

Tobacco Marketing

As with any consumer product in modern history, mass media have proven to be highly effective tools for marketing tobacco products, while global tobacco control efforts increasingly seek to restrict such marketing channels. The landscape of tobacco promotion has changed substantially, with increasing legislative and policy constraints on traditional media promotion for tobacco and a concomitant shift in marketing toward areas ranging from point-of-sale displays to modern viral marketing techniques.

This part examines the advertising and promotion of tobacco through the media and the legislative and policy issues surrounding limits on such marketing. Basic principles of market segmentation and the creation of brand identities for tobacco products are explored, along with their evolution in an increasingly restrictive direct marketing environment. As new communications channels emerge, ranging from the Internet to stealth marketing, trends in promotional expenditures for tobacco change. These developments are discussed along with indirect promotional activities such as corporate image advertising.

A subsequent chapter examines current research findings linking tobacco promotion to actual smoking behavior, focusing on the relationship between advertising exposure and adolescent smoking initiation, and the relationship between industry expenditures for tobacco advertising and promotions and tobacco use. This part closes with a discussion of the regulatory and constitutional issues involved in limiting tobacco marketing.