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# **Ad Hoc Report #6: Direct-to-Consumer Tobacco Marketing Strategies: An Exploratory Analysis**

Prepared for

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# 1. INTRODUCTION

Tobacco company marketing has been shown to influence youth to start smoking (Difranza et al., 2006), encourage current smokers to continue smoking (NCI, 2008), and to influence former smokers to relapse (Ling & Glantz, 2004). Federal legislation has effectively restricted tobacco company marketing in certain channels. The 1970 Public Health Cigarette Smoking Act banned cigarette marketing on radio and television. The 1998 Masters Settlement Agreement restricted tobacco marketing on mass transit, billboards, magazines with high youth readership, and in stadiums, shopping malls, and video game arcades. As a result, tobacco companies have shifted the majority of their marketing dollars to facilitating the sale of cigarettes by reducing prices or influencing product placement in retail stores. Tobacco companies are also using more direct-to-consumer marketing, which allows tobacco companies to customize their marketing to individual consumers via postal mail, e-mail, and websites. This marketing often includes store coupons, sweepstakes, event announcements, and other materials that direct consumers to further tobacco marketing in retail stores, websites, and sponsored events. All of this can normalize tobacco use and reinforce brand identity.

In June 2009, the federal government passed legislation granting the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products. Further restrictions on the marketing of tobacco products include

- all cigarette and smokeless advertising must be black text on white background only – with all audio ads only spoken words with no sound effects or music – except in adult-only facilities and in magazines with less than 15% or fewer than 2 million youth readers (effective 6/22/10);
- no outdoor cigarette or smokeless advertising within 1000 feet of schools, parks or playgrounds (effective 6/22/10); and
- marketing content, including prohibition of “light,” “low,” and “mild” descriptors on new (effective 7/22/09) and existing tobacco products (effective 6/22/09), larger, stronger warning labels in advertisements (effective 6/22/10).

Even in the face of increasing regulations, tobacco companies adapt, develop innovative marketing strategies, and continue to market their products successfully. A strategy that has become more prevalent in tobacco marketing is to focus on building and maintaining relationships with individual consumers. One way this is done is through direct-to-consumer marketing via postal mail or electronic mail. Tobacco companies have developed large databases of postal mail addresses, which are used to send marketing materials directly to these individuals. In November 2008, Altria spokesman, Bill Phelps, noted that Philip Morris has a database of 25 million names collected via [www.smokersignup.com](http://www.smokersignup.com) where smokers can sign up to receive coupons, information, and special offers (NPR, 2008).

As noted by Lewis, Delnevo, and Slade (2004), direct mail is a major distribution channel for coupons, sweepstakes, brand loyalty programs, and sponsored event announcements, all designed to be emotionally appealing and reinforce brand images (p. 257). Materials sent often direct consumers toward other modes of marketing, such as retail environments, sponsored events, and other promotions, which in turn increase the potential impact of direct marketing. Furthermore, the coupons tobacco companies send often include the individual's name, which allows them to determine not only how many people are using the coupons, but whom is using them. Surveys may be included in postal mail, e-mail, and on tobacco websites to gather more information about individual smokers. For instance, when signing up on Camel's website in January 2010, the consumer is presented with a brief survey on the type and brand name of the cigarettes they currently smoke, as well as what other brands of cigarettes they have purchased recently. Also included was a question about whether they have purchased other tobacco products (e.g., cigars, snuff, snus) within the past six months. This allows tobacco companies to tailor their marketing toward individual consumers, the effect of which may be ultimately stronger than other modes of marketing.

Interestingly, while such tailored direct marketing may have a strong impact on current smokers and those trying to quit, not much has been done to monitor such marketing. Thus, it tends to occur "under the public radar." Cruz (2009) noted that in order to understand the methods used in direct mail, systematic examination of the materials sent, as well as the recipients of the materials, is needed.

As part of our evaluation of the Florida Bureau of Tobacco Prevention Program (BTPP), an RTI project team member signed up online to be placed on a number of tobacco company mailing lists. This was done to monitor the type of information tobacco companies send to individual consumers. The current report provides an initial summary of the information gathered between May 2008 and December 2009.

