

ADVERTISING and SPONSORSHIP

Pre-1950	
Lucky Strike targets women's weight and men's health	1928: In the US, American Tobacco's Lucky Strike brand is advertised. Themes included targeting women's weight concerns "Reach for a Lucky instead of a sweet" and men's health concerns "it's toasted. No throat irritation- No cough" ¹ . The women's advertising campaign was associated with a rapid rise in sales taking the sales of Lucky Strike from 13.7 billion in 1925 (third ranked brand) to over 40 billion and market leadership by 1930 ² .
Physicians and athletes	1929: Lucky Strike advertisements claim that "20,679 physicians have confirmed the fact that Lucky Strike is less irritating to the throat than other cigarettes" and that "Many prominent athletes smoke Luckies all day long with no harmful effects to wind or physical condition" ³ .
Mildness	1930: Liggett & Myers advertise Chesterfield by saying: "Further it is Chesterfield's mildness – its entire freedom from harshness or irritation – that appeals so unfailingly to critical smokers" ⁴ .
As many as you want	1934: Camel advertisements claim "Camels – smoke as many as you want ...they never get on your nerves." ⁵
Throat comfort	B&W advertise Kool by stating that it is "The winning stroke in throat comfort." ⁶
Approved by doctors	1936: A Philip Morris advert states: "their (group of doctors) tests <u>proved conclusively</u> that on changing to Philip Morris, every case of irritation due to smoking cleared completely or definitely improved" ⁷ .
Nose and throat	1939: "Philip Morris – a cigarette recognised by eminent medical authorities for its advantages to the nose and throat" ⁸ .
Throat irritation	1942: The latest Philip Morris advert says : "Inhaling need <u>not</u> mean throat-irritation for <u>you</u> " ⁹ .
More doctors	1946: 23 December: RJ Reynolds runs an advert in <i>Life Magazine</i> "More Doctors Smoke Camels Than any Other Cigarette" ¹⁰
No irritation	1949: The latest Camel advert says: " Not one case of throat irritation due to smoking Camels!" ¹¹ .

1950s	
Deceptive advertising	1950: March The US Federal Trade Commission declares RJ Reynolds' adverts to be false and deceptive. For example, claims that smoking Camels "renews and restores bodily energy" were "clearly false and deceptive, there being in tobacco smoke no constituent which could possible create energy" ¹² .
Massive female and young adult market	The <i>United States Tobacco Journal</i> concludes the following: "A massive potential market still exists among women and young adults, cigarette industry leaders agreed, acknowledging that recruitment of these millions of prospective smokers comprises the

	major objective for the immediate future and on a long term basis as well” ¹³ .
Health protection	1952: Lorillard advertises Kent by stating: “If you think you are among those sensitive smokers – if you worry about the harmful effects of smoking ...No other cigarette approaches such a degree of health protection and taste satisfaction.” ¹⁴
Double-barrel	1953: An advert for Viceroy cigarettes says: “New King-Size Viceroy’s give double-barrel health protection” ¹⁵ .”
Organs not Affected	1953: The latest Chesterfield advert says: “Nose, Throat and Accessory Organs Not Adversely Affected by Smoking Chesterfields. The medical specialists, after a thorough examination of every member of the group, stated: ‘It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarette provided” ¹⁶ .
No fear	1954: The latest Philip Morris advert states: “The cigarette that takes the FEAR out of smoking”.
Marlboro Cowboy	The Marlboro Cowboy is chosen to advertise Marlboro cigarettes, “because he is close to the earth. He’s an authentic American hero. Probably the only one. And it worked”. The advertising agent responsible said “We asked ourselves what was the most generally accepted symbol of masculinity in America” ¹⁷ .
Safer Smoking	Imperial Tobacco (Canada) advertises its du Maurier brand as “A new frontier in safer smoking” ¹⁸ .
Deceptive advertising	1958: 20 February: The US House Government Operations Committee says the cigarette manufacturers have “deceived” the public through their advertising of filter-tip cigarettes. “Unfortunately, the much publicised health protection – that is, less nicotine and tar – was an unpublicised causality, The filter cigarette smoker is, in most cases, getting as much or more nicotine and tar from the filter than he would get from the regular cigarette the advertisers have persuaded him to abandon – for his health’s sake” ¹⁹ .

1960s	
Deep throat	1961: Kool’s new advert states: “Feel new smoothness DEEP in your throat” ²⁰ .
Advertising ban lead to monopoly	1962: 3 August: In a meeting at the Office of the Minister for Science, R. Plumley, Managing Director of the Carreras Rothmans UK Group of Companies states: “An agreement to limit advertising expenditure could be said to be contrary to the principle of competitive advertising and indeed of industrial competition. It would hit hardest the smallest firms and in his view would be bound in the long run to lead to monopoly in the industry” ²¹ .
	1963: 15 February: Figures from Imperial Tobacco show that

Figures	cigarette advertising in 1962 (the year of the RCP) report were £11 million - £2 million higher than in 1961 ²² .
Advertising and Cancer increase	22 February: Representatives from Imperial and Glares meet the President of the Board of Trade who comments that: “the opponents of smoking could mount a most damaging case: cigarette advertisements and cancer deaths had both increased in 1962 and this showed the lack of response by the industry to a major national problem ²³ ”.
Brand choice	24 January: R.W.S. Plumley, Managing Director of the Carreras Rothmans UK Group of Companies: “Cigarette advertising at present is concerned with influencing brand choice .. experience in other countries has shown that the absence of any advertising has not changed the consumption of cigarettes ²⁴ ”
Race targets	A report written around 1963 by Arthur Little for the Liggett Group shows that the industry were targeting consumers by race. The report states that “there must be a racial slant in the marketing efforts ... Spanish and Negro groups like to purchase only the best of everything - they are not looking for bargains ²⁵ ”.
Come to Marlboro Country	Philip Morris change the Marlboro advertising to “Come to where the flavour is ...Come to Marlboro country”. It would become one of the most successful slogans ever. ²⁶

Public opinion survey	<p>1964: 23 May: Arnold, Fortas and Porter, one of the two main law firms advising the US tobacco industry, write to their clients that: “It has been suggested to us by experts in the field of marketing and communications ... that strong support for the industry position that labelling and warnings in advertisements are not necessary might be developed through a public opinion survey. Such as survey would attempt to establish six basis propositions:</p> <ol style="list-style-type: none"> 1. That there is greater public awareness of the charges against smoking than there is of numerous other important public issues; 2. That a very high percentage of the American public believes there are risks to health involved in habitual smoking of cigarettes; 3. That the risk to health is estimated .. 4. That there is substantially greater public awareness of the possible risk of cigarette smoking than there is of such other health issues as the cholesterol question, drinking and obesity; 5. That persons who do not know of the health issues probably would not be reached by warnings in any event; 6. That advertising does not have as much to do with the social acceptability of smoking as do numerous other personal and psychological factors. <p>... A draft questionnaire ..has been thoroughly revised with a view toward seeking information on the above listed propositions without raising extraneous issues ...the survey is likely to establish these propositions²⁷.”</p>
We want legislation	<p>12 June: Abe Fortas, US a tobacco industry lawyer engaged in negotiations with the Justice Department on the Cigarette Advertising Code: “The companies want legislation. For your own knowledge only, we hope legislation will come through this session. A requirement that packages be labelled would be helpful in civil litigation.²⁸”</p>
FTC Unfair and Deceptive advertising	<p>22 June: The US FTC publishes its proposed “Trade Regulation Rule for the Prevention of Unfair or Deceptive Advertising and Labelling of Cigarettes in Relation to the Health Hazards of Smoking ..” “To Allay anxiety on the ... hazards of smoking, the cigarette manufacturers have made no effort whatever, and have spent nothing, to inform the consuming public of the mounting and now overwhelming evidence that cigarette smoking is habit-forming, hazardous to health, and once begun, most difficult to stop. On the contrary, the cigarette manufacturers and the Tobacco Institute have never acknowledged, and have repeatedly and forceful denied, that smoking has been shown to be a substantial health hazard”²⁹.</p>
No action needed	<p>25 June: Appearing before the Congressional Committee on Interstate and Foreign Commerce, the head of RJ Reynolds declares: “ We do not believe that any government action is necessary at the</p>

