

Tobacco Advertising... are you being burned?

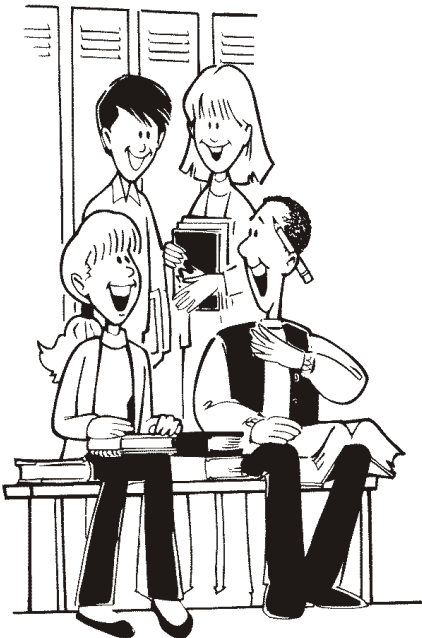
Don't be conned!

- Tobacco advertising to youth is banned in Canada. However, tobacco manufacturers continue to spend big bucks to push their products through the promotion of events. For example, duMaurier Arts Limited sponsors a number of jazz festivals throughout the country that bear the cigarette's brand name, and also use the duMaurier name on all promotional material. Effective October 1st, 2003, the Federal Government will completely ban this type of tobacco sponsorship. Keep in mind, though, that the tobacco industry has many resources and has delayed the passing of similar laws in the past.
- The tobacco industry wants people to believe that sponsorship is not advertising. In reality, the tobacco industry relies upon the promotion of special events to attract new teen "addicts" in order to survive.
- A top tobacco executive from R.J. Reynolds tobacco company stated "during and after an event, we see an increase in sales".
- Canadian tobacco industry spending on advertising has climbed steadily in the 90's. In 1998 expenditures were more than 450% higher than in 1993.



You've been fooled long enough baby!

- Current tobacco ads target women, minorities, children and other groups. Tobacco manufacturers do this by associating cigarettes with popular themes such as risk-taking, glamour, sex, and financial and personal success.
- The Matinée Fashion Foundation provides a way for Imperial Tobacco to advertise to women by awarding money to young Canadian fashion designers. By associating tobacco with glamorous and exciting events and people, the product is considered to be acceptable.
- The models in cigarette ads are portrayed as cool, beautiful and smart. The real story is:
 - Janet Sackman, Lucky Strike's former cover girl, has had her larynx removed due to throat cancer;
 - Wayne McLaren, former Marlboro Man, has died of lung cancer;
 - David Goerlite, a former Winston model, has suffered a stroke;
 - David Millar, another former Marlboro Man, has died of emphysema.
 All of the above models smoked the products they promoted.
- The tobacco industry fights any possible law which will stop young people from smoking.





Beware of Tobacco Advertising!

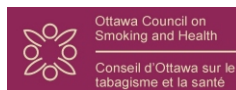
- There are currently 4 million deaths a year from tobacco. By 2020 this figure is expected to rise to about 10 million. Seventy percent of these deaths will occur in developed countries like ours.
- American tobacco manufacturers spend more than \$250 million each year giving away cigarettes, especially to youth and children. They know that if youth smoke a pack or more, they will likely be a customer for life. For example, in Budapest, youth attending discos or rock concerts are handed free Marlboros from attractive women wearing cowboy outfits. Youth who immediately accept a light receive Marlboro glasses.
- Cigarette advertising in foreign countries focuses heavily on North American lifestyles. Children in the rest of the world believe that everyone in America smokes and is glamorous. For instance, in Bangkok, Thai youth sew Marlboro logos on their jackets and jeans to boost their status.
- Flavoured cigarettes are new products on the market. They target youth!

References:

Facts taken from information produced by Health Canada, Canadian Council on Tobacco Control, Canadian Cancer Society, Ontario Lung Association, Heart and Stroke Foundation of Ontario and Centre for Addiction and Mental Health.

For tobacco information call the Public Health Info Line at 724-4179.

Shaping our future together
www.ottawa.ca



You are the target because the tobacco industry thinks they can take advantage of you. Do you want this to continue?

BE AWARE!



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