

Tobacco Company Quotes on Marketing to Kids



Philip Morris USA (Marlboro, Virginia Slims, Benson & Hedges)

“Smoking a cigarette for the beginner is a symbolic act. . . . ‘I am no longer my mother’s child, I’m tough, I am an adventurer, I’m not square.’ . . . As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit.”

[First Draft of Annual Report To Philip Morris Brand By V.P. For Research & Development Considered To Technical](#), Fall 1969, Why One Smokes, UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement.

“Long after adolescent preoccupation with self-image has subsided, the cigarette will even preempt food in times of scarcity on the smoker’s priority list.”

Wakeham, HR, [Smoker Psychology Research](#), Presented to the PM Board of Directors, UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 1969 November 26.

“We are not sure that anything can be done to halt a major exodus if one gets going among the young. This group follows the crowd, and we don’t pretend to know what gets them going for one thing or another . . . Certainly Philip Morris should continue efforts for Marlboro in the youth market, but perhaps as strongly as possible aimed at the white market rather than attempting to encompass blacks as well.”

Roper Organization, [A Study of Smoking Habits among Young Smokers Prepared for Philip Morris Incorporated](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 1974 July.

“Marlboro’s phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers...15 to 19 years old ... my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds. The teenage years are also important because those are the years during which most smokers begin to smoke, the years in which initial brand selections are made, and the period in the life-cycle in which conformity to peer-group norms is greatest.”

Johnston, M, [The Decline in the Rate of Growth of Marlboro Red](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 1978 May 21.

“It is important to know as much as possible about teenage smoking patterns and attitudes. Today’s teenager is tomorrow’s potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens. . . . The smoking patterns of teen-agers are particularly important to Philip Morris: ...the share index is highest in the youngest group for all Marlboro and Virginia Slims packings.”

“At least a part of the success of Marlboro Red during its most rapid growth period was because it became the brand of choice among teenagers who then stuck with it as they grew older.” (emphasis in original)

“We will no longer be able to rely on a rapidly increasing pool of teenagers from which to replace smokers through lost normal attrition.”

“Because of our high share of the market among the youngest smokers, Philip Morris will suffer more than the other companies from the decline in the number of teenage smokers.”

Johnston, ME, [Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 1981 March 31.

“I have just received data on the graduating class of 1982 and the results are much more encouraging and corroborate the Roper data [a survey that tracked track smoking trends] . . . These data show that smoking prevalence among these 18-year-old high school seniors has increased from 1981 to 1982.”

Johnston, M, [Still More on Trends in Cigarette Smoking Prevalence](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 1983 February 18.

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"The ability to attract new smokers and develop them into a young adult franchise is key to brand development."

Philip Morris, [Worldwide Marlboro Monitor - Five Year Trends, 1988-1992](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 2002 May 31.

R.J. Reynolds (Camel, Winston, Salem)

Now also owns Newport, Camel, Pall Mall, Lucky Strike, Natural American Spirit. No longer owns Winston, Kool, or Salem.

"In view of the need to reverse the preference of Marlboros among younger smokers, I wonder whether comic strip type copy might get a much higher readership among younger people than any other type of copy."

"The best use of advertising media presents an interesting problem especially in view of the apparent need for reaching younger people as effectively as Marlboro seems to be doing. Obviously maximum use should be made of magazines which are known to be read by younger people."

[The following are the principle thoughts which I had after our review of cigarette product formulation and cigarette marketing in Winston-Salem on April 12, 1973](#), UCSF Industry Documents Library, RJ Reynolds Records, Minnesota Documents, Master Settlement Agreement, 1973 April 12.

"At the outset it should be said that we are presently, and I believe unfairly, constrained from directly promoting cigarettes to the youth market; that is, to those in the approximately twenty-one year old and under group. Statistics show, however, that large, perhaps even increasing, numbers in that group are becoming smokers each year, despite bans on promotion of cigarettes to them. If this be so, there is certainly nothing immoral or unethical about our Company attempting to attract those smokers to our products."

"Realistically, if our Company is to survive and prosper, over the long term we must get our share of the youth market."

"Several things will go to make up any such new 'youth' brands, the most important of which may be the image and quality -- which are, of course, interrelated. The questions then are: What image? and What quality? Perhaps these questions may best be approached by consideration of factors influencing pre-smokers to try smoking, learn to smoke and become confirmed smokers."

"The fragile, developing self-image of the young person needs all the support and enhancement it can get. Smoking may appear to enhance that self-image in a variety of ways. If one values, for example, and adventurous, sophisticated, adult image, smoking may enhance one's self-image... This self image enhancement effect has traditionally been a strong promotional theme for cigarette brands and should continue to be emphasized."

