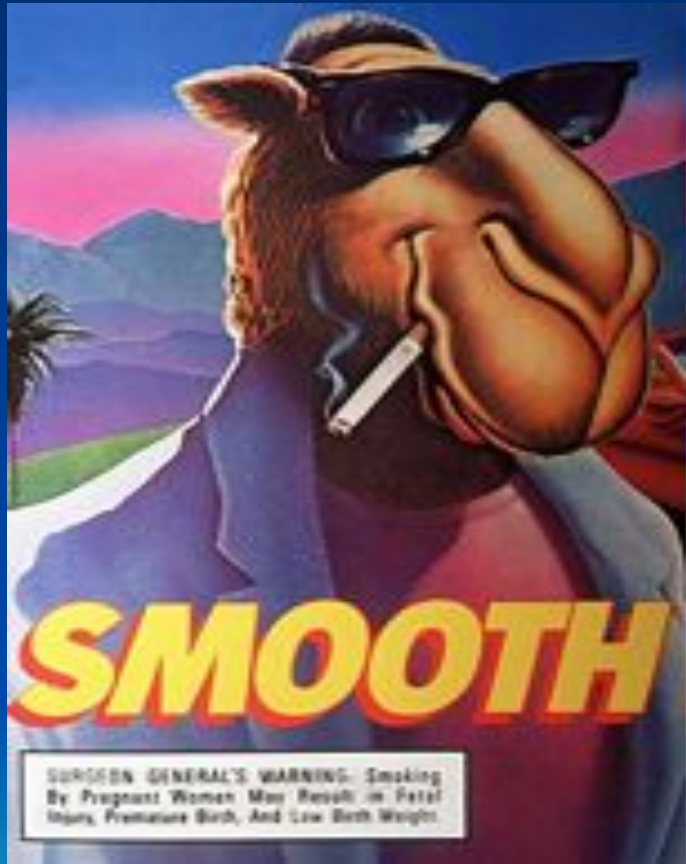
Before you told me, Mom...
maybe you'd better light up a
Marlboro

Gee, Mommy
you sure enjoy your
Marlboro

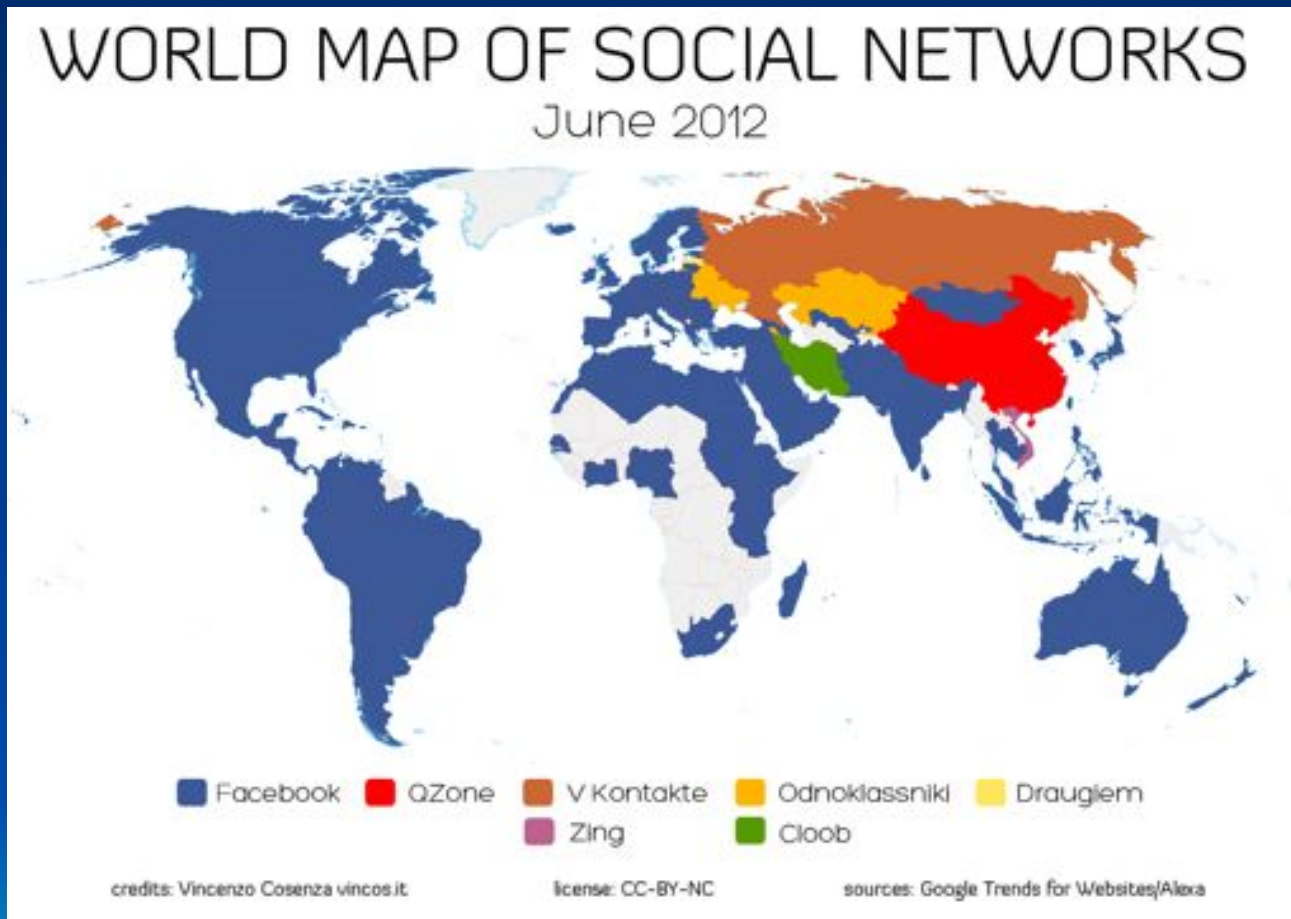
Yes, you need
never feel
over-smoked
...that's the
Miracle of
Marlboro!

