

Tobacco Industry Marketing Innovations: Apps, Raps, and Stats

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Acknowledgements

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Tobacco Marketing Restrictions

- ✓ Tobacco companies are restricted from engaging in most traditional forms of marketing
- ✓ Tobacco companies still find ways to reach consumers
 - \$9.5 billion in 2014 (\$26 million per day)
 - Most of this is spent on price promos
 - Increasing focus on new ways to reach consumers

Direct Marketing

Direct marketing is one way companies reach consumers

- Opt-in and under the radar
- Started in 1970s
- Seen as a way to reach existing customers, recruit new customers, and build brand loyalty
- Personalized, one-on-one communication

Direct Marketing

- ✓ Web
- ✓ Email
- ✓ Mobile technology
- ✓ Direct mail
- ✓ In-person recruitment
- ✓ Social media...

Web Marketing

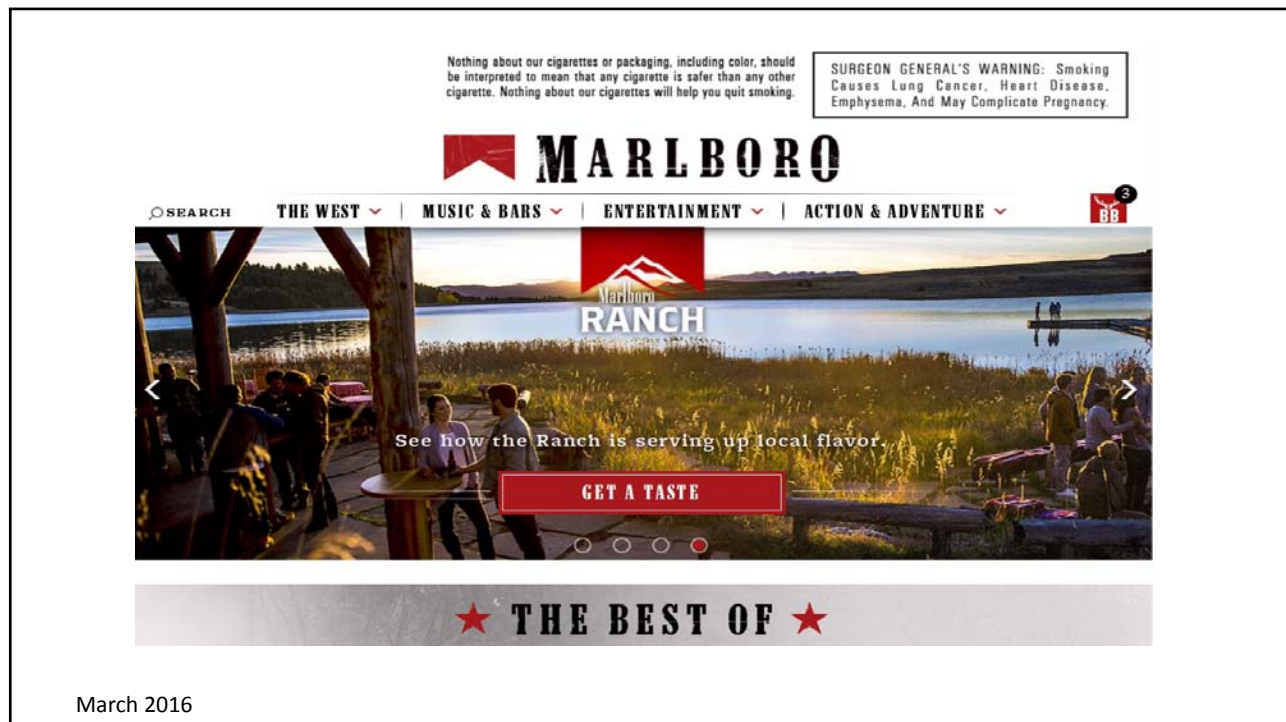
- ✓ All of the largest tobacco companies operate “brand websites”
 - Access to (most of) these websites is restricted by age
- ✓ These websites serve a variety of purposes such as: sweepstake/contest promotion, coupon distribution, and social networking