## **2. DIRECT MARKETING**

To get a better understanding of how direct-to-consumer marketing may look from the consumers' perspective, an RTI project team member signed up for tobacco company mailing lists via tobacco websites identified in magazine ads, newspaper articles, and Internet searches. Based on RTI's 2009 survey of adult smokers in Florida, a majority (70.1%) of the respondents who received items from tobacco companies, indicated that they had they signed up on the Internet (Table 2-1).

**Table 2-1. How Florida Smokers Signed up for Tobacco Mailing Lists**

<b>Method</b>	<b>(N)</b>	<b>(%)</b>
Mail	45	20.2
Phone	8	1.5
Bar or music club	2	1.1
Online	174	70.1
Other	10	7.1
<b>Total</b>	<b>239</b>	<b>100.0</b>

Ultimately, we signed up for mailing lists on 25 tobacco websites for cigarettes, smokeless tobacco, cigars, and snus. These websites were identified from Internet searches and RTI's monitoring of tobacco advertisements in magazines and newspaper articles about new tobacco products. Once signed up, we monitored the information and materials sent via postal mail and e-mail. Table 2-2 shows the amount of mail received between the time the team member signed up through December 2009.

As shown in the table, more items were sent by brands via e-mail than postal mail. The most number of items was sent by Swisher cigars, followed by American Spirit, Camel, and Newport. Other brands sent no items via either method: Doral, Kool, Pall Mall, or Salem. However, among those that did send items, Davidoff, Camacho, Camel Dip, Redman, Skoal, and Marlboro each sent least amount of items. Comparing methods used for individual brands, postal mail seems to be the preferred method of direct communication for Camel, while e-mail seems to be the preferred method for Marlboro and Newport. Interestingly, American Spirit sent nearly equal amounts of postal mail and e-mail.

**Table 2-2. Tobacco Brands by Methods of Reaching Consumers**

<b>Brand</b>	<b>Website URL</b>	<b>Website Sign-up Date (Approximate)</b>	<b>Electronic Mail Received through December 2009*</b>	<b>Postal Mail Received through December 2009</b>
<b>Cigarettes</b>				
American Spirit	nascigs.com	May 2008	12	14
Camel	smokerswelcome.com/CAM	May 2008	4	20
Davidoff	davidoffcigarettesusa.com	August 2009	1	0
Doral	smokerswelcome.com	May 2008	0	0
Kool	kool.com	May 2008	0	0
Marlboro	cooperlabel.com	April 2009	13	1
Newport	newport-pleasure.com	May 2008	21	3
Pall Mall	smokerswelcome.com/PAL	May 2008	0	0
Salem	smokerswelcome.com/SAL	May 2008	0	0

Virginia Slims	smokersignup.com	August 2008	0	8
<b>Cigars</b>				
Altadis USA	altaidsusa.com	August 2009	0	0
Camacho	camachocigars.com	October 2009	4	0
Cigar Family	cigarfamily.com	September 2009	7	0
Swisher	swisher.com	June 2009	38	0
<b>Smokeless/Chew Tobacco</b>				
Camel Dissolvable	cameldissolvables.com	June 2009	0	0
Camel Dip	cameldip.com	October 2009	1	0
Copenhagen	freshcope.com	December 2009	4	1
Grizzly	mygrizzly.com	June 2009	0	0
Longhorn	longhornsnuff.com	June 2009	0	0
Red Seal	goredseal.com	July 2009	3	2
Redman	redman.com	July 2009	2	0
Skoal Smokeless	skoalbrotherhood.com	June 2009	0	1
Timber Wolf	wolfguarantee.com	June 2009	0	0
<b>Snus</b>				
Camel Snus	camelsnus.com	June 2008	4	10
Marlboro Snus	marlborosnus.com	June 2009	1	1**
<b>Totals</b>			<b>119</b>	<b>61</b>

Notes.

\*Emails typically include an initial welcome or confirmation message after signing up on website.

\*\*Marlboro Snus sent a note indicating that it was not available in the participant's area at the time.

Thus, tobacco companies use different modes of direct marketing for their brands. While the majority of marketing was via e-mail, a substantial amount of postal mail was also sent. We examined the content of materials sent via these channels to examine what type of marketing strategies were being used for each of the different channels (i.e. post mail, e-mail, member-restricted website). Results are summarized in the sections below.