A commercial right	present time with respect to cigarette advertising or ... the right to advertise is an essential commercial right and it is virtually destroyed if one is required in every advertisement to caution against the use of the product” ³⁰ .
TV ads banned in UK	1965: 1 August: Cigarette advertising is banned on the television in Britain ³¹
Warnings	US Cigarette labelling law passes Congress, requiring health warnings on packets ³² .
The Persuasion Checklist	In the book <i>The Persuasion Industry</i> , an industry ad man tells of his check list for cigarette advertisements: “1. Its an initiation symbol – proof that you are on your own and have achieved independent manhood. 2. A nipple substitute – something you still feel the urge to suck in times of stress. 3. A proof of sociability, to show you are liked and people like you in return. 4. A virility symbol – a symbolic penis advertising the fact that you can have a woman anywhere and at any time you want one” ³³ .
Smoking is the hallmark of integrity	~1965: A “strictly confidential” report by two scientists Francis Roe, an independent tobacco consultant, and M C Pike, which is undated but uses references up to 1965, states: “Advertising aims to do precisely the opposite from that which we suggest parents, doctors and teachers should be doing: it suggests that smoking is not only socially desirable but that it is an important factor in living a full life. Indeed, the advertisers would have us believe that the smoking of a particular brand of tobacco is the hallmark of integrity. Ultimately, it is hardly to anybody’s advantage to ignore the true facts of the relationship between smoking and health, and the government should be pressed to take action at least against this type of advertising” ³⁴ .
Coupon schemes	1966: The Tobacco industry spends £20 million on free coupon schemes ³⁵
Pleasurable and harmless	1967: Mid-year: The US FTC issues its first annual report to Congress on the tobacco industry, advising that the tobacco industry “continues to promote the idea that cigarette smoking is both pleasurable and harmless” ³⁶ .
Ads should say no scientific evidence of causation	10 November: B&W’s Vice President, J.W. Burgard, writes to Tiderock Corporation, B&W’s PR company: “I think we should give immediate attention to the possibility of running ads stating, in effect, that there is no scientific evidence of a causal relationship between smoking and lung cancer” ³⁷
Capitalise on	1968. A B&W report is written examining “New Product Concepts”. The proposed marketing strategy for Vanguard is “To capitalise upon a prevalent desire to lessen the health risk involved in his smoking via a switch to a low tar cigarette with satisfying

health risks	taste". The Advertising Objective is to "Communicate a dual smoker benefit: low tar and satisfying taste" The Marketing Strategy for "modified LIFE" is to "fully capitalise on health vs. cigarette smoking publicity and publishing of tar/ nicotine data by marketing LIFE as the lowest tar cigarette in the filter 85 segment" ³⁸
	1969:August : B&W's Vice President, J.W. Burgard outlines key objectives for an advertising campaign to be aimed at the public:
Set aside false conviction smoking causes cancer	"Objective No 1: To set aside in the minds of millions the false conviction that cigarette smoking causes lung cancer and other disease; a conviction based on fanatical assumptions, fallacious rumours unsupported claims and the unscientific and conjectures of publicity-seeking opportunists;
Restore dignity	"Objective No 2: "To lift the cigarette from the cancer identification as quickly as possible and restore it to its proper place of dignity and acceptance in the minds of men and women in the marketplace if American free enterprise; ...
Trial by lynch law	"Objective No 5: "To prove that the cigarette has been brought to trial by lynch law, engineered and fostered by uninformed and irresponsible people and organisations in order to induce and incite fear;
No evidence	"Objective No 6: "To establish - once and for all - that no scientific evidence has ever been produced, presented or submitted to prove conclusively that cigarette smoking causes cancer" ³⁹
Doubt our best product to compete with the body of truth	This document was filed with another B&W proposal to "counter the anti-cigarette forces". ... "Here is a chart where I have defined the basic marketing elements which I see in the smoking and health problem. Our consumer I have defined as the mass public, our products as doubt, our message as truth - well stated, and our competition as the body of anti-cigarette fact that exists in the public mind ...doubt is our best product since it is the best means of competing with the 'body of fact' that exists in the mind of the general public. It is also the means of establishing a controversy ... we cannot take a position directly opposing the anti-cigarette forces and say that cigarettes area a contributor to good health. No information that we have supports such a claim" ⁴⁰ ."
Project Truth: Defending Free Speech	October: Advertising Agency Post-Keyes-Gardener starts work on Project Truth for B&W, an advertising campaign aimed at decision makers, shifting the argument from undercutting the science to one of "rights". Under the Heading "Who's Next?" the Agency prepares an Ad and booklet saying: "The cigarette industry is being maliciously, systematically lynched. Who to say it won't happen elsewhere? ...Its more than cigarettes being challenged here. It's freedom. We will continue to bring to the American people the story of the cigarette and any other legal product based upon truth and taste. We believe that free speech and fair play are both the heritage

	and promise in our society of free and responsible enterprise ⁴¹ ”
No proof One million cash	“For twenty years the cigarette industry has remained silent while its product has been viciously, maliciously, unjustifiably attacked. Despite the claims of the anti-cigarette forces, no one has produced conclusive proof that cigarettes cause cancer. Biologically, scientifically, clinically or otherwise. We will pay one million dollars in cash to any individual, group, organisation, or government source who can prove scientifically, beyond all doubt, that cigarettes cause cancer within the next twelve months” ⁴² .

1970s	
Image important	~1970: A 1971 Confidential Matinée Marketing Plan for Imperial Tobacco states that: “Without price differentials and without easily perceptible product differentiation (except for extremes, e.g. Matinée versus Player’s) consumer choice is influenced almost entirely by imagery factors” ⁴³ .
TV ads banned in US	1971: 1 January: Cigarette advertising is banned from television in the US ⁴⁴
50% not adverse to ad ban	May: Internal BAT documents reveal that “Over 50 per cent of smokers not adverse to advertising ban.” ⁴⁵ ”
Mouse skins no relation to cigarette smoke	B&W prepare adverts for local papers attacking mouse skin-painting experiments which were privately the standard test the industry was using for testing tobacco smoke condensate for carcinogenicity: “Much of the experimental work involves mouse-painting ..[where] smoke condensates are painted in the backs of mice, and cancerous skin tumours have been produced in this manner ... However, these condensates are artificially produced under laboratory conditions and, as such, have little, if any, relation to cigarette smoke as it reaches the smoker” ⁴⁶
Advertising effects sales	1972: November: A study by the Centre for Industrial Economic and Business Research at the University of Warwick into “Advertising and the Aggregate Demand for Cigarettes: An Empirical Analysis of a UK Market” concludes that: “Our results suggest that advertising has had a statistically significant effect on the expansion of sales .. The ability of advertising to influence decisions not only in the current period but also in future periods causes the ten per cent increase in it [advertising] to lead to an eventual 2.8 Per cent increase in sales” ⁴⁷ .
Sports and arts	1973: The UK tobacco industry spends £17 million on sports and arts sponsorship ⁴⁸ .
Racing	Philip Morris starts sponsoring its own five-car racing team ⁴⁹ .
Detectable attributes	1974: January: The Annual BAT research conference concludes that “With increasing restrictions in advertising, there will be less opportunity for the creation of brands in traditional ways (imagery) but an increasing requirement for products to have new