February 2016

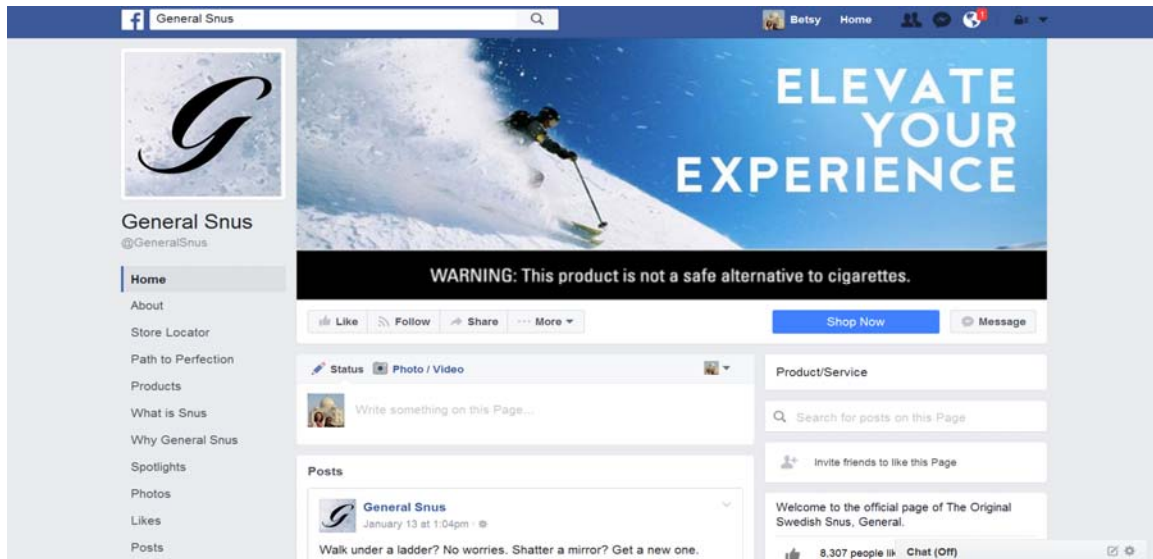


March 2016

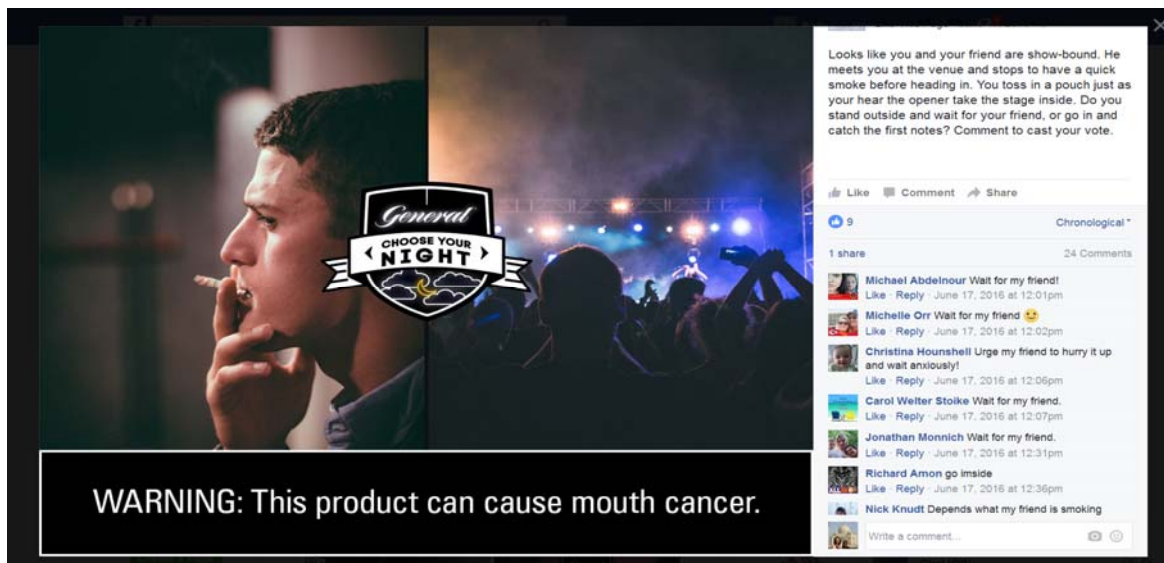


Social Media Marketing

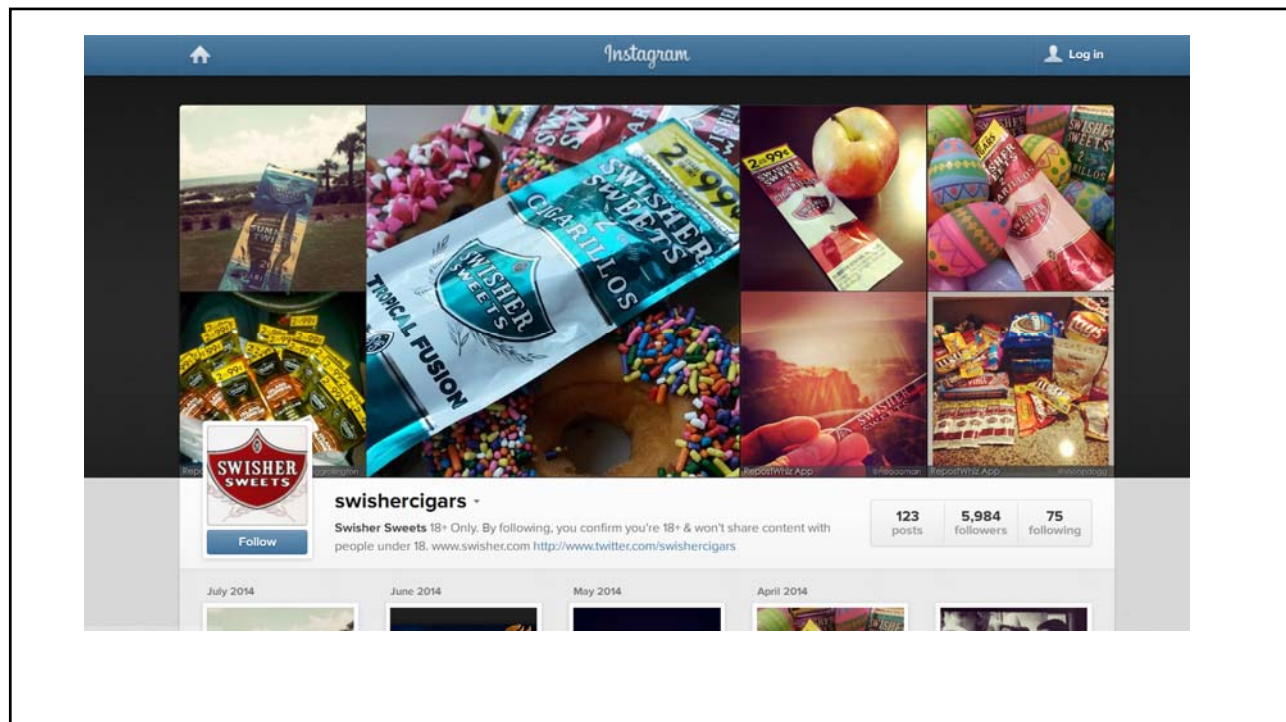
- ✓ Growing issue
- ✓ Larger tobacco companies avoid social media, smaller companies use the medium



January 2017



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Email Marketing

Email marketing is primarily used to drive traffic to tobacco company websites. Emphasis on promotion of:

- Sweepstakes
- Coupons
- New products



Email from Virginia Slims:
January 2017

Subject line: "Grab your coupons and check out some wonderful winter recipes!"



Email from General Snus:
December 2015

Subject line: "Celebrate the season with exclusive savings"

©2015 Swedish Match North America AD

Every can of General Snus is crafted to meet your unassuming standards for goodness. Created in Sweden by entrepreneur and tobacco pioneer Johan Svanen nearly 100 years ago, today General Snus is on our founders' relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a Swedish and Swedish word for tobacco, is the #1 snus brand in the world. So, if it's a delicious and flavorful tobacco you seek, you deserve one that delivers a taste of Sweden that matches your own. Enhance your tobacco experience with General Snus.

This email was sent by: Swedish Match

Direct Mail Marketing

Primary vehicle for the distribution of tobacco coupons.