### 3. POSTAL MAIL

Table 3-1 show the types of postal mail we received from tobacco companies after signing up on their websites.

**Table 3-1. Postal Mail Content by Tobacco Brand**

	Cigarettes				Smokeless	Snus
	Camel	American Spirit	Virginia Slims	Newport	Red Seal	Camel
<b>Promotions</b>						
<b>Coupons/Gift Certificates</b>	•	•	•	•	•	•
<b>Sweepstakes</b>	•			•		
<b>Information sharing</b>						
<b>Surveys</b>		•	•			
<b>Story sharing</b>		•				

Other						
Holiday Card		•	•			
Birthday Card	•	•				
How to use	•	•				•
Where to buy	•	•				•
3-D Ephemera	•		•			

The most common postal item received is coupons. This is consistent with our findings from the 2009 survey of Florida adult smokers. More than half (58.5%) of Florida adult smokers indicated that they have “received things like coupons or other promotional items in the mail from tobacco companies in the past 12 months.” When asked which tobacco brands send coupons or other items in the mail, about 77% indicated Marlboro, followed by Camel with 22.4%. As shown in Exhibit 3-1, Camel partnered with Sheetz convenience stores to provide coupons to members of the Camel website. The address of a specific Sheetz store near the receiver’s home is also provided. American Spirit has similarly sent postal mail with addresses of local stores selling the product along with coupons.

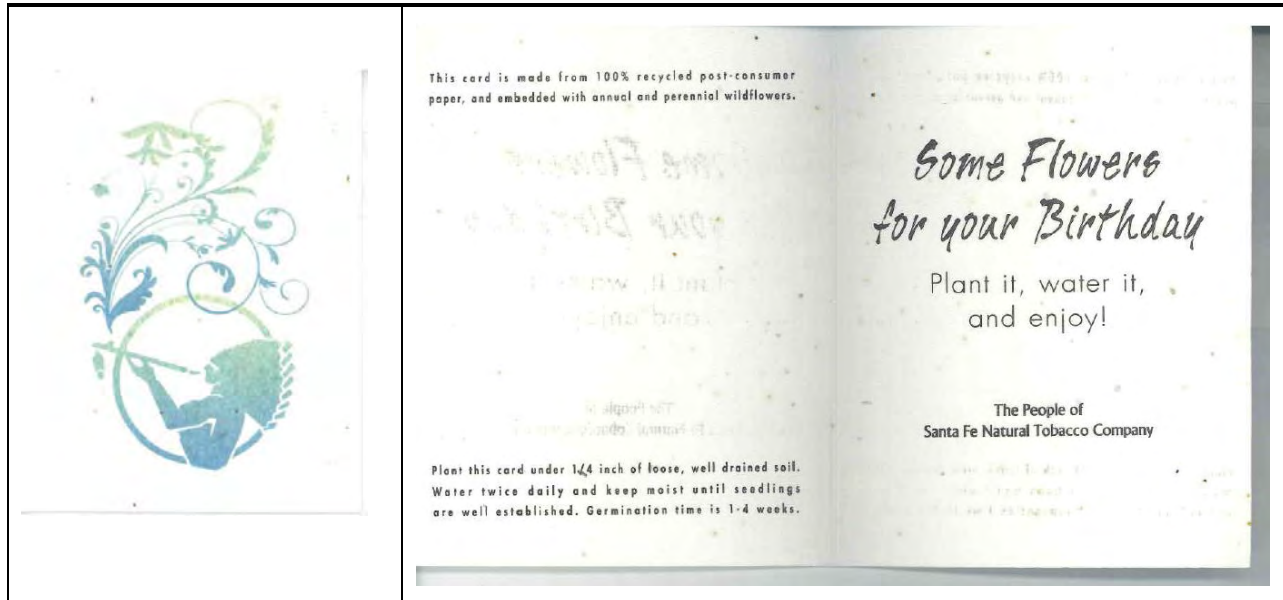
**Exhibit 3-1. Sheetz Coupons Embedded in Camel Postal Item.**



Some brands sent more personal items, such as holiday and birthday cards. American Spirit portrays an image of being natural, in touch with the American Indian heritage, and environmentally-friendly. They refer to messages sent via e-mail as “eco-mail,” rather than

electronic mail. They also include reusable postal items, such as the “plantable” birthday card shown in Exhibit 3-2.