	visible, demonstrable or detectable attributes” ⁵⁰
Delay restrictions on advertising	3 May: A BAT document sets out certain “Assumptions” and “Policies” on Smoking and Health. Although the assumption is that “The industry will continue to be criticised for spending much more on advertising than on health research” the policy outlined is “To delay (indefinitely if possible) the imposition of restraints or restrictions on advertising, coupon trading and other types of promotion ... warning notices in advertising should be resisted as long as possible” ⁵¹ .
How much?	1975: March: Sir John Partridge, Chairman of Imperial says that the total spent by the industry in the UK on advertising tobacco goods was £23 million in 1974 ⁵² .
Sponsorship no effect	1976: 23 March: Imperial: “Our experience is that sponsorship has no effect on the total size of the cigarette market” ⁵³ .
Over come and exploit smoking and health connection	Ernest Pepples, B&W’s Vice President and General Counsel, writes an internal memo entitled “Industry Response to the Cigarette/ Health Controversy”, noting that “the reduction in cigarette advertising seems to have made the industry stronger economically. Profits have increased. The ban on television and other broadcast advertising does not seem to have reduced consumption. The concomitant reduction in the number of anti-cigarette commercials is considered to be a severe loss in the effort to keep public concern and awareness of the controversy at a fever pitch ... The manufacturers’ marketing strategy has been to overcome and even to make marketing use of the smoking/health connection” ⁵⁴ .
Resist restrictions	December: A BAT Board Plan on Smoking and Health stipulates that “we should resist restrictions on media advertising but should recognise at the same time that an intransigent attitude could hasten a total ban” ⁵⁵ .
15-35 bias	1977: March: A confidential paper prepared for Imperial Tobacco on the “Player’s Family. A Working Paper” advocates “To position the campaign against the target market on a demographic structure with a bias of fifteen to thirty-five and with equal male/female emphasis” ⁵⁶ .
Reassurance main object	14 April: An internal BAT marketing document states: “The new approach to marketing, supported by suitable strategies, offers distinct opportunities to create brands and products which reassure consumers, by answering to their needs. Overall marketing policy will be such that we maintain faith and confidence in the smoking habit ... this means that BAT will not remain on the defensive, by simply reacting to alleged ‘health’ hazards and related competitive challenges ... The main objective for all tactics on publicity is directed towards achieving <u>reassurance</u> amongst a variety of ‘publics’, including smokers ... particular reference was

	made to the utilisation of ‘pressure groups,’ whom tobacco manufacturers could influence, to bring favourable opinion to bear upon the industry. These include:
	a) Segments of the tobacco distributive trade;
	b) Tobacco growers
	c) Suppliers /advertising and research agencies/ the media
	d) Sports and cultural organisations in receipt of sponsorship money ⁵⁷ ”
Pull back from brink over name on cars	July: A Restricted UK strategy report for the UK tobacco industry show that “Philip Morris, at an industry meeting with Mr. Denis Howell, stated that they could not agree to removing the Marlboro identification from their racing cars to comply with the Ministers request that sponsorships in future should be limited to events rather than participants ...Philip Morris are still pressing their case that brand or Company identification should be permitted in ‘capital intensive sports’. However they have indicated to BAT that if, at a meeting they hope to have with the Minister this week, he is adamant and will not agree to their proposal then they will ‘pull back from the brink’” ⁵⁸ .
	BAT Board Strategies on Smoking and Health are outlined in a series of questions and answers: “Q: Does cigarette advertising increase total consumption? A: In our view there is no valid evidence to support this contention” ⁵⁹ .
Market an addictive product in an ethical manner	A memo from a New York City advertising agency on behalf of B&W covers the importance of developing a low-tar cigarette, to be considered by the public to be a health improvement. Among the goals of the new cigarette, the agency said, was to "get across to consumer that what he likes (NICOTINE) is not what hurts (TAR) ... position this cigarette [without] mentioning nicotine ... market an addictive product in an ethical matter ⁶⁰ .”
Silent editors	1978: January: R.C. Smith, in <i>The Columbia Journalism Review</i> surveys how periodicals had covered the smoking issue in the seven years since it was banned on TV. Smith finds that cigarette advertising has doubled and that: “In magazines that accept cigarette advertising, I was unable to find a single article, in seven years of publication, that could have given readers any clear notion of the nature and extent of the medical and social havoc being wreaked by the cigarette smoking habit ... advertising revenue can indeed silence the editors of American magazines”. ⁶¹
Good corporate citizen?	Philip Morris states in its Annual Report that : “Good corporate citizenship is not an afterthought but an active concern in everything we do ...Our social activities are not pursued solely for the sake of profit. They are mounted simply because that is the kind of company Philip Morris is.” ⁶²

Promotion vehicle	1979: 29 March: A Philip Morris document discussing marketing of Marlboro states that the company is looking for a “promotion vehicle” which will provide: 1. A single point of interest (Marlboro Cup); 2. the ability to control advertising; 3. Leads to a single event or championship. 4. An event likely to be associated with Marlboro and nobody else. 5. A situation where the medium and Marlboro need each other ⁶³ .”
Beam into a banned country	May: BAT executives attend a five day conference on marketing. “Among the most important BAT markets, the number completely free of all bans and restrictions will have diminished from eight in 1979 to two. The restrictions primarily affect the persuasive nature of advertising ...As advertising bans tend to fall unevenly on countries within regions, companies should explore the opportunities to co-operate with one another by beaming TV and radio advertising into a banned country” ⁶⁴ .
Explore non-tobacco products to communicate house name	“As health pressures increase, this ‘external environment’ has more and more impact on marketing activities ...The Company, its position and prestige in society assures greater importance as the cigarette industry comes under attack. The company image must be enhanced by whatever publicity resources are available - not least in order to attract new marketing recruits of high quality ...Opportunities should be explored by all companies so as to find non-tobacco products and other services which can be used to communicate the brand or house name, together with their essential visual identifies. This is likely to be a long-term and costly operation, but the principle is nevertheless to ensure that cigarette lines can be effectively publicised when all direct forms of communication are denied ..The importance of bringing plans to fruition and initiating action well before bans or severe restrictions are imposed is absolutely vital” ⁶⁵ .
Kim fashion	16 July: BAT Cigaretten-Fabriken licenses an Italian fashion designer to use the graphics and colours of its “Kim” cigarettes ⁶⁶ .
No evidence between advertising and sales Oops – forgot sponsorship – findings not believed	October: A report commissioned by Gallaher and Imperial into “The relationship Between Total Cigarette Advertising and Total Cigarette Consumption in the UK”, concludes that: “a comprehensive statistical analysis of the UK situation covering the last twenty years, no evidence has been found of a significant association between the total level of media advertising and total cigarette sales”. However the report is criticised for not even considering the effect of sponsorship of sports and arts, and the role of advertising on children. The Magazine <i>Campaign</i> writes “these findings simply will not be believed” ⁶⁷ .
\$2 billion	The cigarette companies are believed to be spending \$2 billion a years advertising their products ⁶⁸ .
WHO – Ban promotion	The World Health Organisation issues a report called “Controlling the Smoking Epidemic” which recommends “the total prohibition of

	all forms of tobacco promotion ⁶⁹ .
Promote lifestyle imagery	~1979: “Creative Guidelines” for Imperial Tobacco (Canada) state that “All lifestyle images in Player’s ads will promoted the social acceptability of smoking where appropriate. Scenarios and settings for the lifestyle imagery will be selected to invite the reader to associate a Player’s brand with a pleasant peer group situation where product usage can be seen to be appropriate, acceptable and enjoyable.” The documents highlight how the “Role of lifestyle is to ... promote and reinforce the social acceptability among the peer group to smoking as a relaxing, enjoyable, self-indulgence” ⁷⁰ .