Tobacco coupons are an important tobacco company strategy, they are used to:

- Manipulate the price of tobacco products
- Encourage users to try a new product or brand extension
- ***Discourage quitting***



Newport mailing: March 2017



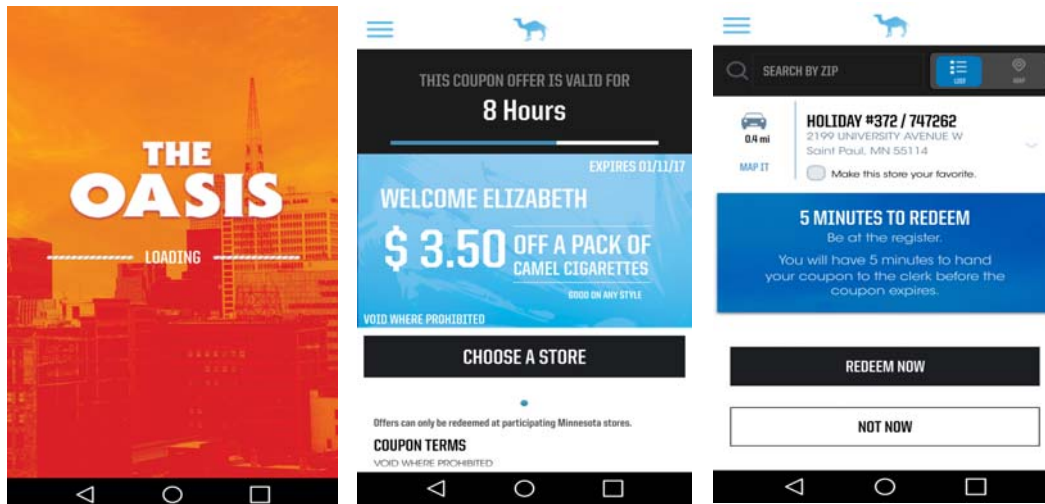
Pall Mall mailing: March 2017

Mobile Apps

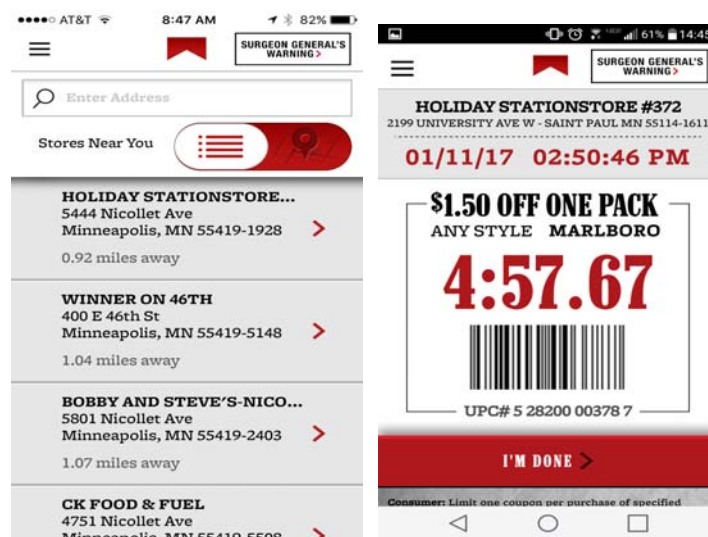
oEmerging issue

oLimited (so far!)

Camel App (The Oasis)



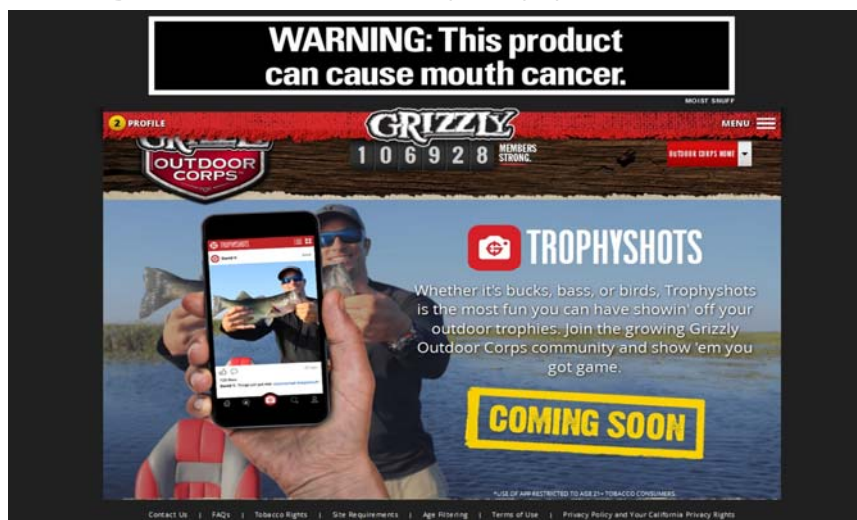
Marlboro App (MHQ)



Marlboro App (MHQ)