**Exhibit 3-2. “Plantable” Birthday Card from American Spirit**



American Spirit also sent a holiday card that could be reused as gift wrapping paper (Exhibit 3-3).

**Exhibit 3-3. Holiday Card as Wrapping Paper from American Spirit.**



Other items are more interactive such as the item sent for Camel Crush cigarettes shown in Exhibit 3-4. Showing an image of the Crush filter, the item needs to be squeezed to open, similar to squeezing the filter to crush the capsule in an actual Crush cigarette.

**Exhibit 3-4. Camel Crush Postal Item to Squeeze**



Copenhagen postal mail appears to target males with images and text related to activities such as hunting (Exhibit 3-5).

**Exhibit 3-5. Postal Item for Copenhagen Smokeless Tobacco**



Virginia Slims' postal items, on the other hand, are clearly female-targeted. For instance, Exhibit 3-6 shows a postal item we received, which when closed is designed to look a purse

with a Velcro closure. When opened and the contents are pulled up you see a message about Virginia Slims cigarette packs fitting comfortably in purses.

### Exhibit 3-6. Virginia Slims Purse Pack



By including African American and Asian models, Virginia Slims targets minority women as well (See Exhibit 3-7).

**Exhibit 3-7. 2009 New Year Wishes sent via Postal Mail from Virginia Slims**



Similarly, as shown in Exhibit 3-8, marketing for Camel No. 9 cigarettes, which tends to focus on fashion and glamour, are also female-targeted. In fact Pierce and colleagues (2010) argue that marketing for Camel No. 9 is age-targeted as well, by appealing to young teenage females.

**Exhibit 3-8. Example of Camel No. 9 Postal Mail**



When asked how often they use coupons sent by tobacco companies, about 30% of Florida smokers who indicated they have received coupons in the mail responded “sometimes” or “often.” More than 75% of Florida adult smokers felt that tobacco companies sending things like coupons or other promotional items in the mail was somewhat or totally acceptable. Only about 15% were in support of a policy that would ban tobacco companies from sending coupons and other promotional items in the mail. Thus, although a relatively small proportion of Florida smokers actually use the coupons sent to them, the majority of Florida smokers believe such marketing is acceptable.

#### 4. EMAIL

About 16% (94) of Florida adult smokers indicated that they get electronic mail from cigarette companies trying to sell them cigarettes. To get a sense of the types of e-mail sent to these Florida smokers, we tracked the amount and type of e-mail we received after signing up on the websites. Table 4-1 shows the type of information received via email from the brands that sent the largest amount of email.

**Table 4-1. Types of Email Received by Tobacco Brand**

	Cigarettes				Cigars	Smokeless	Snus
	Camel	American Spirit	Marlboro	Newport	Swisher	Copenhagen	Camel
<b>Promotions</b>							
<b>Coupons/Gift Certificates</b>	•	•	•	•		•	•
<b>Contests</b>				•			
<b>Sweepstakes</b>			•	•	•		
<b>Gift offer</b>			•		•		
<b>Story sharing</b>		•					
<b>Tobacco/Smoker Rights</b>				•			
<b>Brand-loyalty Program</b>				•			
<b>Notifications of Website features</b>					•		
<b>Sponsored Event Announcements</b>		•			•		
<b>Other</b>							
<b>Where to Buy</b>		•					
<b>Earth Day</b>		•					

	Cigarettes				Cigars	Smokeless	Snus
	Camel	American Spirit	Marlboro	Newport	Swisher	Copenhagen	Camel
New Packaging	•	•					
Pricing (e.g., tax increase, recession-friendly prices)			•				•

As revealed in the table, coupons tend to be the most common type of e-mail sent, some of which require the receiver to log back on to the brand website to obtain. Other strategies to direct members back to the brand website include sweepstakes, contests, gift offers, as well as promoting interactive features (e.g., Swisher Sweets promotes the games available on their website).