1980s	
Only the pack	1980:11 April: A BAT report states that “we have to face a future in which the only form of cigarette advertising possible will be the pack itself” ⁷¹ .
Aspiring imagery	5 May: The advertising strategy for Imperial Tobacco’s (Canada) du Maurier brand is to “Continue to develop advertising that reflects a contemporary quality image, by ensuring that all advertising reflects a contemporary even avant-garde, lifestyle and materialism to which the target market would aspire to” ⁷² .
Self-interest	George Weissman President of Philip Morris, says: “Let’s be clear about one thing. Our fundamental interest in the arts is self-interest” ⁷³ .
8 Royal Colleges call for a ban on tobacco sponsorship	1981: 14 December: The Presidents of the UK’s eight Royal Colleges of Medicine (Physicians; Surgeons of Edinburgh; General Practitioners; Pathologists; Obstetricians and Gynaecologists; Radiologists; Physicians and Surgeons of Glasgow; Physicians of Edinburgh) write to the UK Government: “Cigarette smoking is the single most important preventable cause of death and disability in the UK ... In consequence, we are particularly concerned that sports sponsorship by tobacco interests will tend, in the minds of the young, to establish a paradoxical link between smoking on the one hand and, on the other, enjoyable participation in healthy sports. Moreover, tobacco sponsorship of sport is one method of circumventing the legal ban on the advertising of cigarettes in television ... It would be all the more regrettable in the efforts of health educators supported by government were to continue being undermined by the contrary influence of the tobacco sponsorship of sport, with its tendency to glamorise, in the eyes of the young, an addictive and dangerous habit ... there should be a complete ban on tobacco sponsorship of sport” ⁷⁴ .
Sports and arts	The UK tobacco industry spends £50 million on sports and arts sponsorship ⁷⁵ . BAT announces a new two year £600,000 sponsorship of the du Maurier-Philharmonica orchestra ⁷⁶ .
	Imperial’s “Player’s Filter Creative Guidelines” for the year

Young people aspire to	stipulate that “the activity shown should be one which is practised by young people sixteen to twenty years old, or one that those people can reasonably aspire to in the near future. ⁷⁷ ”
Portrait award	The Chairman of Imperial Tobacco, Andrew Reid, explains the reasons behind his company’s sponsorship of the “Imperial Tobacco Portrait Award”: “For a number of years we have felt strongly committed to supporting the arts because the cultural life of this country has greatly influenced the way in which we, as a nation, have developed. It also gives us in the tobacco industry an opportunity to make contacts outside the industry - an activity which greatly enhances the everyday running of our business. ⁷⁸ ”
Overtly black	A marketing plan for RJR outlines that: "The majority of blacks ... do not respond well to sophisticated or subtle humour in advertising. They related much more to overt, clear-cut story lines" ⁷⁹ .
No evidence advertising increases consumption	1982: April: Secret BAT Board Guidelines include the assumption that: “The industry will be criticised increasingly for spending substantial sums on advertising which will be seen as encouraging the smoking habit. Nevertheless, there will be no valid evidence in the developed world that brand advertising increases total consumption. In developing countries, research will not show identical results”.
Resist restrictions	Strategies include “Our primary objective must be to maintain, despite the attacks on smoking and health grounds, a position in which we are free to pursue our legitimate business interests through the marketing of tobacco products ... We should resist restrictions on media advertising on the basic ground that advertising does not affect consumption ... We should resist attempts to restrict our right to sponsor sporting, cultural and other events. Beneficiaries of any such sponsorship should be encouraged to help defend the sponsor against any attempt to restrict sponsorship”.
Resist warnings Unspecific	Under “Marketing and Advertising”, the document mentions “Warning Clauses”. In the face of Government pressures exerted during negotiations, companies should accept the inclusion of a warning clause on cigarette packs but should resist this in advertising ..It [the warning clause] should be unspecific as opposed to specific e.g. ‘smoking MAY cause ...’ ‘smoking COULD cause’ as opposed to ‘Smoking CAUSES’. There should be no specific mention of smoking related diseases. ⁸⁰ ”
Kim sports wear	The Kim Top line range of sportswear, is launched just before Wimbledon. The US tennis star, Martina Navaratiлова wins Wimbledon in Kim colours ⁸¹ .
Year-long	21 March: <i>Newsweek</i> runs a special Advertising Section on Formula One: Bernie Ecclestone, at the time Formula One’s

coverage	Constructor's President says "Where else can you get instant identification. Its instant editorial space, of the kind you can't just go out and buy; not that consistent, year-long coverage".
Adventure and virility	Marlboro's Aleardo Buzzi: "We are the Number One brand in the world. What we wanted was to promote a particular image of adventure, courage, of virility. But our sponsorship is not just a matter of commerce, it is a matter of love. We don't just sign a cheque. We support the sport". Brian Wray, from John Player adds : "Its expensive, but we've examined it closely and decided its good value" ⁸² .
Good value	
Smoky Rambo	April: The actor Sylvester Stallone agrees to smoke B&W cigarettes in five upcoming movies, including Rhinestone Cowboy, Godfather III, Rambo, 50/50 and Rocky IV, for \$500,000. B&W later terminates the contract due to disappointing results ⁸³ .
Cinema pull-out	8 November: B&W discuss pulling out of the practice of placing cigarettes in movies because, in part, "the use of any cigarette by a movie hero advertises all cigarettes. So let the competitors help advertise our brands in this way" ⁸⁴ .
Life enhancing and life denying	Sir Roy Shaw, Secretary-General of the Arts Council says on the eve of his retirement: "The arts are life enhancing. I find it very ironical that they should be linked with a product which is life denying ...I reject the argument that advertising does not stimulate demand, that it stimulates only brand competition." ⁸⁵
Not qualified	November: D. Redway from Imperial Tobacco: "However much we might respect medical judgements, we do not accept that doctors are best qualified to comment on the role of cigarette advertising" ⁸⁶ .
Motor racing: Its macho – its glamour it sells cigarette	Barrie Gill, Chief Executive of Championship Sports Specialists Ltd, a sports sponsorship company, says why tobacco companies are so interested in motor racing: "Its the ideal sport for sponsorship. Its got glamour and world wide television coverage. It's a ten month activity involving sixteen races in fourteen countries with drivers from sixteen nationalities. After football its the Number One multinational sport. Its got total global exposure, total global hospitality, total media coverage and 600 million people watching it on TV every fortnight ...It's macho, it's excitement, it's colour, it's international, it's glamour ...They're there to get visibility. They're there to sell cigarettes" ⁸⁷ .
Not proven	RJ Reynolds begins a series of adverts /advertorials in the US press putting forward the industry perspective. The first advert: "Can we have an open debate about smoking?" insists that a causal relationship between smoking and disease had not been proven. ⁸⁸
	~1984: Internal documents for Imperial Tobacco (Canada) discuss an advertising campaign for Matinée Extra Mild Cigarettes, to be