Coming soon! Grizzly App

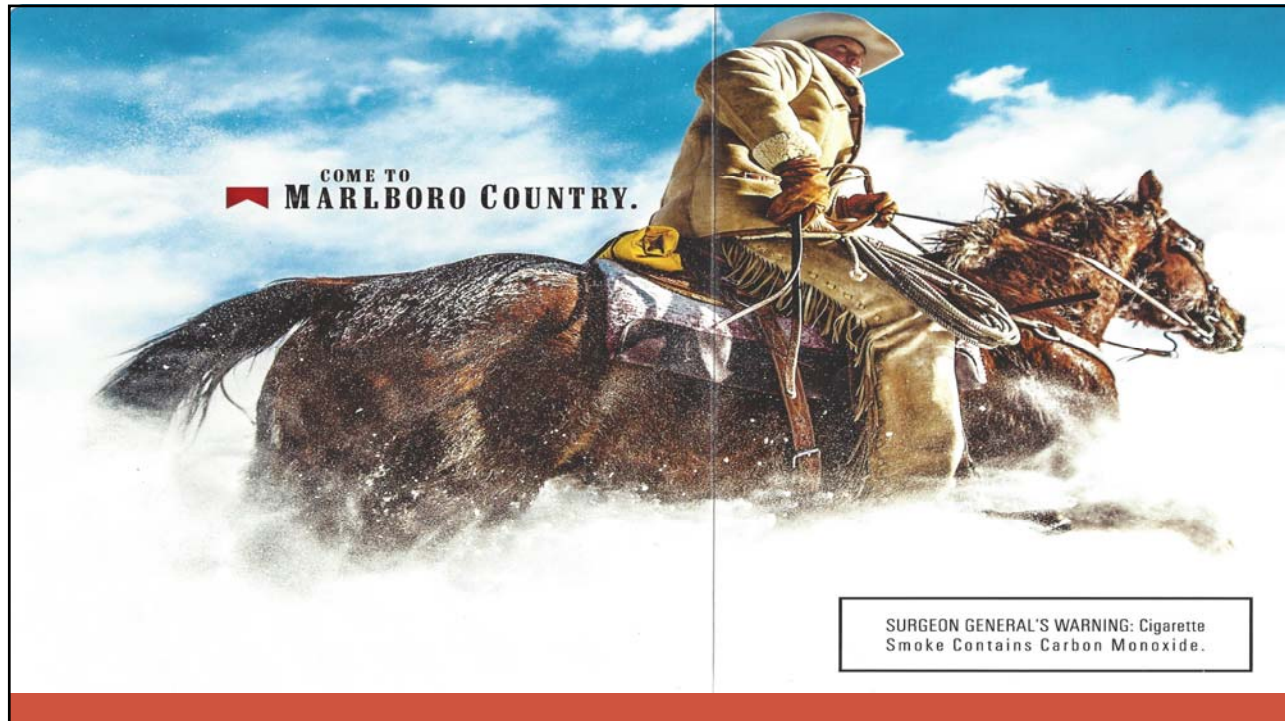


Case Study: Marlboro Black



Marlboro

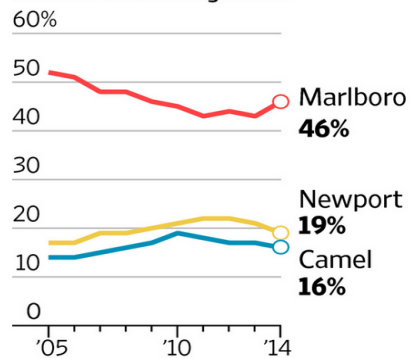
- ✓ Marlboro is one of the most valuable global brands
- ✓ Marlboro is the number one cigarette in the U.S.
 - 41% market share



Popular With Youth

Marlboro looks to regain market share lost to Newport and Camel.

Share of smokers age 18-25



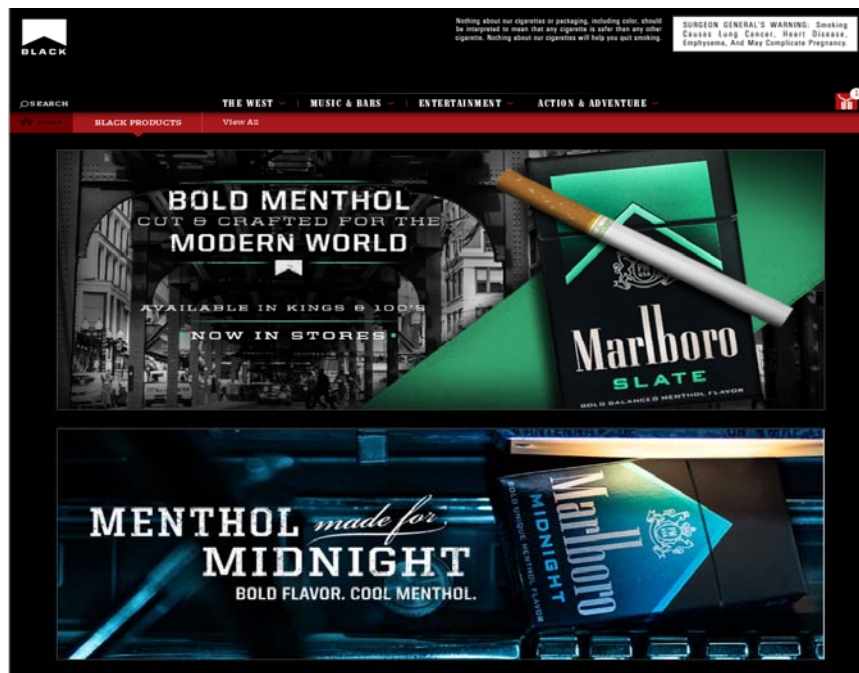
Note: Share of smokers in this age group that named each brand as the one they smoked most often