The screenshot in Exhibit 4-1 demonstrates the one of the 38 e-mails for Swisher Sweets received between June and December 2009. This “Swisher Sweeties” e-mail is sent to members monthly. Members are encouraged to vote for their favorite “Sweetie of the Month,” based on the photos and descriptions provided for each of the female sweeties. These types of email, along with other email focusing on football games and racing appear to target primarily male consumers.

**Exhibit 4-1. Example Email Received from Swisher.**

---

From: SwisherSports.com  
<webmaster@athlonsports.com>  
To:  
Date: Fri, Jan 8, 2010 at 5:32 PM  
Subject: SwisherSports.com :: January 2010 :: Girls, Games & Fun

Examples of subject lines reveal the other types of email received from Swisher Sweets (Table 4-2). As shown in the table, Swisher uses email to publicize local Swisher events held

at clubs and other adult venues. Swisher also uses email to encourage members to compete for prizes, play games, and sign up for other offers such as lighters and e-magazines.

**Table 4-2. Example Email Subject Lines for Swisher**

<b>Event Announcements</b>
Tonight VIP Event Alert at Kukaramakara!
Tomorrow VIP Event Alert at Covacha!
Today Alert! - Cafe Iguana New Event Gallery.
Special VIP Event Alert!
<b>Sweepstakes</b>
Win a Trip for Two to a Jeff Gordon Racing Track!
Win a Trip to Las Vegas!
<b>Offers</b>
Special Swisher - Edition Zippo Lighter
Get the Updated Pro Football E-Magazine!
Sign up for the Pro Football Experts Club!
Swisher E-Mag is Now Available!
SwisherSports.com E-Mag is Now Available!
<b>Games</b>
Play Sweeties Poker!
SwisherSports.com :: January 2010 :: Girls, Games & Fun

Thus, email is a way for tobacco companies to direct consumers back to their website where they will encounter further, more dynamic marketing images, as discussed in the next section.

## 5. WEBSITES

To examine attributes of tobacco brand websites, an RTI team member recently visited each of the websites for the brands that sent the most direct mail (postal and electronic) within each category of tobacco (See Table 5-1). All of the brand websites included one or more forms of online media, including 3D animation and photo images. Marlboro and American Spirit had a large number of the attributes listed, including sponsored event announcements.

**Table 5-1. Website Content by Tobacco Brand**

	Cigarettes				Cigars	Smokeless	Snus
	Camel	American Spirit	Marlboro	Newport	Swisher	Redman*	Camel
<b>Brand story/History</b>	•	•	•			•	
<b>Online Media</b>							
<b>Audio</b>			•				
<b>3D Animation</b>	•	•	•	•	•	•	•

	Cigarettes				Cigars	Smokeless	Snus
	Camel	American Spirit	Marlboro	Newport	Swisher	Redman*	Camel
<b>Messages inbox</b>			•				
<b>Photos</b>		•	•	•	•	•	
<b>Videos</b>			•		•	•	
<b>Downloadable media</b>			•		•	•	
<b>Interactive</b>							
<b>Games</b>			•	•	•		
<b>Promotions</b>							
<b>Coupons/Gift Certificates</b>	•	•	•		•		•
<b>Refer a friend</b>				•			
<b>Sweepstakes</b>			•	•		•	
<b>Information sharing</b>							
<b>Select or Create an Avatar</b>	•		•				
<b>Story sharing</b>		•					
<b>Message Boards or Forums</b>	•						•
<b>Testimonials</b>		•					•
<b>Brand-loyalty Program</b>				•			
<b>Sponsored Event Announcements</b>		•	•		•	•	
<b>Other</b>							
<b>Tobacco Warnings</b>	•	•	•		•	•	•
<b>Cessation Resources</b>		•					
<b>FAQs</b>	•	•					•
<b>Where to buy</b>		•				•	•
<b>Tips/How to use products</b>		•					•
<b>Items for sale</b>					•		

Notes. \*Although Copenhagen smokeless sent the most mail items, we were recently unable to access their website due to an issue with the website's security certificate.