Yes, you need
never feel
over-smoked
...that's the
Miracle of
Marlboro!

TI Marketing: Media 1.0

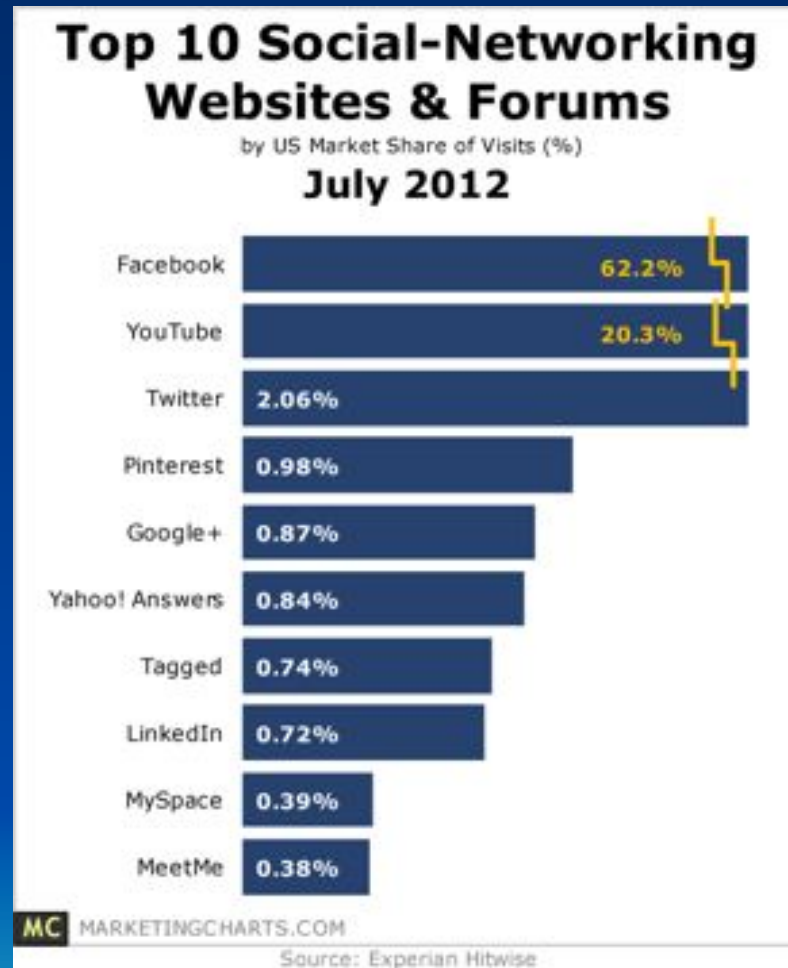


Global Social Networks



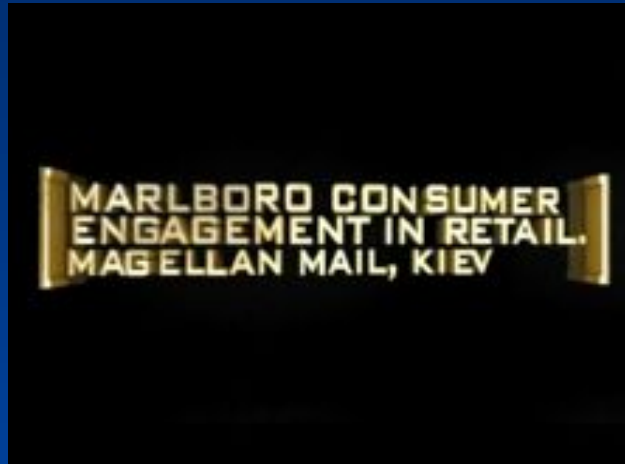
<http://www.vincos.it/world-map-of-social-networks/>

Social Networks: US



<http://www.marketingcharts.com/interactive/top-10-social-networking-websites-forums-july-2012-22865/>

Marketing: Web 1.0/2.0



Lucky Strike on Facebook



Welcome to Smokebook: big tobacco subverts ban - Sydney Morning Herald

www.smh.com.au/technology/technology-news/welcome-to-smokebook-big-tobacco-subverts-ban-20100423-tj43.html

<http://www.facebook.com/pages/Lucky-Strike/36385940657>

Lucky Strike on Facebook



<http://www.facebook.com/pages/LUCKY-STRIKE-Click-Roll/166418980084287>

BAT on Facebook

- Some BAT employees energetically promote BAT & BAT brands [Lucky Strike & Dunhill] on Facebook.