Our woman is the star	targeted at women . “Our woman is front and centre. She is unquestionably the star. She is happy and health. She is not a physical fitness fanatic, but loves to take part in healthy fun activities. And while she is good at them, she is not a champion ...As the strategy dictates, her activities are not too strenuous or aerobic. Smoking a low T&N cigarette would be a logical extension of the lifestyle depicted ...The theme Felling extra good. Smoking Extra Mild, is a reflection of the feeling that seems to be indicated by prior research, that is: ‘Even though I smoke, I like to be active and look after myself – so I smoke an extra mild cigarette’ ⁸⁹ .
330 hours of TV sponsorship	1985: November: The Health Education Council calculates that UK television is broadcasting more than 332 hours of tobacco sponsored programmes a year ⁹⁰ .
Ban advertising	December: the American Medical Association passes a resolution calling for legislation to “ban the advertising of tobacco products” ⁹¹ .
PM magazine	Philip Morris launches the <i>Philip Morris Magazine</i> with a circulation of 125,000 ⁹² .
Glamour and excitement	1986: February: Michael Whithead from Gallahers, explains why the company is sponsoring the “Silk Cut South China Sea Race”, because sponsorship “is a from of advertising which enables us to introduce glamour and excitement ⁹³ ”.
Combat forces against tobacco	February - March: Extracts from Imperial Tobacco’s (Canada) “Project Viking” include the following objectives: “Perhaps for the first time, the mandate under consideration is not limited simply to maximising the ITL franchises; it is now to include as well serious attempts to combat those forces aligned in an attempt to significantly diminish the size of the tobacco market in Canada ...
Reassure smokers	Unmet needs of smokers that could be satisfied by new or modified products, products which could delay the quitting process, are pursued ...The ability to reassure smokers, to keep them in the franchise for as long as possible is the focal point here ⁹⁴ .”
No influence	March: Clive Turner, Tobacco Advisory Council: “Certainly no tobacco advertising is concerned with encouraging non-smokers to start or existing smokers to smoke more and it seems blindingly obvious that, unless you are a smoker, tobacco advertising or sponsorship has absolutely no influence whatsoever in persuading or motivating a purchase” ⁹⁵
World Cup 86 Independent Adventurous Masculinity	Summer: Camel sponsors the 1986 Soccer World Cup. According to ISL Marketing, the World Cup Marketing Firm:” The launch of their Camel Filters in Mexico was arranged to coincide with World Cup 86 ...The team of Camel girls was stationed at each stadium distributing free samples .. Sponsorship of World Cup 86 provided Camel with a golden profile that reflected its product image of

	independence, masculinity and adventure” ⁹⁶ .
Banned	Tobacco adverts are banned in cinemas ⁹⁷ .
The showplace	1987: March: Lester Pullen, Chairman and Chief Executive Officer of RJ Reynolds Tobacco International speaks at the announcement of Camels sponsorship of the Lotus grand prix team. “We have been assessing the whole Grand Prix medium and its commercial benefits for some time and came to the conclusion that this was <i>the</i> world-wide showplace to be involved in. We were therefore pleased to reach agreement with Team Lotus ⁹⁸ .”
Rise in consumption due to advertising	April: Leading industry journal, <i>Tobacco International</i> , runs an article on cigarette consumption in Greece that includes the sentence “the rise in cigarette consumption is basically due to advertising ⁹⁹ .”
Denial	June: Canadian Tobacco Manufacturer’s Council: “Advertising neither entices people (particularly young people) to start smoking, nor does it encourage those who do to smoke more” ¹⁰⁰ .
Sporting denial	June: A. Buzzi from Marlboro: “There are some people who ..believe that the backing of sport by consumer product companies such as Philip Morris is equivalent to advertising. We do not believe this to be the case at all” ¹⁰¹ .
Fuzzy feeling	June: C Von Maerestetten from Rothmans: “No one hands over big cheques just to give themselves a warm fuzzy feeling”. ¹⁰²
An oversight	July: Philip Morris responds to the April <i>Tobacco International</i> article by saying that “the tobacco industry’s position in advertising is that it may influence the choice of one brand over another but has no effect on consumption ...I am sure the statement in question was merely an oversight, but in the current climate of attempts to ban tobacco advertising in nearly all our major markets, it is certainly not helpful if critics can quote a tobacco industry trade journal to support their claims. ¹⁰³ ”
Sponsorship sales	September: Philip Morris’s EEC (now European Union) marketing manager, says of the benefits of Formula One: “It doesn’t translate into market share ... it translates into support for the brand ...it’s the age-old problem: if your sales go up, the sales department claims the credit and the advertising agency wants its share – its hard to tell who or what is responsible. Sponsorship is a very strong part of our marketing programme”.
Unfounded	October: Tony St Aubyn, Manager of Public Affairs information service at the Tobacco Advisory Council, responds to the British Medical Association’s campaign to ban cigarette advertising by saying that: “Our objective is the show the doctors’ case is totally unfounded. ¹⁰⁴ ”
	Winter: A study into Tobacco Advertising and Consumption by Joe Tye, Kenneth Warner and Stanton Glantz remarks that: “A Simple calculation shows that brand-switching alone, could never

Compelling evidence to ban promotion	justify the enormous advertising and promotional expenditures of the tobacco companies .. advertising and promotion can be considered economically rational only if they ...attract new entrants to the smoking marketplace ...The evidence linking advertising and promotion with increased smoking, and the resulting disease and death, is sufficiently compelling to warrant that it not be permitted by our society”. ¹⁰⁵
Sales increase by 84 %	Lotus team manager, Peter Warr, talks about the effect of RJ Reynolds investment in the Lotus Formula One team: “The Brazilian market was a small one for Camel but since the Brazilian Grand Prix its sales have increased by 84 per cent” ¹⁰⁶ .
	1988:
Can't see	January: A spokesperson from the Hong Kong Tobacco Institute says that: “I don't see how you can sell a product by sponsoring an event” ¹⁰⁷ .
Opposed to restrictions	April: “Philip Morris is, in principle, opposed to advertising bans or restrictions, such as those advocated by the World Health Organisation” ¹⁰⁸ .
Curious conundrum	6 May: Bernard Barnett, former editor of <i>Campaign</i> magazine says: “It is curious that the only two categories of advertising that the industry suggests do not increase consumption (i.e. tobacco and alcohol) are also those threatened with extinction by legislation in the not too distant future.”
Shallow insults	6 May: David Abbott, Chairman of advertising agency Abbott Mead Vickers SMS, says: “I think arguments like shifting brands are just insulting in their shallowness. There is no other category where you can spend between £70 million and £100 million and not have an effect in protecting or increasing the market. I think advertising has certainly slowed down the rate of decline. It has certainly helped to introduce new smokers, be they women or be they in the Third World. The other thing about cigarette advertising, I do think it makes it more difficult for health education in that it makes the Government's attitude more ambivalent ¹⁰⁹ .”
Healthy and popular appeal	June: RJ Reynolds: “If a sport is popular and healthy, I don't see why we would not be interested. Windsurfing, for instance, might well get more money from sponsorship if it seemed right to us.” ¹¹⁰
Soccer has helped sales	August: An executive of Nanyang Brothers Tobacco Company in Hong Kong says why his company is investing in local soccer: “We had a very good response from last season ..We were launching a relatively new brand into the market and our association with soccer has helped sales.” ¹¹¹
Sports	October: An article in the Journal <i>Cancer</i> concludes that: “Certain forms of promotion, especially sports sponsorship, have allowed the tobacco industry to circumvent the ban on cigarette advertising