While a major goal of direct mail marketing is to develop long-term relationships with individual consumers, some features of the websites help to develop a sense of community among the brand users themselves. For instance, the ability to share personal stories (e.g., American Spirit) and communicate with others who visit the website via message boards

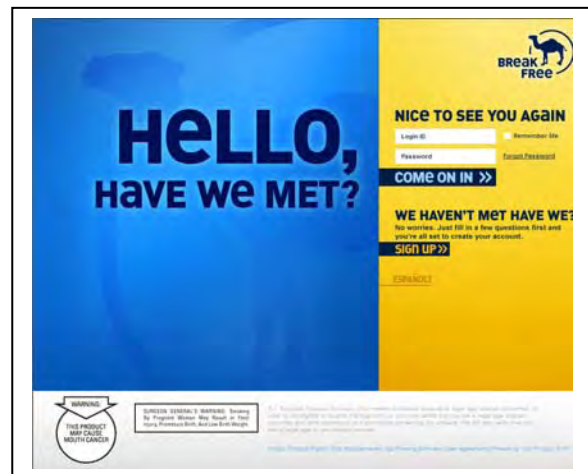
(e.g., Camel cigarettes and Camel Snus) leads to the perception of a shared experience, one in which tobacco use is the norm. Furthermore, secured sites, where verification of age, as well as a login id and a password are needed to use the site, gives members the perception of being part of an exclusive group (Lewis & Wackowski, 2006).

Interestingly, brand loyalty programs were present on only one of the brand websites (i.e., Newport). These programs are another way to build long-term relationships with consumers while encouraging more purchasing behavior in order to obtain more points (Anderson, Hastings, and MacFadyen, 2002).

Another interesting feature is the ability to select or create an “avatar” or personal identity while on the website. For instance, Marlboro provides the opportunity to create one’s own “custom mark” using the “Brand Builder,” an online wizard that guides the member through each step of developing their custom mark. Camel members are provided with a number of avatars, each featuring the Camel brand, from which to select as their identity while they’re on the website.

To demonstrate the process of signing up on a brand website, the following screenshots show the process of signing up on Camel’s website.

When you type in [www.camel.com](http://www.camel.com), you are greeted with login screen.



Those who are interested in viewing the website must create an account for the website. During this process, they must provide their name and address, as well as date of birth, gender, home phone, and email address purportedly to verify the individual’s age. To reduce the amount of time to do the verification, the individual has the option of providing the last four digits of their social



security number and/or their driver's license number.

The next screen is a brief survey about the types of tobacco products you typically use. This provides data that the company can use for researching customer attributes, as well as to tailor direct marketing.

Once the verification of their legal age is complete, the individual is notified (either immediately or via e-mail) that they can logon to the website.

LOGIN SIGN UP

What is the brand you smoke most often? \*

Please Select

What other types of tobacco products have you purchased for yourself in the last 6 months? (Indicate up to 3.)

Chewing Tobacco  Dissolvable Tobacco  Pipe Tobacco  
 Cigarettes  Little Cigs  Snus  
 Cigars  Moist Snuff  None

How would you prefer for us to communicate to you in the future? \*

Regular mail  Email  Either or both

If you smoke cigarettes, do you smoke: \*

Menthol  Nonmenthol  Both

Use other tobacco products, not cigarettes

What cigarette brands have you purchased for yourself recently? (Indicate up to 3) \*

ACE  KOOL  Full Flavor  Sonoma  
 American Spirit  Marlboro  Parliament  USA Gold  USA Gold  
 Blue  Newport  Just Your Own  Virginia Slims  
 Camel  One's Full/Regular Price  Salem  Winston  
 Doral  One's Savings/Reduced Price  Benson

WARNING: Quitting Now Greatly Reduces Serious Risks to Your Smoking. Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

THE PRODUCT MAY CAUSE MOUTH CANCER

Once logged into the website, the individual can read or contribute to message boards, engendering a sense of community among smokers.