Source: National Survey on Drug Use and Health

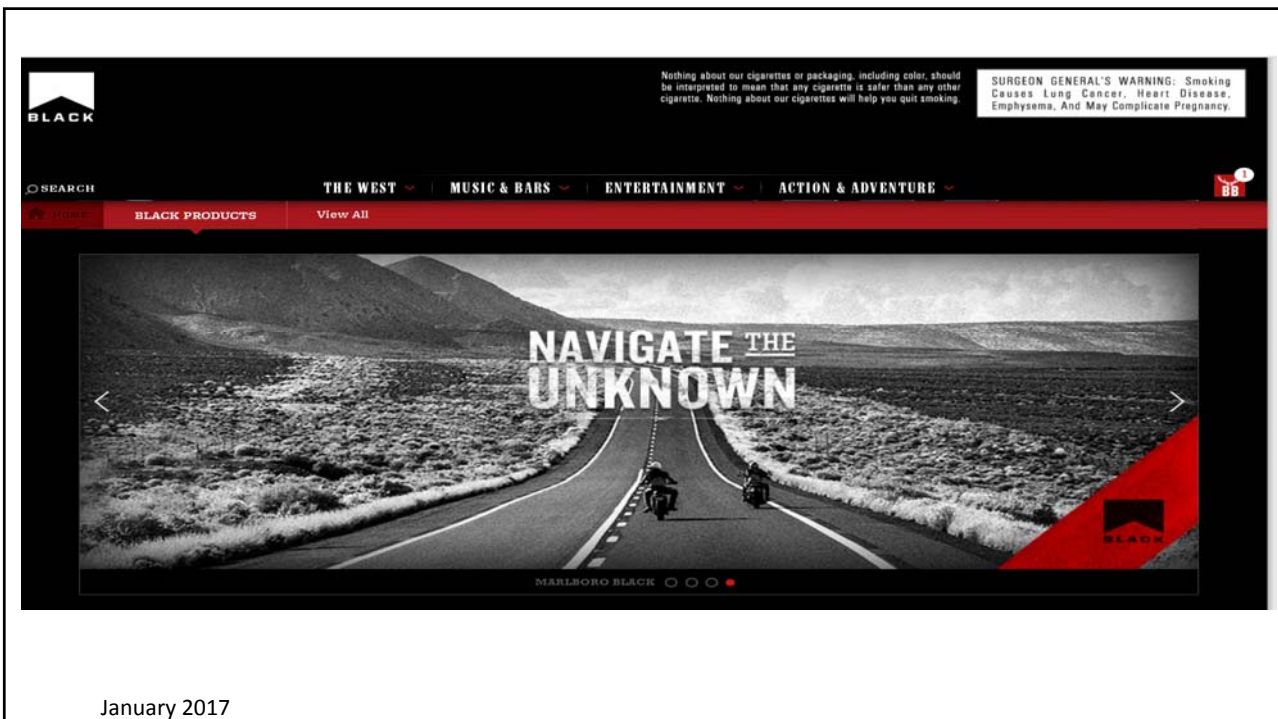
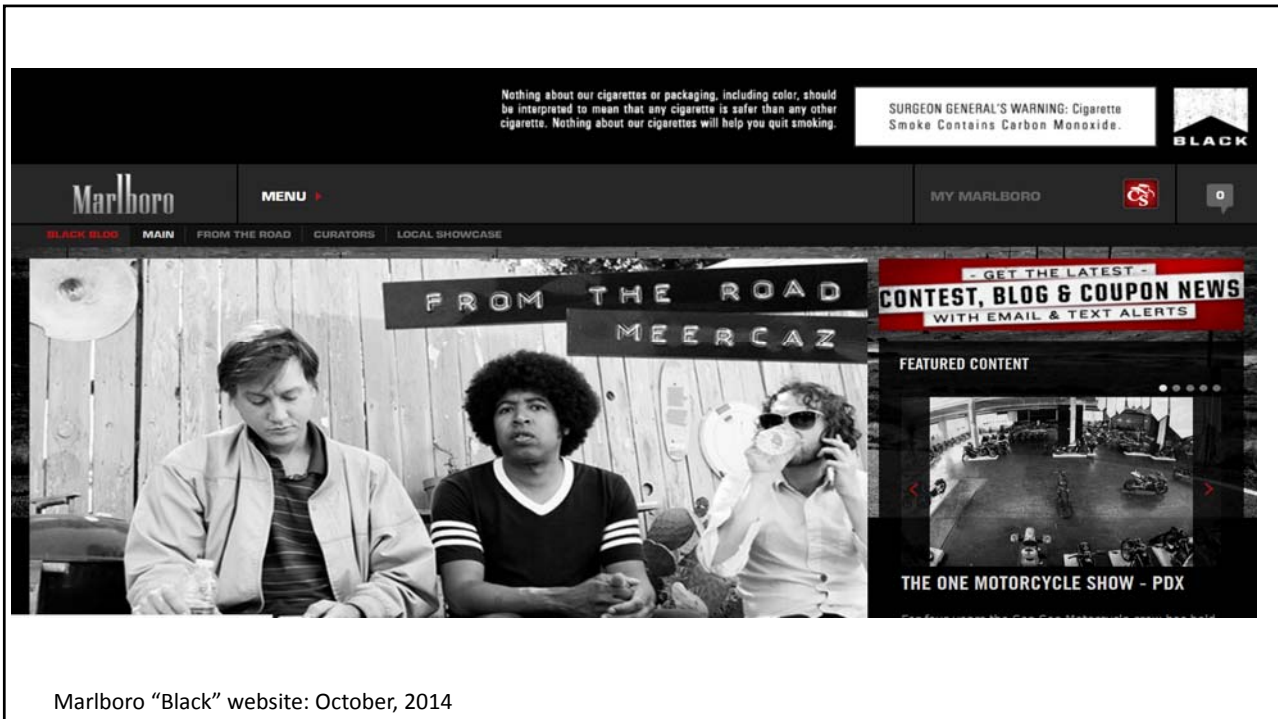
THE WALL STREET JOURNAL.

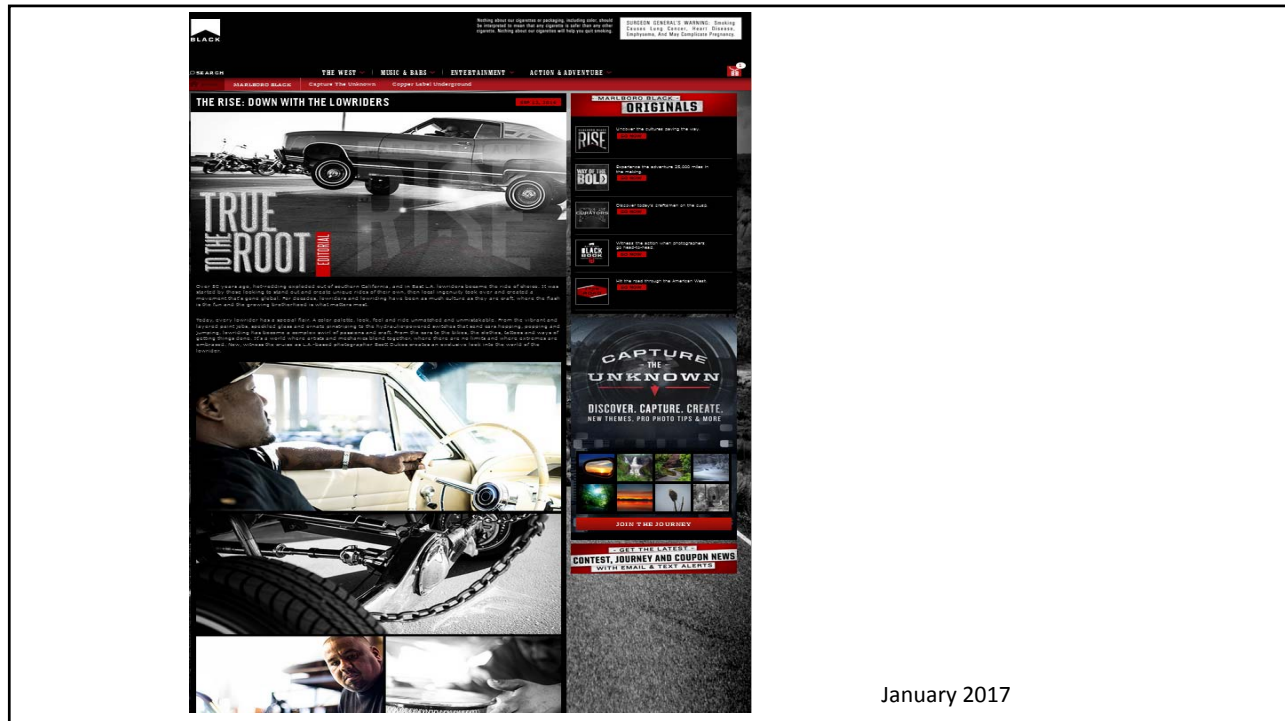
Marlboro Black

- ✓ Released in 2010
- ✓ A Cigarette for Millennials
- ✓ Cheaper price, usually \$1-\$1.50 less
- ✓ “Bold” marketing with “urban” feel
- ✓ Menthol emphasis: a direct challenge to Newport

