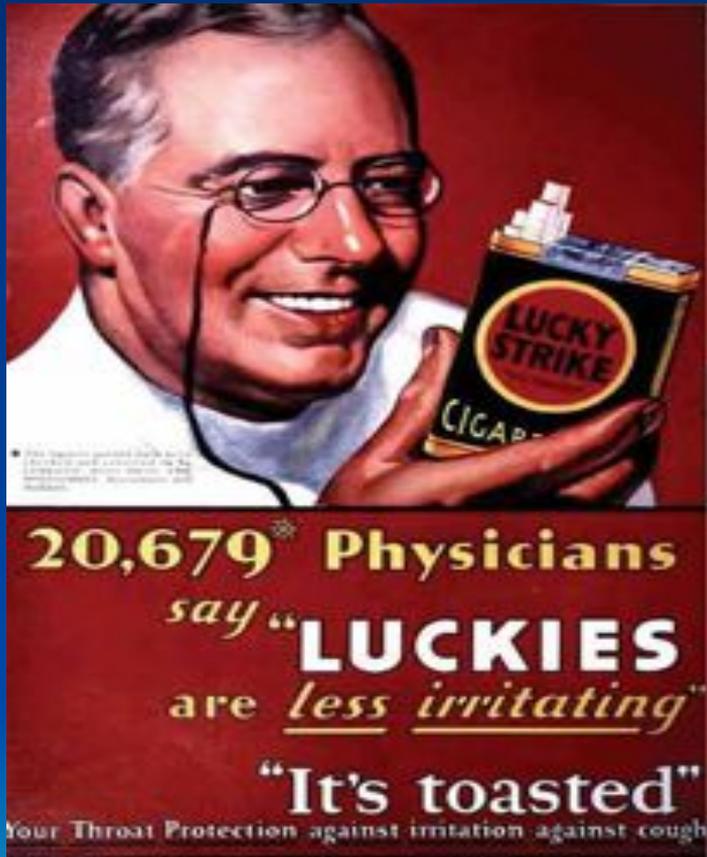


The Tobacco Industry, Tobacco Control & Media 2.0: Same Poison, New Bottle

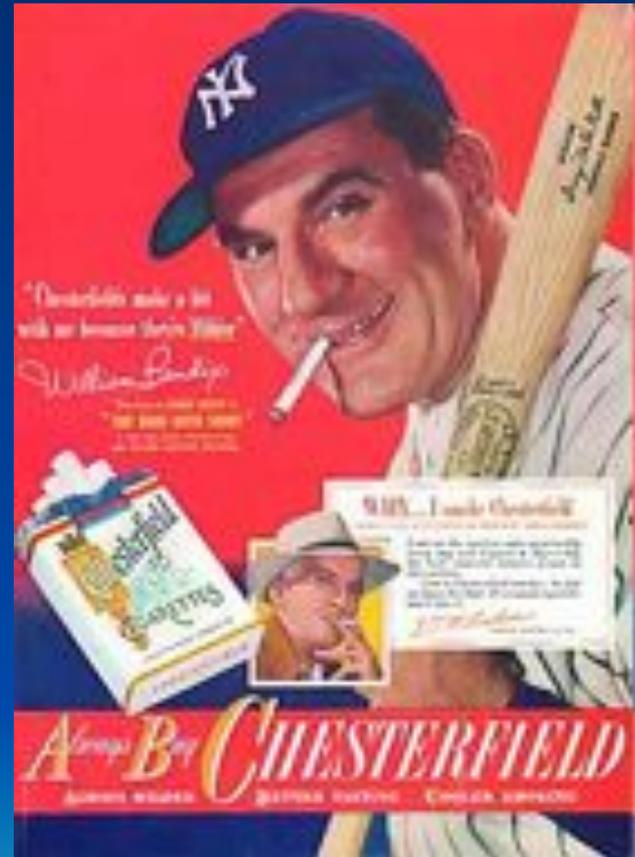


Stan Shatenstein
Editor & Publisher, STAN Bulletin
Smoking & Tobacco Abstracts & News
shatensteins@sympatico.ca