- Join & administer groups; join pages as fans; post photos of BAT events, products and promotional items.



Freeman B, Chapman C. British American Tobacco on Facebook: undermining article 13 of the global WHO FCTC, Tob Control 2010;19:e1-e9. <http://tobaccocontrol.bmj.com/content/19/3/e1>

BAT on Facebook

- Six of the 26 brand groups are designated 'health and wellbeing'.
- A Spanish group, 'solo fumadores de LUCKY STRIKE', urges people not to smoke counterfeit Lucky Strike cigarettes as these are said to be 'more toxic'.



Freeman B, Chapman C. British American Tobacco on Facebook: undermining article 13 of the global WHO FCTC, *Tob Control* 2010;19:e1-e9. <http://tobaccocontrol.bmj.com/content/19/3/e1>

Swedish Snus on Facebook

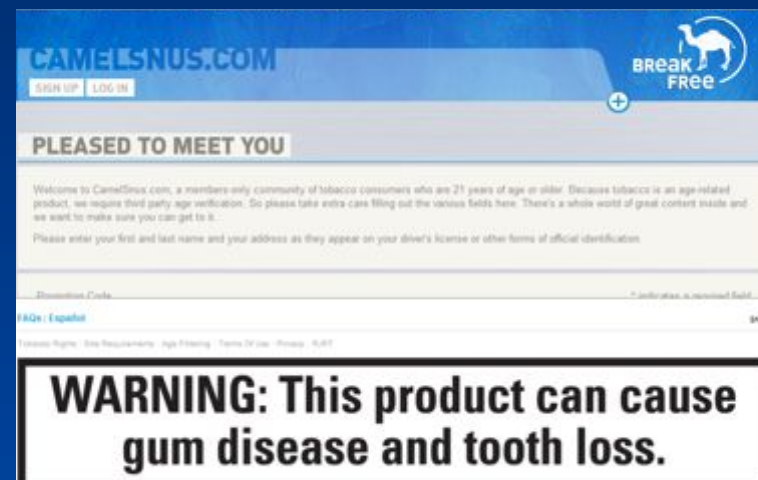


Stop Smoking With Swdish (sic) Snus. It is steam pasteurized to kill all harmful microorganisms!!