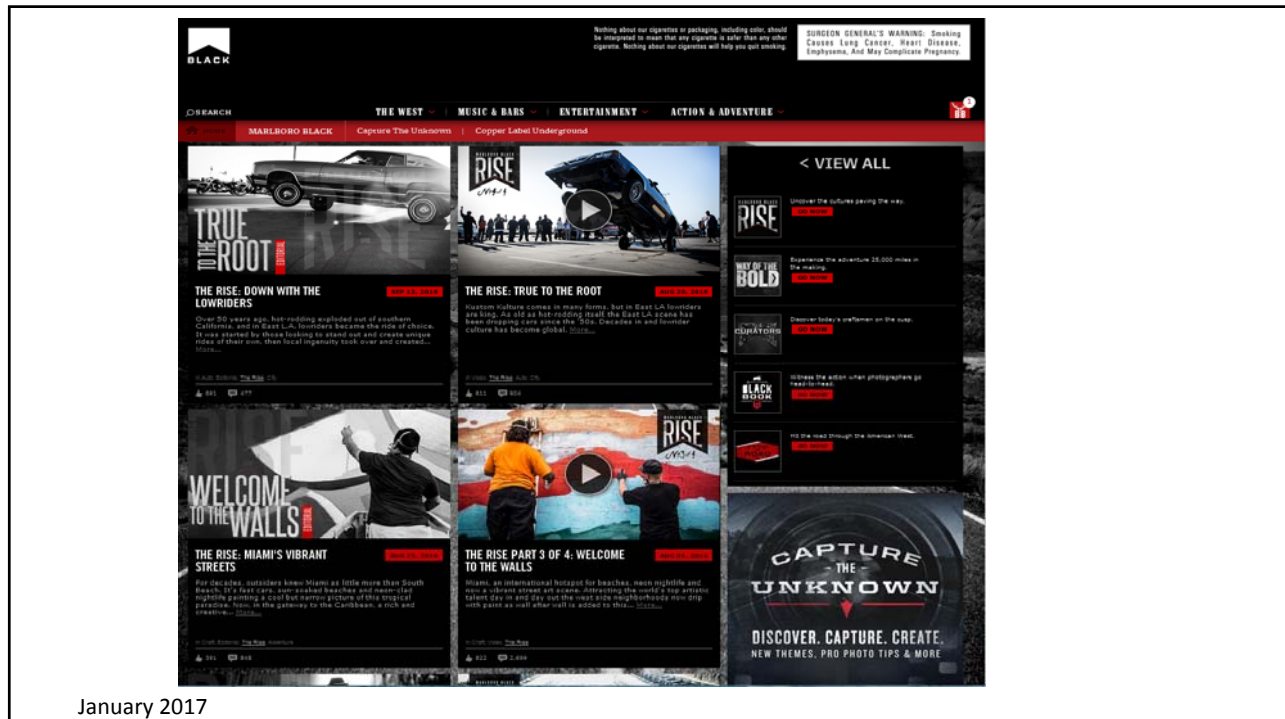


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Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

EXPERIENCE
BOLD MENTHOL
FLAVOR

Marlboro
SLATE

CUTS CRAFTED FOR THE
MODERN WORLD

NOW IN STORES

EXPLORE BOLD FLAVOR
AT MARLBOROSLACK.COM
SITE LIMITED TO ELIGIBLE SMOKERS 21 YEARS OF AGE OR OLDER.

For more INFORMATION about Philip Morris USA or its products, visit www.philipmorrisusa.com.
If you decide to QUIT TOBACCO, visit www.quitusastart.com.
Unsubscribe | Privacy Statement | philipmorrisusa.com | TobaccoRights.com

Email from Marlboro Black:
December 2016

Subject line: "The next chapter in bold menthol is here"

Case Study: Swisher Sweets

- ✓ Available in many flavors, some are seasonal
- ✓ Cheap
- ✓ Number #2 cigar brand among youth aged 12-17
- ✓ Highly enhanced marketing campaign in last 1-2 years which relies heavily on social media marketing and online promotion



SWISHER SWEETS

PRODUCTS EVENTS SWEETIES SHOP CONTACT

ARTIST PROJECT

SURGEON GENERAL WARNING: Cigars Are Not A Safe Alternative To Cigarettes.