TI Marketing: Media 1.0

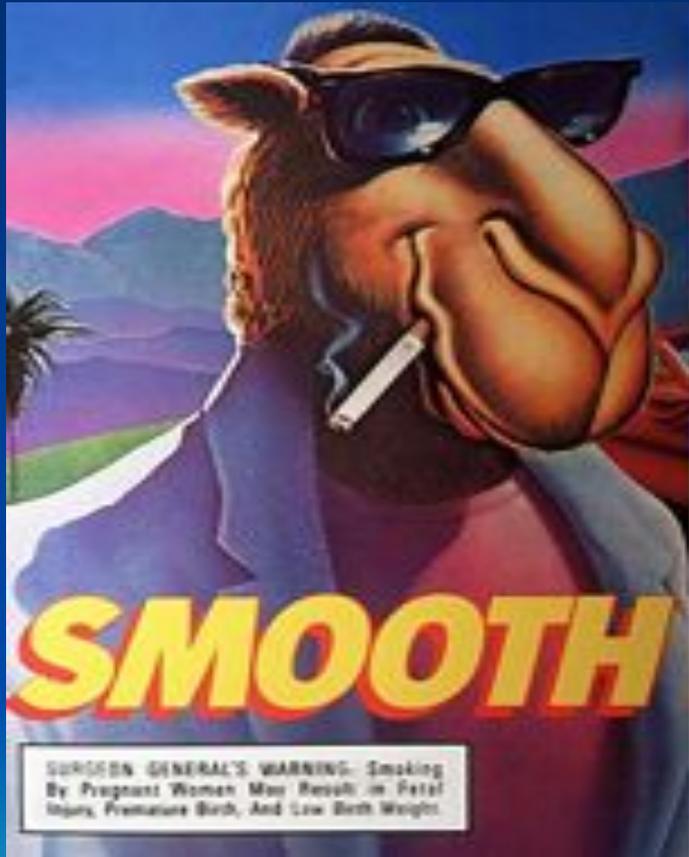


A vintage advertisement for Lucky Strike cigarettes. The top half features a color illustration of a middle-aged man with glasses, wearing a white lab coat, smiling and holding a pack of Lucky Strike cigarettes. The pack is black with a gold circle containing the words "LUCKY STRIKE" and "CIGARETTES" below it. Below the illustration, the text reads: "20,679* Physicians say 'LUCKIES are less irritating' 'It's toasted'" and "Your Throat Protection against irritation against cough".

