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

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TI Marketing: Media 1.0

20,679* Physicians say “LUCKIES are less irritating”
“It’s toasted”
TI Marketing: Media 1.0
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Global Social Networks

http://www.vincos.it/world-map-of-social-networks/
Social Networks: US

<table>
<thead>
<tr>
<th>Social Networking Websites &amp; Forums</th>
<th>July 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>62.2%</td>
</tr>
<tr>
<td>YouTube</td>
<td>20.3%</td>
</tr>
<tr>
<td>Twitter</td>
<td>2.06%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>0.98%</td>
</tr>
<tr>
<td>Google+</td>
<td>0.87%</td>
</tr>
<tr>
<td>Yahoo! Answers</td>
<td>0.84%</td>
</tr>
<tr>
<td>Tagged</td>
<td>0.74%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0.72%</td>
</tr>
<tr>
<td>MySpace</td>
<td>0.39%</td>
</tr>
<tr>
<td>MeetMe</td>
<td>0.38%</td>
</tr>
</tbody>
</table>

Source: Experian Hitwise

Marketing: Web 1.0/2.0

www.lm3labs.com/blog2/2010/02/16/marlboro-deploy-airstrike-for-interactive-campaign/
Lucky Strike on Facebook

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

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.

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’.

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.

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

https://snus.tobaccoleasure.com/modules/security/Login.aspx
Camel 2.0 in Argentina

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

You've got to be kidding - ASH UK (2007)
Open Source Marketing: Camel 2.0

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


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

THE COUNTERFEIT TRAIL
EXPOSING THE ILLEGAL CIGARETTE TRADE

Caught up
Google has at last mapped Chacao del Este, which at the time of my visit was still uncharted territory for the search engine.

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/
TR Blogs: Africa & China

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

http://thedragonstirs.blogspot.com/
Tobacco Fans on Twitter

@moqdinamar
when im sad, when im lonely, when im losing my ground, u're always there for me through thick n thin. i love u Philip Morris. =)
#Marlboro
2 hours ago. Favorite: 13 Retweet: 0 Reply

@ashleyyielding
Marlboro 27s you save my life. Actually you're probably killing me but at the moment you've saved me.
16 minutes ago via Twitter for iPhone
Favorite: 13 Retweet: 0 Reply

http://twitter.com/#!/search/marlboro
Tobacco Fans on Twitter

DesiraeAnn3: "Desirae little Clark: The sweet taste of Marlboro <3. twitpic.com/55jpf9"
20 hours ago
BAT Australia on Twitter

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

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

http://twitter.com/#!/Scott_BATA
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/
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](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://tobaccocontrol.bmj.com/content/19/5/361.abstract
YouTube: Viral Videos

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

http://www.youtube.com/watch?v=cvI157I09xE


• Videos portraying smoking positively far outnumber negative videos
Tobacco Control 2.0
Tobacco Control 2.0

Smokefree is better!
Are you flirting with me?