SAVE ON 2 CIGARS

RESALABLE FOIL POUCH

SWISHER SWEETS

LIMITED EDITION

STICKY SWEETS

CARAMEL PEACH

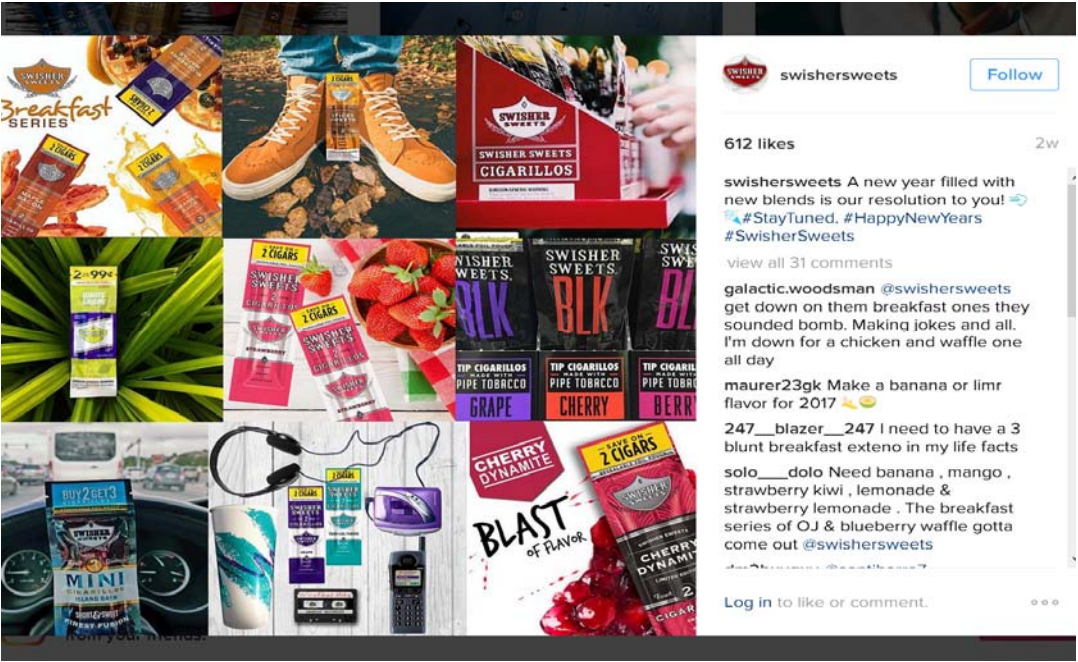
2 Quality CIGARILLOS

LIMITED EDITION

STICKY SWEETS IS BACK!

twitter facebook instagram youtube

January 2017



swishersweets Follow

612 likes 2w

swishersweets A new year filled with new blends is our resolution to you! 🎉 #StayTuned. #HappyNewYears #SwisherSweets

view all 31 comments

galactic.woodsman @swishersweets get down on them breakfast ones they sounded bomb. Making jokes and all. I'm down for a chicken and waffle one all day

maurer23gk Make a banana or limr flavor for 2017 🍌🍌

247__blazer__247 I need to have a 3 blunt breakfast exteno in my life facts solo__dolo Need banana , mango , strawberry kiwi , lemonade & strawberry lemonade . The breakfast series of OJ & blueberry waffle gotta come out @swishersweets

Log in to like or comment.

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swishersweets

Follow

493 likes

1w

swishersweets Our Monday #musthave is this #Swisher Snapback. On sale now in the #SwisherSweets gear store for \$15! Click bio link now👉

questforthechurc I need that hat

thathomieshane We still want the breakfast series swishers please make it possible

dancingbear__ @nonamesandwich

bitanick_mma I need this snap

surfdb @kiiidcannabis bro you need this hat!! RoT Swisher

ihatedezilove So does that surgeon general patch come off??

dank.inhales How much will a pack of swishers be in cali once the tobacco tax goes up

official_almightyygd 🍌

... 15:01:00

Log in to like or comment.

...

January 2017



swishersweets

Follow

2,233 views

7w

swishersweets It's #CyberMonday in the #SwisherSweets gear shop! 50% off on all items. Use code CyberMonday at checkout. Gear link in bio 🏷️ Tag a friend so they don't miss this sweet deal! #ChristmasIsComing

view all 29 comments

plemoney83 The hoodie

swishersweets @katiesak3 hi, what item are you having a sizing issue with?

swishersweets @cooodess like this? Not that often. Get it while it's hot. Even sale items are 50% off!

katiesak3 @swishersweets The hoodie says only XXL

thatone_blackuglyduckling i still never got my shirts @swishersweets

swishersweets @katiesak3, we have that hoodie in large. Try refreshing the

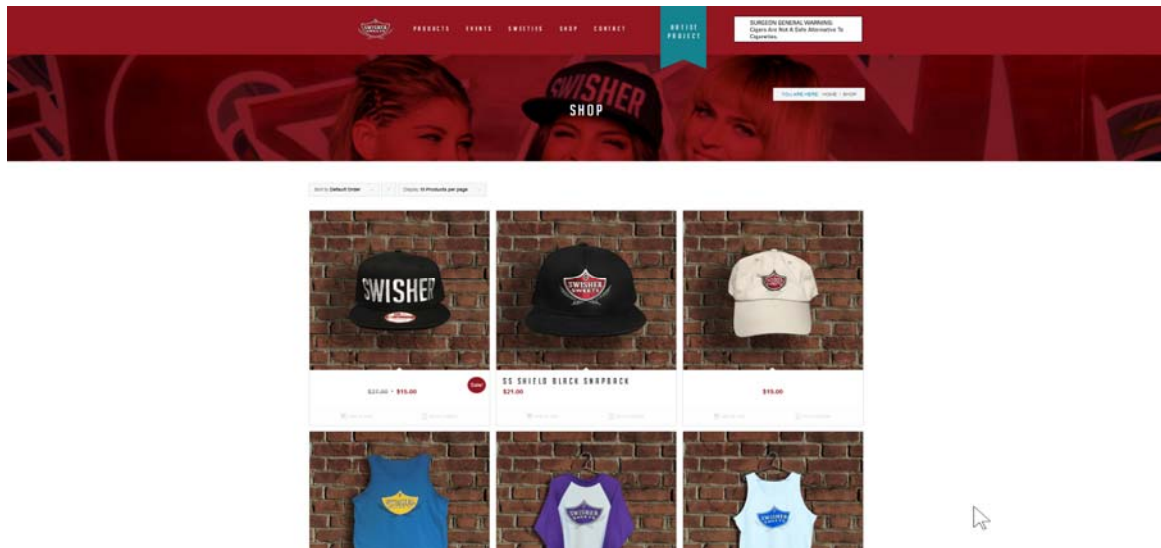
... 15:01:00

Log in to like or comment.

...