<p>sponsorship helps circumvent ad ban</p> <p>Gives impression of good corporate citizens</p>	<p>in the broadcast media that went into effect in 1971 ...The increasing emphasis on promotion suggests that the industry is preparing for the eventuality that cigarette advertising will undergo greater regulation, perhaps even be banned, in the future. With widespread promotional efforts already underway, the industry will have mechanisms in place to continue to maintain high public visibility for its product. Moreover, sponsorship of socially valued activities and institutions is an attempt to create an 'aura of legitimacy and wholesomeness' for tobacco companies and , not only does it give the impression that tobacco companies are corporate good citizens, it also fosters partial dependence of other social institutions on the tobacco industry.¹¹²”</p>
<p>Cigarette industry talks complete nonsense</p>	<p>October: Advertising Executive Emerson Foote, former Chairman of the Board of McCann-Erickson, which handled \$20 million in tobacco accounts: “The cigarette industry has been artfully maintaining that cigarette advertising has nothing to do with total sales. This is complete and utter nonsense. The industry knows it is nonsense. I am always amused by the suggestion that advertising, a function that has been shown to increase consumption of virtually every other product, somehow miraculously fails to work for tobacco products”¹¹³.</p>
<p>Corporate Medici</p>	<p>The <i>Wall Street Journal</i> calls Philip Morris “a twentieth-century corporate Medici, the art world’s favourite company”¹¹⁴</p>
<p>Support social acceptability</p>	<p>Imperial Tobacco internal documents show that “the following philosophies effectively governed ITL marketing planning and activities ...support the continued social acceptability of smoking through industry and /or corporate actions¹¹⁵”.</p>
<p>How do you sell death?</p>	<p>Fritz Gahagan, once a marketing consultant for five tobacco companies adds insight to his business: “The problem is how do you sell death? How do you sell a poison that kills 350,000 people per year, a 1,000 people a day? You do it with the great open spaces ... the mountains, the open places, the lakes coming up to the shore, They do it with healthy young people. They do it with athletes. How could a whiff of a cigarette be of any harm in a situation like that? It couldn’t be - there’s too much fresh air, too much health - too much absolute exuding of youth and vitality - that’s the way they do it”¹¹⁶.</p>
<p>Image more important than design</p>	<p>Imperial Tobacco (Canada) outlines how imagery attributes are “derived from product and package design or the association of a brand with certain advertising campaigns or sport or cultural activities”. According to Imperial the image of a cigarette “may be as important as the physical characteristics of the cigarette in satisfying consumer needs”¹¹⁷.</p>
<p>Joe Camel</p>	<p>RJ Reynolds launches a \$75 million a year promotional campaign, a cartoon “Joe camel”, said to “appeal younger, male smokers, who had been deserting Camel in droves”¹¹⁸</p>

<p>Draconian measures would lose jobs</p>	<p>1989: January: Mrs J. Swift Public Affairs Manager of Imperial Tobacco says that the “fanatical elements of the anti-smoking lobby would like to see tobacco brand advertising banned. In fact, such an unrealistic Draconian measure would lead to much more intense competition on price, not quality. Foreign low-cost brands would have an additional competitive edge over UK produced brands and adversely influence UK industry jobs”¹¹⁹.</p>
<p>Sports helps reputation</p>	<p>February: Gallahers spokesperson: “Top quality Benson and Hedges sponsorships of cricket, golf, tennis and snooker, which are televised, and grass-roots sponsorship of the arts and sports help to maintain the reputation of the company name”¹²⁰.</p>
<p>Confidence in the brand that says something about you</p>	<p>10 April: The Canadian magazine <i>Maclean’s</i> writes a report that Imperial Tobacco “company officials said that they value the golf connection – including sponsorship of the \$600,000 du Maurier Classic on the pro women’s circuit – because that helps to instil confidence in a brand and spurs positive associations in smokers’ minds with a so-called upscale event. Said Imperial President Wilmat Tennyson: ‘If you stay with it long enough, the benefits are enormous because you are conveying a message to people that is much more memorable’. Donald Brown, Imperial’s Vice-President of marketing, said that even less affluent smokers may favour the brand because of its link with a comfortable lifestyle and because that ‘says something about you’”¹²¹.</p>
<p>Borrowed imagery</p>	<p>May: Michael Whitehead, from Gallahers explains some of the motives for his company’s sponsorship of the Jaguar motor racing team by Silk Cut: “We wanted to take Silk Cut into Europe where the brand wasn’t known at all. This could have been a very expensive advertising business, using conventional advertising. Silk Cut had .. an undemonstrative branding, with a rather female bias ...clearly, we weren’t going into truck racing. But in term of ‘borrowed imagery’, Jaguar allowed us to take some of the attributes associated with it; British, high quality, strong on exports ... all things we wanted”¹²².</p>
<p>Smooth moves are misleading</p>	<p>June: The Centre for Science in the Public Interest issues RJ Reynolds an award for one of the most misleading advertisements of the past year, for a “brazen violation of practically every provision of even it [sic]own advertising code”. The advert suggest “smooth moves” for Camel smokers to make including “Run into the water, grab someone and drag her back to the shore, as if you’ve saved her from drowning. The more she kicks and screams, the better”¹²³.</p>
<p>Cigarettes are a</p>	<p>July: At the opening hearing of the US Subcommittee of the Committee on Energy and Commerce of the House of Representatives, it is disclosed that the cigarette companies spread “their message in ways that do not appear even to be advertisements such as paying to have cigarettes in the movies</p>

Licence to Kill	...for example, Philip Morris paid \$42,000 in 1979 to have Marlboro cigarettes appear in the movie 'Superman II' and paid \$350,000 last year to have the Lark cigarette appear in the new James Bond movie 'Licence to Kill' ...Philip Morris told us in 1987 and 1988 it supplied free cigarettes and other props for 56 different films" ¹²⁴ .
Sports increases sales	September: Wayne Robertson, RJR: "We're in the cigarette business. We're not in the sports business. We use sports as an avenue for advertising our products .. We can go into an area where we're marketing an event, measure sales during the event and measure sales after the event, and see an increase in sales" ¹²⁵ .
Surgeon-General: Curious that greatest source of death – most heavily advertised Deceptive	September: Dr. Everett Koop, Surgeon General of the US Public Health Service: "It is a curious public policy that we, as a society, allow the most important preventable cause of death to be one of the most heavily advertised consumer products ... In my opinion, much of today's advertising for tobacco products is deceptive. Many advertisements portray smoking as a safe, if not healthful, activity, and no advertisements disclose many of the serious and extensive health effects of smoking, such as stroke and nicotine addiction" ¹²⁶ .
Deceptive	December: US based <i>Multinational Monitor</i> names Philip Morris as one of the top ten worst companies for running adverts promoting the 200 th Anniversary of America's Bill of Rights ¹²⁷ .
Express feminine independence	December: An American advertising account executive for a leading feminine cigarette brand states "we try to tap the emerging independence and self-fulfilment of women, to make smoking a badge to express that" ¹²⁸ .

1990s	
Best friend	1990: 28 February: <i>Motor Cycle News</i> : "Cigarettes are a grand prix team manger's best friend" ¹²⁹ .
Its become real	Philip Morris: "Years of consistent execution of the campaign have made Marlboro Country a very real place in the minds of millions of people" ¹³⁰ .
Old Joe must go	1991: A study in the <i>American Medical Association Journal</i> finds that Joe Camel appeals far more to children than adults. Children as young as six could identify Joe Camel as easily as they could Mickey Mouse. The <i>Journal Advertising Age</i> , publishes an editorial saying that "Old Joe must go" ¹³¹ .
6000 logos	A study published in the <i>New England Journal of Medicine</i> finds that during the 1989 Marlboro Grand Prix in the US on 16 July 1989 which was broadcast for 94 minutes, the Marlboro logo was seen or mentioned 5933 times, on 49 per cent of the air-time. ¹³²