<http://www.facebook.com/pages/Swedish-Snus/21763962784>

Camel Snus 2.0

- RJR test-markets new ST in 2006
- Site visitors learn about product
- Discuss on message boards
- Messages re initiation of dual use & product substitution;
- Advice on how to use, where to get more;
- Ways RJR could improve the product, even encouragement to release it nationally.



<https://snus.tobaccopleasure.com/modules/security/Login.aspx>

Wackowski OA, Lewis MJ, Delnevo CD. Qualitative analysis of Camel Snus' website message board—users' product perceptions, insights and online interactions, Tob Control 2011;20:e1.

<http://tobaccocontrol.bmj.com/content/20/2/e1.abstract>

Camel 2.0 in Argentina



<http://www.luckystrike.com.ar/intro.htm>

<http://www.camel.com.ar/>

You've got to be kidding - ASH UK (2007)

http://www.ash.org.uk/files/documents/ASH_500.pdf

Open Source Marketing: Camel 2.0



- Critical to ask whether open source marketing should be considered “commercial” communication and therefore also be banned.

Freeman B, Chapman S. Open Source Marketing: Camel cigarette brand marketing in the Web 2.0 world. *Tob Control* 2009;18:212-217 <http://tobaccocontrol.bmj.com/content/18/3/212>

Dewhirst T. New directions in tobacco promotion and brand communication, *Tob Control* 2009;18:161-162. <http://tobaccocontrol.bmj.com/content/18/3/161.extract>

TR Blog: South America



<http://thecounterfeittrail.blogspot.com/>

TR Blog: South America



Noel Morris and Taco Tuinstra



<http://agwired.com/2006/03/25/the-taco-tuinstra-tobacco-tour-blog/>

ABOUT THIS BLOG

It's hard to exaggerate the harm caused by smuggling and counterfeiting.

Governments miss out on tax revenue, legitimate manufacturers suffer lost sales and damage to their reputations, and consumers end up with inferior products.

What's more, the profits from smuggling and counterfeiting provide seed money for other illegal activities such as organized crime and terrorism.

Eager to better understand the illegal cigarette trade, Tobacco Reporter's Noel Morris and Taco Tuinstra will travel to the tri-border area where Brazil, Argentina and Paraguay meet.

The tri-border area is believed to be South America's busiest contraband and smuggling center.

Follow their adventures in this blog...

TR Blogs: Africa & China



<http://www.movingtobacco.blogspot.com/>



<http://thedragonstirs.blogspot.com/>

Tobacco Fans on Twitter



<http://twitter.com/#!/search/marlboro>

Tobacco Fans on Twitter



BAT Australia on Twitter



The image shows two Twitter profiles side-by-side. On the left is David Crow (@DavidCrow_BATA), Chief Executive Officer of British American Tobacco Australia, with 112 tweets, 332 following, 145 followers, and 2 lists. On the right is Louise Warburton (@Louise_BATA), Head of Communications for the same company, with the same statistics. Both profiles have a 'Follow' button. Below the profiles, recent tweets are visible. One tweet from Louise_BATA mentions DavidCrow_BATA discussing plain packaging and legal tobacco, with a link to a video. Another tweet from DavidCrow_BATA mentions concerns with plain packaging and ads in the national press.

David Crow
@DavidCrow_BATA Sydney, Australia
Chief Executive Officer, British American Tobacco Australia
<http://www.bata.com.au>

Louise Warburton
@Louise_BATA view full profile — Sydney, Australia
Head of Communications, British American Tobacco Australia <http://www.bata.com.au>

112 Tweets 332 Following 145 Followers 2 Lists

Recent Tweets

Louise_BATA Louise Warburton
Our CEO @DavidCrow_BATA discusses plain packaging and legal tobacco → <http://ow.ly/586xa>
21 hours ago

DavidCrow_BATA David Crow
We'll continue to highlight our concerns with plain packaging & our ads will be in the national press again tomorrow. #plainpack #auspol
17 hours ago