CODE:CYBERMONDAY

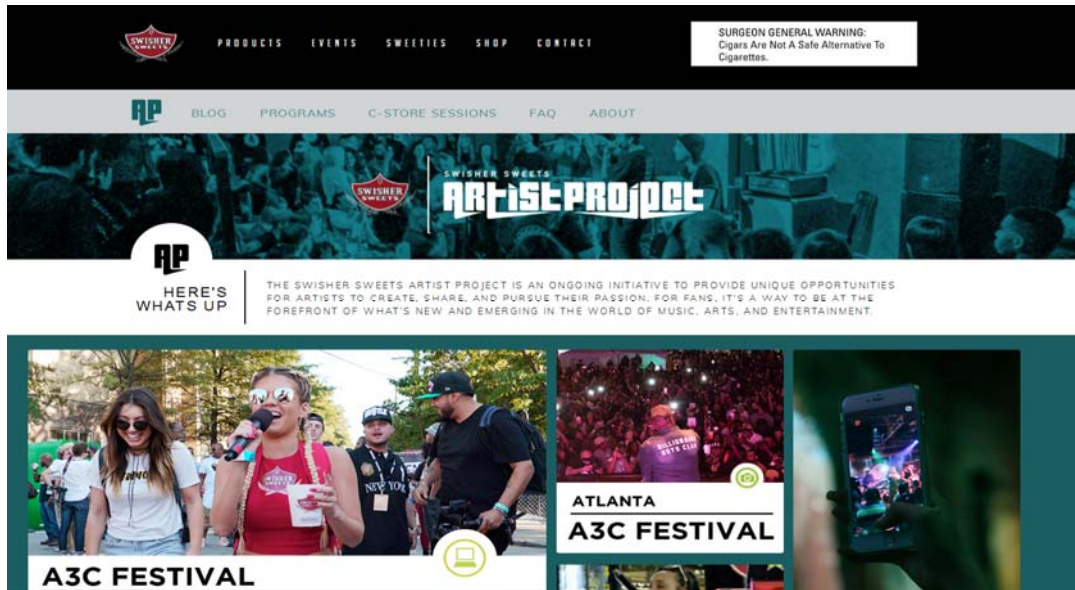
January 2017



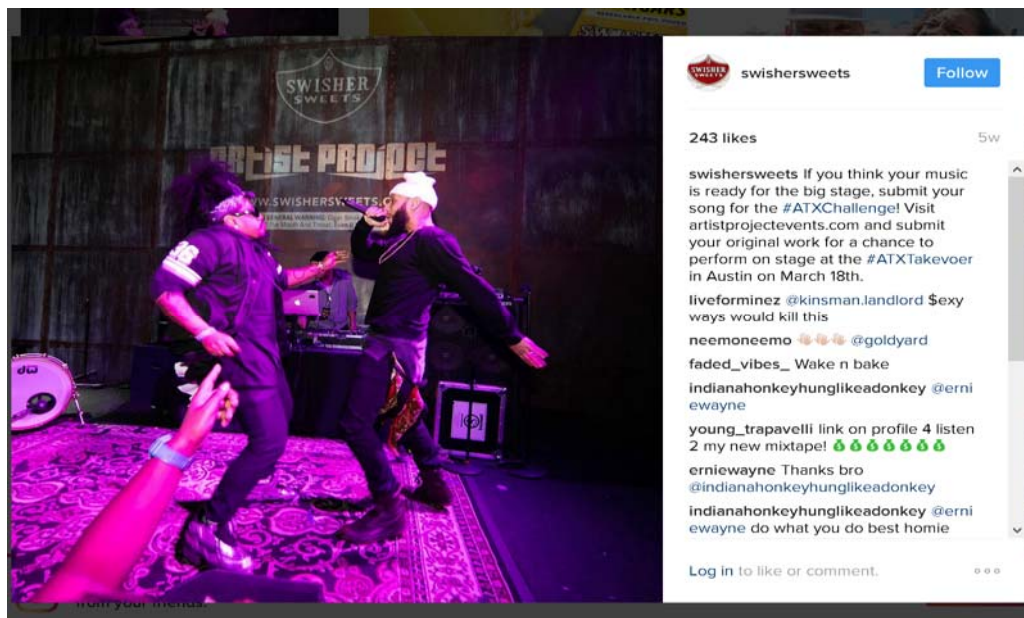
January 2017

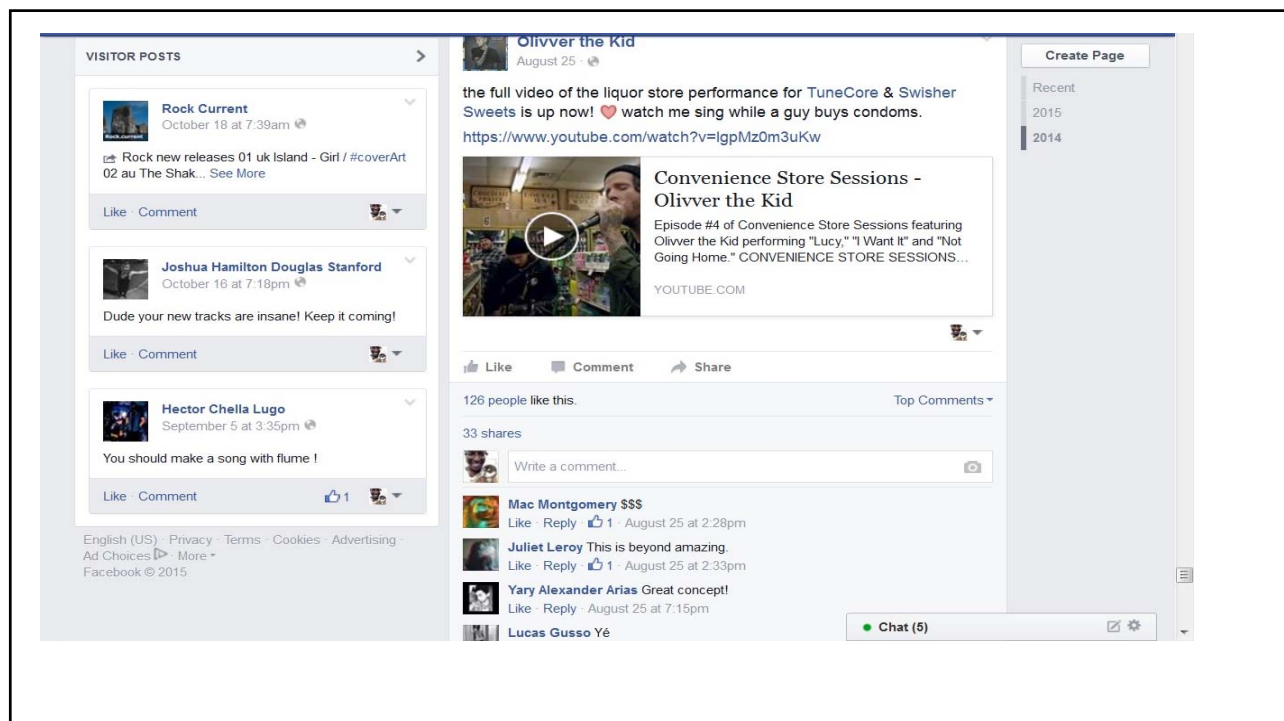


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Key Takeaways

- ✓ The tobacco industry is very creative, knows how to reach consumers under our radar
- ✓ We are up against a powerful industry with lots of \$\$
- ✓ We should expose the tobacco industry at every chance we get

Contact Information

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