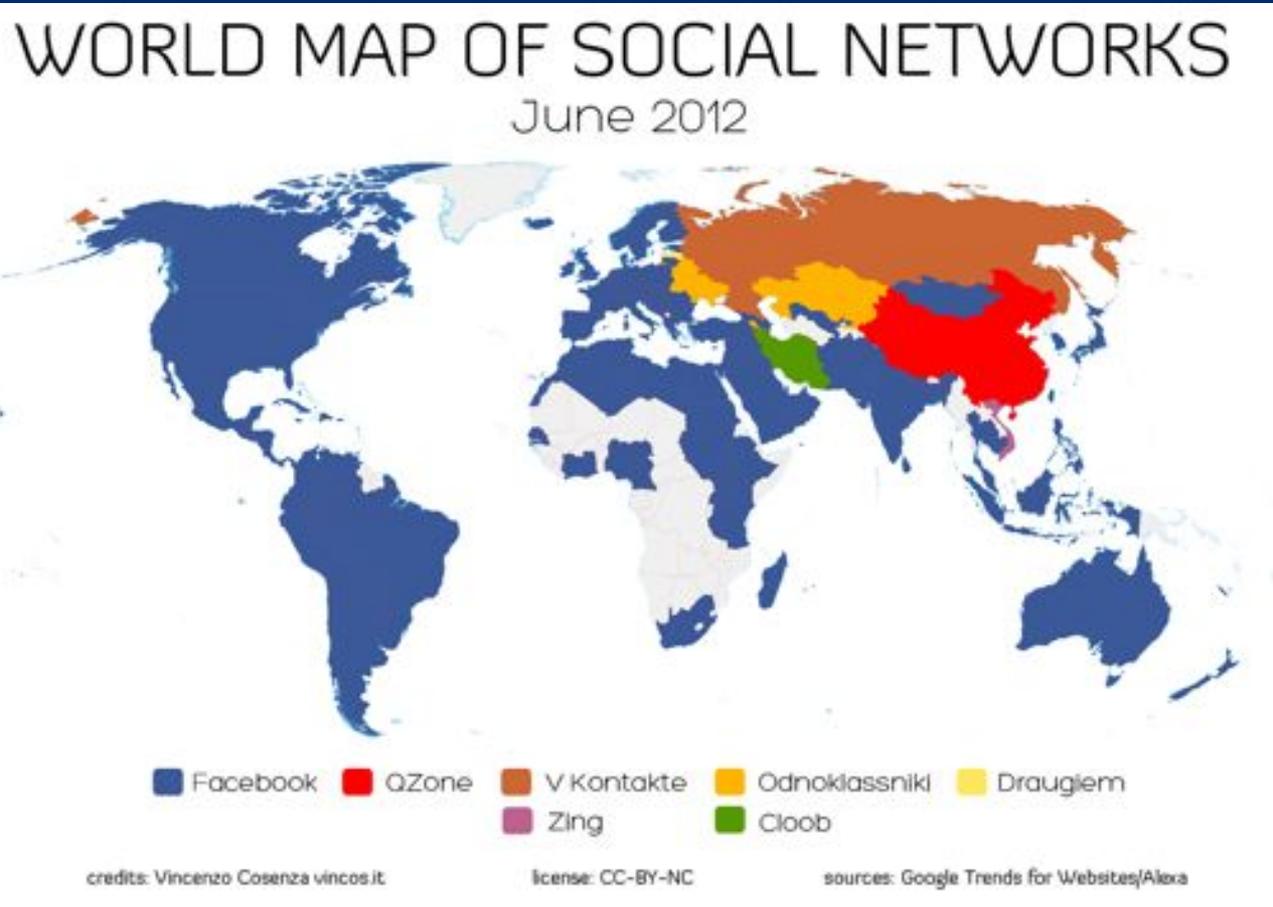


A vintage advertisement for Chesterfield cigarettes. The top half features a color illustration of a baseball player wearing a blue cap with a white "NY" logo, smiling and holding a baseball bat over his shoulder. A cigarette is in his mouth. Below the illustration, the text reads: "Chesterfields make a hit with an honest 'Strike' Billie" and "William Bendis". Below this, there is a smaller illustration of a woman in a hat smoking a cigarette, with a pack of Chesterfield cigarettes next to her. The text "Always Buy CHESTERFIELD" is written in a stylized font at the bottom.