Louise_BATA Louise Warburton
Our CEO @DavidCrow_BATA discusses plain packaging being an expensive experiment → <http://ow.ly/5868y>
21 hours ago

http://twitter.com/#!/DavidCrow_BATA

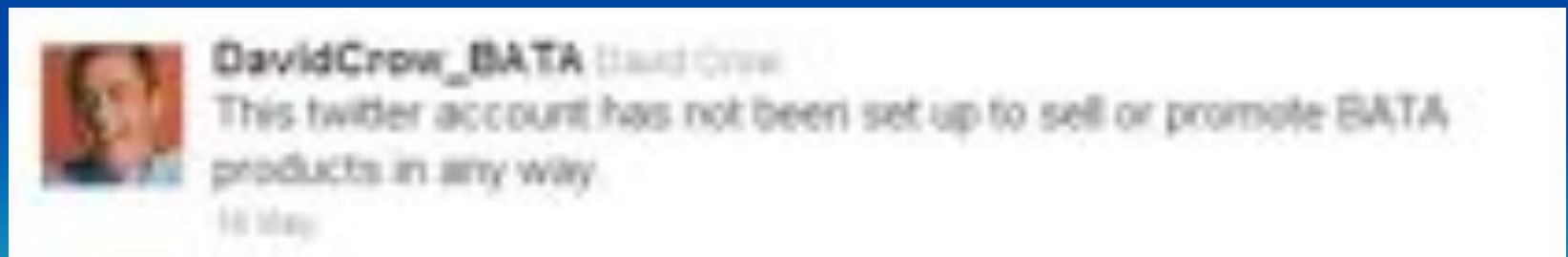
http://twitter.com/#!/Louise_BATA

BAT Tweets



http://twitter.com/#!/Scott_BATA

<http://plainpack.com/news/world-says-no-to-plain-packs-while-we-risk-billions.aspx>



The FCTC & Big Tobacco



- Article 13:2:
- Each Party shall, in accordance with its constitution... undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship. This shall include, subject to the legal environment and technical means available to that Party, a comprehensive ban on cross-border advertising, promotion and sponsorship originating from its territory...

- <http://fctc.org/>

<http://www.facebook.com/pages/Framework-Convention-Alliance/130548696986394>

The FCTC & Big Tobacco

- Article 13.4:
- As a minimum, and in accordance with its constitution or constitutional principles, each Party shall:
- ...restrict tobacco advertising, promotion and sponsorship on radio, television, print media and, as appropriate, other media, such as the internet, within a period of five years...



Viral Marketing 2.0



- Viral marketing: Unpaid peer-to-peer communication of provocative content
- WOMM: Word of mouth marketing

Freeman B, Chapman S. Gone viral? Heard the buzz? A guide for public health practitioners and researchers on how Web 2.0 can subvert advertising restrictions and spread health information. *Journal of Epidemiology and Community Health* 2008;62:778-782. <http://jech.bmj.com/cgi/content/full/62/9/778>

YouTube: Viral Marketing 2.0



- Pro-tobacco videos have a significant presence on YouTube
- Governments should consider implementing FCTC on the web

Tobacco images on YouTube serve as marketing: study - CBC News
<http://www.cbc.ca/news/health/story/2010/08/27/tobacco-youtube-smoking.html>

Lucy Elkin, George Thomson, Nick Wilson, Connecting world youth with tobacco brands: YouTube and the internet policy vacuum on Web 2.0, *Tob Control* 2010;19:361-366.
<http://tobaccocontrol.bmj.com/content/19/5/361.abstract>

YouTube: Viral Videos



<http://www.youtube.com/watch?v=cvl157l09xE>



<http://www.youtube.com/watch?v=NqiPOPSMgFY>

- Videos portraying smoking positively far outnumber negative videos

Forsyth SR, Malone RE. "I'll be your cigarette—Light me up and get on with it": Examining smoking imagery on YouTube, *Nicotine Tob Res* (2010) 12 (8): 810-816. <http://ntr.oxfordjournals.org/content/12/8/810.abstract>

Tobacco Control 2.0



Tobacco Control 2.0



Smokefree is better!

BIZARROCOMICS.COM

Piraro
8-9-12
w/Wayne

Are you flirting
with me?