	1992:
Turned round free fall	May: Due to the Joe Camel campaign, Camel's share of sales among 18- to 24 year olds has increased from 4.4% to 7.9%. One analyst says "Before the [Joe Camel] campaign, the brand was in free fall. The turnaround has been miraculous" ¹³³ .
Its not easy to die	August: Janet Sackman, the original Lucky Strike girl, "At the time I was the Lucky Strike girl, I didn't realise that the tobacco companies were making money on peoples' lives. Now I realise it. And its not easy to die" ¹³⁴ .
Ad bans lead to reduction in consumption	October: The "Smee" Report into the "Effects of Tobacco Advertising on Tobacco Consumption" is published by the Economics and Operational Research Division of the Department of Health. Dr. Smee, the Chief Economic Advisor finds that tobacco advertising bans led to a reduction in consumption in Norway, Finland, Canada and New Zealand of 4 to 16 per cent . Smee concludes that sports sponsorship "may cultivate ... positive attitudes " and "brand advertising may lead some people to start smoking even if the firm does not intend this result" ¹³⁵ .
Oh no they don't No evidence	14 December: Tobacco Advisory Council "It is our absolute conviction that a ban on advertising would not reduce the level of smoking, and that is a conviction based on the facts ...the reasons why people smoke or start to smoke are well researched. They include a complex web that does not include advertising as a determining factor ...There is no convincing evidence that cigarette advertising in the United Kingdom increases total consumption or the number of people who chose to smoke ...nowhere is sponsorship or advertising ..one of the key motivation factors of people starting to smoke, whether young people or adults." ¹³⁶
\$8 billion	Tobacco companies spend \$8 billion a year on advertising, promotions and sponsorships in America and Europe ¹³⁷ .
Inspired invention	1993: 24 September: One of the papers presented at the Annual Tobacco Symposium in Moscow, quotes a report from BAT's subsidiary Souza Cruz: "The inspired person who designed a cigarette made it masculine in men's hands; feminine in women's hands. Sophisticated among the sophisticated; rough among the rough. To the young a token of rebellion; to the elderly, a tool of quietness ... a warm ally in the moments of action and a solitary companion during reflection" ¹³⁸ .
No evidence	The Tobacco Advisory Council: "Tobacco advertising promotes competition between brands. There is no convincing evidence to show that tobacco advertising encourages anyone, including children, to start smoking, or that bans on tobacco advertising lead to a reduction in overall consumption" ¹³⁹ .
Battalion	BAT launches "Project Batallion" to integrate different tobacco businesses and regain the world's number one marketing spot. ¹⁴⁰

\$6 billion	US companies spend over \$6 billion advertising their products this year, according to the US Federal Trade Commission. Over \$2.5 billion is spent on coupons ¹⁴¹
Reg is dropped	Imperial Tobacco drops the Embassy Regal “Reg” campaign after it is followed by a significant rise in teenage smoking ¹⁴² .
Most powerful advertising space	1994: An advert in a tobacco journal reads that it is now possible to sponsor a Formula One racing car “for a fraction of the cost often associated with Formula One and you can sponsor it on a race-by-race basis that suits your marketing strategy ... This Formula One car is the most powerful advertising space in the world. It will carry your brand to viewers in 102 countries” ¹⁴³ .
	1995: 30 May -1 June: An internal Training Manual for Philip Morris outlines the company’s key arguments on advertising and sponsorship:
Unrelated	<ul style="list-style-type: none"> • “ In a mature market such as cigarettes, advertising and consumption are unrelated
Bans don’t work	<ul style="list-style-type: none"> • Tobacco product advertising bans in overseas countries have failed to achieve reductions in smoking incidence among adults and young people
Bans increase smoking	<ul style="list-style-type: none"> • Tobacco product advertising bans in Australia, for example, have coincided with an increase in the incidence of young people smoking.
Don’t target youth	<ul style="list-style-type: none"> • Cigarette manufacturers do not sponsor sporting or cultural events directed at youth
Target adults who already smoke	<ul style="list-style-type: none"> • Our branded sponsorship efforts are aimed at those adults who have made the decision to smoke. They are designed to obtain and maintain the loyalty of adult smokers and to encourage adult smokers of competing brands to switch. Branded sponsorships are not designed to encourage people - young or old - to choose to smoke”¹⁴⁴.
Removal	In the US, Philip Morris bows to Government pressure to remove advertising boards out of view of television cameras at 30 sports arenas across the country ¹⁴⁵ .
No effect on size of market	1996: January: Liz Buckingham, Trade Development Manager at Imperial: “We have always maintained that cigarette advertising has no effect on the size of the market” ¹⁴⁶ .
Smoky scholars	In March, Cambridge University announces that it is to receive a £1.6 million donation from BAT. The University issues a Press Release which states that: As part of its commitment to education, BAT Industries is to endow a Professorship of International Relations at Cambridge in honour of Sir. Patrick Sheehy who retired as Chairman of BAT at the end of December” ¹⁴⁷ .
	August: The <i>Wall Street Journal Europe</i> reports how tobacco companies are getting around the advertising bans in Asia by marketing brands through clothing, records, music and holidays.

Brand stretching	Internal documents from RJ Reynolds International reveal how that “Salem Attitude [a clothing store] is established to extend the trademark beyond tobacco category restrictions .. The Salem Attitude image will survive marketing restrictions ¹⁴⁸ ”.
A bad precedent	A Philip Morris Position Statement On A Wide Range of Issues, produced, it is believed in 1996 for employees states about advertising: “Banning speech about a legal product would set a dangerous precedent. If cigarette advertising and promotion were banned, there are those who would seek to ban the advertising of other controversial products, such as alcohol, red meat, sugar, and high-performance sports cars. Countries with tobacco advertising bans in place, such as Norway and Finland, have seen tobacco consumption rise year after year. Countries with few restrictions on tobacco advertising and promotion, such as the United States and Great Britain, have been experiencing declines in tobacco consumption ... Cigarette advertising no more makes people smoke than soap ads make them wash, or car ads make them drive ... We don't advertise to recruit smokers. We advertise to encourage adult smokers of other brands to try ours, and to encourage brand loyalty among those adults who already smoke our brands”. [emphasis added] ¹⁴⁹
Bans don't work	
Record label	1997: January: Philip Morris introduce a new record label to promote the brand Virginia Slims. “Woman Thing Music” will only be available by purchasing cigarettes ¹⁵⁰ .
Marlboro is No 1	February: A global survey of brand names finds Marlboro the top placed cigarette ¹⁵¹ .
Smoking is here already	23 March: Elizabeth Cho from Philip Morris: “We don't cause the smoking. The smoking is there. We're marketing in order to switch people over to our brands” ¹⁵² .
Can't regulate advertising	April: A US Judge rules that the Food and Drug Administration can regulate tobacco, declaring that cigarettes were “drug delivery devices” for the delivery of nicotine, although the ruling said the FDA could not regulate advertising and promotion ¹⁵³
Favourable research	18 April; A Survey by the Psychology Department at Washington College in the US, concludes that “researchers acknowledging tobacco industry support were considerably more likely to arrive at a conclusion favourable to the tobacco industry than were researchers not acknowledging industry support” ¹⁵⁴ .
Nothing to do with the young	8 May: Clive Turner, Tobacco Manufacturers Association: “Advertising is all about which company gets the biggest market share. It's nothing to do with persuading young people to smoke” ¹⁵⁵ .
No effect on consumption	8 May: Paul Sadler of Imperial Tobacco: “Advertising has absolutely no effect on consumption, it is all about brand loyalty” ¹⁵⁶ .