TI Marketing: Media 1.0

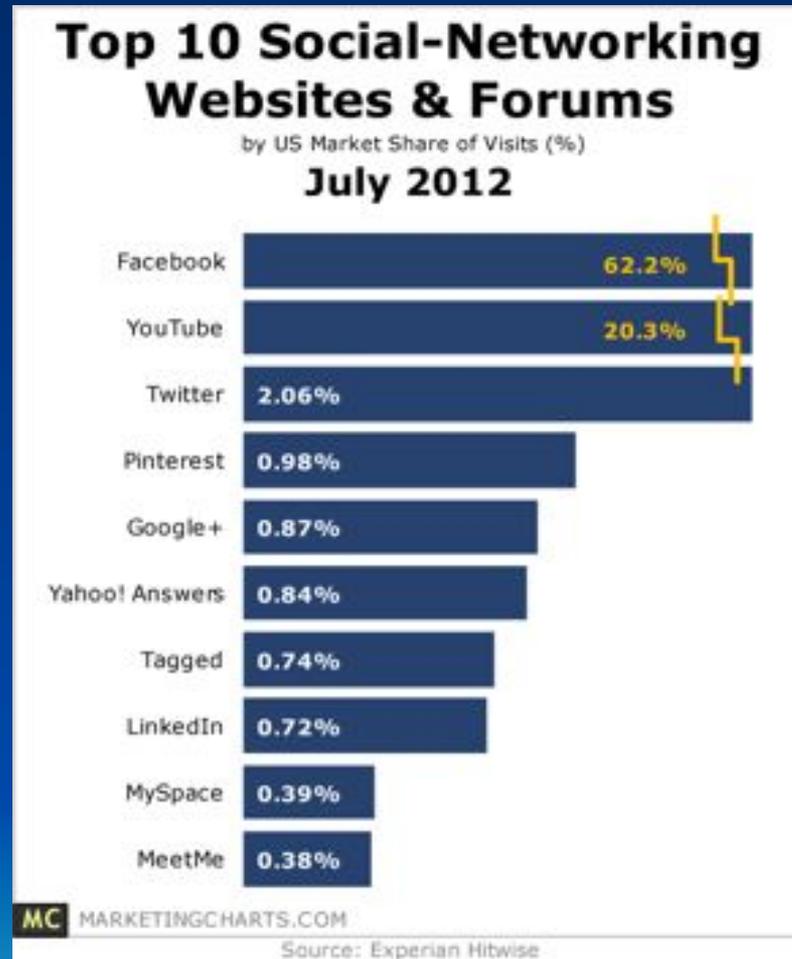


Global Social Networks



<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

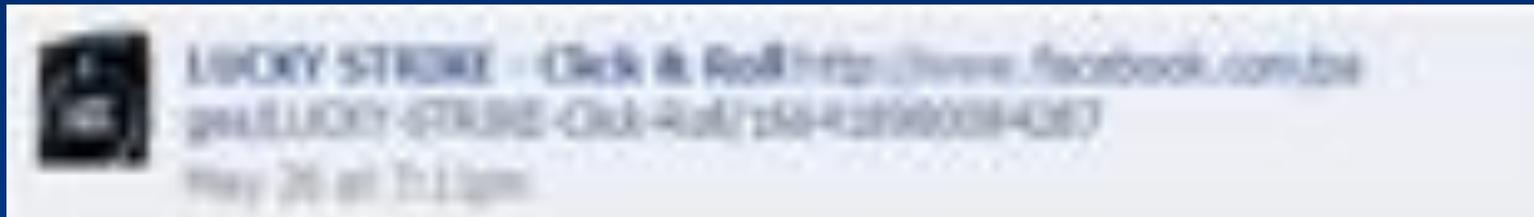


Welcome to Smokebook: big tobacco subverts ban - Sydney Morning Herald

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.



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

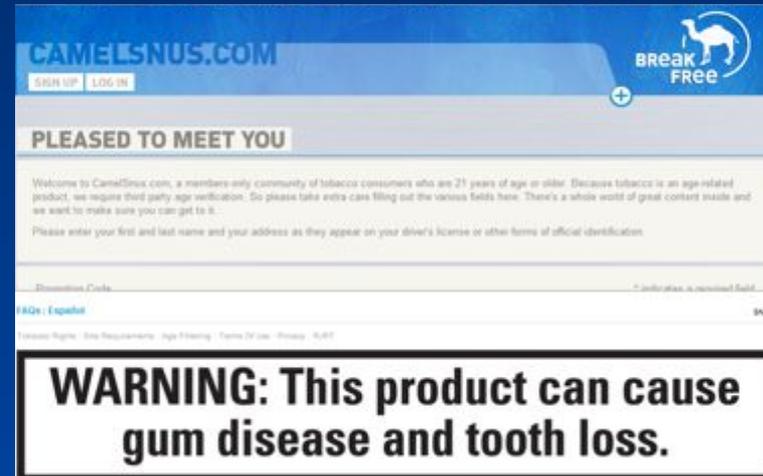
The screenshot shows the Facebook profile for 'Swedish Snus'. The profile picture is a tin of 'General' snus. The cover photo displays four different snus products: two yellow tins labeled 'JETAN', a black tin labeled 'ONICO', and two white tins labeled '1847'. The page has a 'Like' button and shows 21,464 likes. A post from October 25, 2010, at 10:55am, reads: 'New products will be added next month. Keep visiting <http://www.swedensus.com/>'. Below the post, it says '43 people like this' and 'View all 43 comments'. At the bottom, it lists 'RECENT ACTIVITY' with the note 'Swedish Snus added their website, Public Transit and About.'