WELCOME BACK jennak1219 My Camel 1 Logout

OUR STORY PRODUCTS OPEN CIRCLE BOARDS PROMOTIONS

FORUM TOPICS / POSTS LAST POST

Topic	Topics / Posts	Last Post
<input type="checkbox"/> Camel Smokers Share your thoughts about Camel Smokers.	146 / 328	Jan 27, 2016 9:30 PM By: hawcraft
<input type="checkbox"/> Camel Cigs Invention, Class, Change.	47 / 84	Jan 27, 2016 5:23 PM By: Postingsp
<input type="checkbox"/> Camel No. 9 All things No. 9.	16 / 44	Jan 26, 2016 6:16 PM By: Shmooz
<input type="checkbox"/> Camel Filter My first experience.	18 / 52	Jan 26, 2016 2:08 PM By: hawcraft
<input type="checkbox"/> Camel 100's Premium tobacco freedom for adult smokers.	15 / 17	Jan 27, 2016 9:29 PM By: 173cp
<input type="checkbox"/> Camel Chisel The best tobacco you never smoked.	9 / 21	Jan 25, 2016 8:30 PM By: 1076mooz
<input type="checkbox"/> Signature Series The place to talk about Signature Series, including your overall impressions, favorite	16 / 54	Jan 25, 2016 5:30 PM By: Darkmooz

WARNING: Quitting Now Greatly Reduces Serious Risks to Your Smoking. Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

THE PRODUCT MAY CAUSE MOUTH CANCER

Members can also create an identity for themselves on the website. For instance, Camel's website allows members to select from a number of Camel branded avatars.

WELCOME BACK jennak1219 My Camel 1 Logout

OUR STORY PRODUCTS OPEN CIRCLE BOARDS PROMOTIONS

MY CAMEL

MY INFO MY SMOKES SITE PREFERENCES

Change your viewing preferences to control how you see forum data. Change your profile to set the information you would like others to see about you — you're free to leave any of the information blank.

ALIAS

CURRENT ALIAS: jennak1219

AVATAR

CURRENT AVATAR

CHOOSE NEW AVATAR

SAVE CANCEL

WARNING: Quitting Now Greatly Reduces Serious Risks to Your Smoking. Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

THE PRODUCT MAY CAUSE MOUTH CANCER

Promotions and printable coupons are available to members as well.



Although we did not observe this strategy on the small subset of brand websites we monitored, Freeman and Chapman (2009) noted that Camel has engaged members by asking them to help design for new cigarette flavors and packages. This, they point out, demonstrates how the Internet can blur the line between marketing and market research.

Among the brands that sent the most postal mail and e-mail, the most dynamic and interactive website was for Marlboro. After you sign on, you hear music (which can be turned off by the user if desired), and are presented with images of different areas of the website, such as "The Cowboy" and "The Ranch," which have a number of videos and images to view. "The Cowboy" page includes men in cowboy hats on horses similar to the old "Marlboro Man" billboard pictures. "The Ranch" includes images and video of the saloon, sports activities available on the ranch (e.g., snowmobiling, fly-fishing, horseback riding), social activities (e.g., playing pool in the saloon, sitting around a bonfire having a good time), and stories of those who have visited the ranch. There is also a recipe area, which includes recipes for "Memphis Style Pork Ribs," "Planked Trout," and "Beef Jerky." The nightlife area of the website includes music downloads and interactive games (e.g., "throw darts," "shoot pool").

## 6. CONCLUSION

In summary, direct-to-consumer marketing seems to be a powerful strategy aimed at developing long-term relationships with consumers. Through the use of direct marketing, tobacco companies are able to target individuals based on their use of coupons, their responses to online or mail surveys, and possibly, their age and gender. While likely quite impactful, this type of marketing has occurred largely under the radar of most tobacco marketing monitoring. This report shows the importance of developing strategies to monitor this type of marketing to gain a better understanding of the strategies used and the need to counteract them. For instance, Lewis et al. (2004) note that when smokers are motivated to quit it is important to encourage them to remove their names from tobacco brand mailing lists.

While our method of signing up on tobacco websites allowed us to gain a better understanding of direct mail marketing methods and materials, a more systematic strategy with actual smokers would further our understanding. For instance, do marketing materials vary by age, gender, and tobacco preferences? Are smokers provided with coupons for products and brands other than what they typically purchase? Do smokers who use coupons more often receive more coupons than those who do not use the coupons regularly?

To address these and other questions, RTI has proposed to do a systematic study with Florida adult smokers in which they would sign up for the websites associated with the brand(s) they use. We would then ask them to keep track of and report back about the materials they receive via email and postal mail. Pursuit of such a study will depend largely on BTPP's interest in this project. RTI looks forward to future discussions on this topic with BTPP staff.

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