Marketing does not necessarily mean advertising	11 May: A spokesperson for Gallahers responds to the Government's announcement on tobacco advertising: "There are plenty of ways of marketing products without advertising. We have strong brands that we have built up over the years and they will continue to be promoted" ¹⁵⁷ .
Committed to banning advertising	14 May: Tessa Jowell, UK Minister of State for Public Health, speaking after the Queen's speech announces that the government intends to ban tobacco advertising: "the Government is fully committed to banning tobacco advertising. This is an essential first step in building an effective strategy to deal with smoking" ¹⁵⁸ .
Nothing to reduce consumption	15 May: Gareth Davies, Chief Executive of Imperial Tobacco, says of Labour's proposed advertising ban: "Obviously I am very much against anything that tries to reduce consumption of a legal product that is used by adults ...an advertising ban will do nothing to reduce consumption" ¹⁵⁹ .
No evidence	15 May: Clive Turner, spokesperson for the Tobacco Manufacturer's Association: "There is no evidence that advertising persuades people to smoke. All it does is persuade smokers to change brands" ¹⁶⁰ .
No encouragement	15 May: World Professional Billiards and Snooker Association: "Tobacco sponsorship in sport does not encourage people to smoke, We feel it encourages existing smokers to change brands" ¹⁶¹
Commercial mileage	17 May: The Chairman and CEO of Gallahers, Peter Wilson, responds to the Government initiative by stating: "We are not going to sponsor something that we are not going to get commercial mileage out of". Wilson also says "I don't believe it [the ban] will have any impact on tobacco consumption ...there is no evidence that advertising has any effect on smoking" ¹⁶² .
Bill includes ban	19 May: Frank Dobson announces that that the Government's draft bill on tobacco advertising will include a ban on sports sponsorship ¹⁶³ .
Simply ludicrous	20 May: Clive Turner, Executive Director of the Tobacco Manufacturers' Association: "Can you really imagine that a non-smoker watching a piece of sponsored sport is then going to rush out and start smoking? It's ludicrous to make such a suggestion. The Government's prime objective is to reduce consumption. If a ban on advertising comes, that objective will not be reached. It's as simple as that" ¹⁶⁴ .
Bans don't affect consumption	23 May: John Carlisle, Tobacco Manufacturer's Association: "If you look at countries where there have been advertising bans, the facts show that it doesn't affect consumption" ¹⁶⁵ .
\$50 billion on image	14 June: "The industry spent \$50 billion in the past twenty years on image" says Greg Connolly, Director of the Massachusetts Tobacco Control Programme" ¹⁶⁶ .
	23 June: As part of the \$368 billion settlement plan in the US, the

Settlement means bye, bye Joe	tobacco industry agrees to ban advertising on billboards, in sports stadiums and arenas and on the Internet. Human and cartoon figures, such as the Marlboro man and Joe Camel would be banned. Merchandise cigarette logos would be banned, so too, would be product placement in movies and TV ¹⁶⁷ .
Ban means no difference	26 June: Martin Broughton, Chief Executive of BAT: “All of our experience is that a ban on advertising makes absolutely no difference to the number of smokers or the number of cigarettes” ¹⁶⁸ .
Joe goes	July: RJ Reynolds drops the cartoon, Joe Camel, from its advertising ¹⁶⁹ .
30 violations	15 August: The Committee for Monitoring Agreements on Tobacco Advertising and Sponsorship finds 30 direct breaches of the industry’s voluntary advertising code ¹⁷⁰
Sponsor whoever you like	21 August: BAT says: “We think that sports should be able to accept sponsorship from whoever they like. We do not think that tobacco sponsorship encourages smoking” ¹⁷¹ .
60% support ban	12 September: The Health Education Authority reveals that almost 60 per cent of people support a ban on tobacco advertising ¹⁷² .
Its all about brand choice	18 September: Ian Birks, Head of Corporate Affairs, Gallaher: “Advertising is all about brand choice and competition between brands. It is used to increase brand loyalty and increase market share. An advertising ban is unlikely to prompt people to give up smoking” ¹⁷³ .
Formula One exempt	4 November: British Government announces that Formula One will be exempt from further restrictions in advertising, saying that it is pressing for a voluntary code ¹⁷⁴ .
6,000 sightings in 90 minutes	6 November: <i>The Guardian</i> reports that a recent study in the US had found that there was almost 6,000 sightings or mentions of tobacco company names or logos during a 90-minute broadcast of a major motor-racing event” ¹⁷⁵ .
Through the back door	14 November: BAT confirms that it will renew its involvement in Formula One. David Bacon, a BAT spokesperson says: “We’re not trying to get in through the back door. We still have the means to get our message across in markets without restrictions” ¹⁷⁶ .
F1 will not be exempt	28 November; The Government announces that UK tobacco advertising would be banned from 1 st November 2000 under the European Union’s Directive. Sponsorship of sports and arts would continue for two more years until 2002. Formula One will have a further period to find alternative sponsorship, but will not be indefinitely exempt ¹⁷⁷ .
Health Ministers say yes to ban	December: EU Health Ministers vote for a ban on tobacco advertising and sponsorship in sport from 2006.
	BAT launches a new corporate identity, changing its name to British American Tobacco and redesigning its logo. Says David

New corporate identity	Bacon, head of Corporate Communications, of the golden tobacco leaves and bright sunburst logo: “The leaves signify we’re in the tobacco business. Sunshine represents energy, dynamism and vitality. And sun is essential to tobacco growing. Gold stands for confidence in a bright future, while the blue stresses pride and a rich heritage ¹⁷⁸ ”.
Circumventing ban Regulators don’t have a case	<p>1998: 18 January: It is revealed that BAT is thinking of circumventing the EU ban of cigarette advertising and sponsorship by legally promoting their cigarette brand names in new ranges of coffee products. The scheme is already being tested in Kuala Lumpur. Says the shops manager in the Malaysian capital: “Of course this is all about keeping the Benson and Hedges brand name to the front. We advertise the Benson and Hedges Bistro on television and in the newspapers. The idea is to be smoker-friendly. Smokers associate a coffee with a cigarette. The are both drugs of a type.” BAT confirms it is also looking at selling Lucky Strike clothing, John Player Special Whiskey and Kent travel.</p> <p>David Bacon, head of corporate communications at BAT: “ Yes, these products share the trademarks of our tobacco products - luxury products have done that for years – but they should not be caught by any marketing restrictions because we are not selling cigarettes with them The [advertising] regulators could rightly be suspicious if the products do not stand on their own feet but as serious revenue-generating products then I think the regulators do not have a case”.¹⁷⁹</p>
Prove the link British American Racing	<p>6 March: FIA President, Max Mosley announces that it is prepared to negotiate an earlier end to tobacco report, by 2002, if it could be proved that tobacco advertising /sponsorship encourages smoking: “The FIA has consistently said that, if presented with evidence of a direct link between tobacco advertising/ sponsorship and smoking it would act to eliminate [it] from Formula One.” Current estimates of sponsorship are though to be: £35 million to Ferrari from Marlboro; £22 million to McLaren-Mercedes by West; £18 million to Jordon from Benson and Hedges; £25 to Williams by Winfield and £18 million to Prost by Gauloises.</p> <p>BAT will pay £200 million over five years from 1999 when its team takes over from Tyrell, under the name of British American Racing. Tom Moser, head of sponsorship for BAT says, “We plan to be there for a long time”.¹⁸⁰</p>
EU votes for a ban	13 May: The EU votes to ban all tobacco advertising on radio, print and television from 2001. All sporting events will cease to be advertised by tobacco by 2006 ¹⁸¹ .

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- ¹ R. Cunningham, *Smoke and Mirrors, The Canadian Tobacco War*, International Development Research Centre, 1996, p176; S. A. Glantz, J. Slade, L. A. Bero, P. Hanauer, D. E. Barnes, *The Cigarette Papers*, University of California Press, 1996, p28 {1700.04}
- ² J. P. Pierce, E. A. Gilpin, A Historical Analysis of Tobacco Marketing and the Uptake of Smoking by Youth in the United States: 1890-1977, *Health Psychology*, 1995, Vol 14, No 6, p500-508
- ³ S. A. Glantz, J. Slade, L. A. Bero, P. Hanauer, D. E. Barnes, *The Cigarette Papers*, University of California Press, 1996, p28 {1700.04}; B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
- ⁴ B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
- ⁵ B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
- ⁶ B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
- ⁷ B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
- ⁸ B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
- ⁹ B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
- ¹⁰ *Life Magazine*, 1946, 23 December
- ¹¹ B&W, A Review of Health References in Cigarette Advertising, 1937-1964, No date, {Minn. Trial Exhibit 13,962}
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