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



Lucky Strike website

Camel advertising prizes on website, 2007

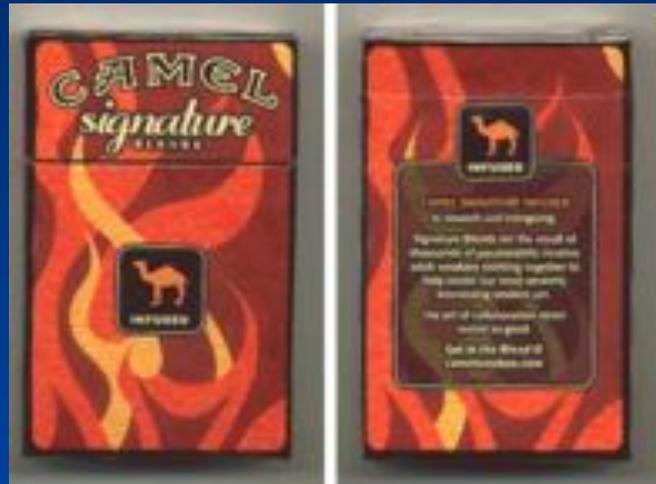
<http://www.luckystrike.com.ar/intro.htm>

<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

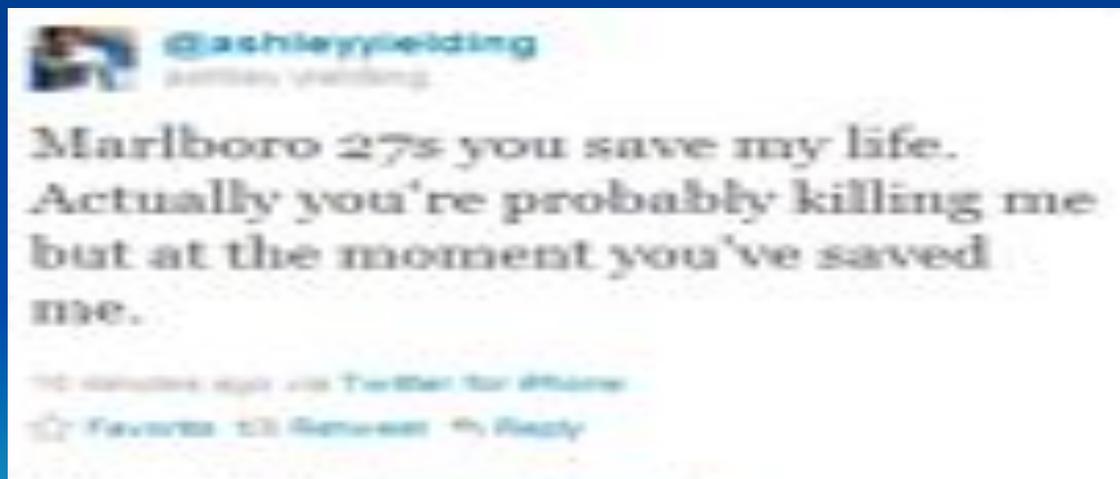


<http://www.movingtobacco.blogspot.com/>



<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. The left profile is for David Crow (@DavidCrow_BATA), Chief Executive Officer of British American Tobacco Australia. The right profile is for Louise Warburton (@Louise_BATA), Head of Communications for the same company. Both profiles show a 'Follow' button and a list of recent tweets. The tweets discuss plain packaging and legal tobacco.

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

Tweets Favorites Following Followers Lists

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

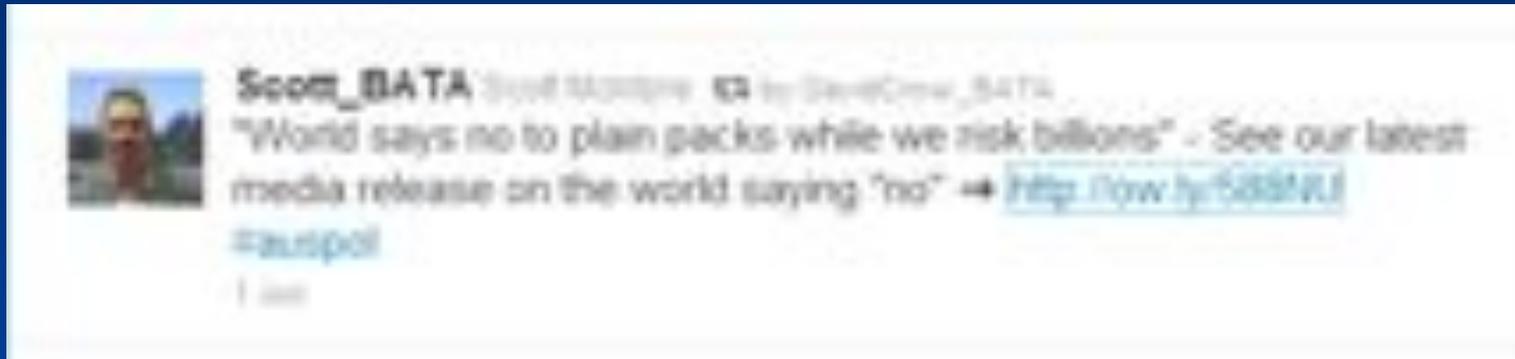
DavidCrow_BATA David Crow
We'll continue to highlight our concerns with plain packaging & our ads will be in the national press again tomorrow. #plainpack #Auspol
17 hours ago

Louise_BATA Louise Warburton
Our CEO @DavidCrow_BATA discusses plain packaging being an expensive experiment → <http://ow.ly/586By>
21 hours ago

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

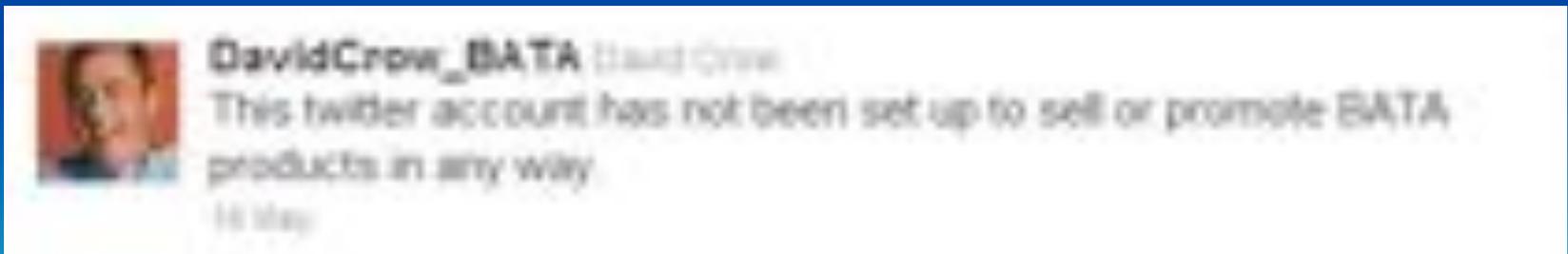
http://twitter.com/#!/Louise_BATA

BAT Tweets



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

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

1
Dan Piraro
8-9-12
w/Wayne

Are you flirting
with me?