[Research Planning Memorandum on Some Thoughts about New Brands of Cigarettes for the Youth Market](#), UCSF Industry Documents Library, Philip Morris Records, RICO Privilege Downgrades Collection, Master Settlement Agreement, 1973 February 02.

"They represent tomorrow's cigarette business. . . As this 14-24 age group matures, they will account for a key share of the total cigarette volume -- for at least the next 25 years. Both Philip Morris and Brown & Williamson, and particularly their fast growing major brands, Marlboro and Kool, have shown unusual strength among these younger smokers. In the 14-24 age category, Philip Morris has a 38% share and B&W a 21% share."

[1975 Marketing Plans Presentation Hilton Head](#), UCSF Industry Documents Library, Ness Motley Law Firm Documents, 1974 September 30.

"Our attached recommendation to expand nationally the successfully tested 'Meet the Turk' ad campaign and new Marlboro-type blend is another step to meet our marketing objective: To increase our young adult franchise. To ensure increased and longer-term growth for CAMEL FILTER, the brand must increase its share

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penetration among the 14-24 age group which have a new set of more liberal values and which represent tomorrow's cigarette business."

Hind, JF, [Our attached recommendation to expand nationally the successfully tested ""meet the turk"" ad campaign](#), UCSF Industry Documents Library, RJ Reynolds Records, Minnesota Documents, Master Settlement Agreement, 1975 January 23.

"Evidence is now available to indicate that the 14-to-18- year-old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained over the long term." (emphasis in original)

Teague, C, [Planning Assumptions and Forecasts for the Period 1977-1986 for R.J. Reynolds Tobacco Company](#), UCSF Industry Documents Library, Ness Motley Law Firm Documents, 1976 March 15.

"Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. They will continue to be just as important to brands/companies in the future for two simple reasons:

- The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5 percent of smokers start after age 24.
- The brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age." (emphasis in original)

"...brands/companies which fail to attract their fair share of younger adult smokers face an uphill battle. They must achieve net switching gains every year to merely hold share."

"Younger adult smokers are critical to RJR's long term performance and profitability. Therefore, RJR should make a substantial long term commitment of manpower and money dedicated to younger adult smoker programs. An unusually strong commitment from Executive Management will be necessary, since major volume payoffs may lag several years behind the implementation of a successful younger adult smoker category." (emphasis in original)

"Younger adult smokers are the only source of replacement smokers."

"If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle."

Burrows, DS, [Strategic Research Report. Young Adult Smokers: Strategies and Opportunities](#), UCSF Industry Documents Library, RJ Reynolds Records, Master Settlement Agreement, 1984 February 29.

"[Jack Daniels' merchandizing campaign is] an example of a viable positioning executed in a 'nonstandard' but authentic and unpretentious way, which not only reached [younger adult] consumers, but converted [younger adults] into walking billboards."

[Question. Are Younger Adult Smokers Important?](#), UCSF Industry Documents Library, RJ Reynolds Records, Minnesota Documents, Master Settlement Agreement, 1985 September 19.

"...repositioning CAMEL as the relevant brand choice for younger adult smokers will be critical to generating sustained volume growth."

"Overall, Camel advertising will be directed toward using peer acceptance/influence to provide the motivation for target smokers to select Camel."

"[Camel advertising will create] the perception that Camel smokers are non-conformist, self-confident and project a cool attitude, which is admired by their peers. . . Aspiration to be perceived as cool/a member of the in-group is one of the strongest influences affecting the behavior of younger adult smokers."

[Memo to D. N. Iauco from R. T. Caufield Re: Camel New Advertising Campaign Development](#), UCSF Industry Documents Library, Joe Camel Collection, 1986 March 12.

Brown & Williamson (Kool, Tareyton, Lucky Strike, GPC)

Acquired by R.J. Reynolds in 2004.

"It's a well-known fact that teen-agers like sweet products. Honey might be considered."

Marketing, Innovations Inc., [Youth Cigarette - New Concepts](#), UCSF Industry Documents Library, Marketing to Youth MSA Collection, 1972 September.

"KOOL has shown little or no growth in share of users in the 26+ age group. Growth is from 16-25 year olds. At the present rate, a smoker in the 16-25 year age group will soon be three times as important to KOOL as a prospect in any other broad age category."

"KOOL'S stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs. As a result, all magazines will be reviewed to see how efficiently they reach this group and other groups as well."

[Memo to TA Pittma from RL Johnson, 2/21/73 of Brown & Williamson, on Wave XIII and the Latest Black Study](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 1973 February 21.

"The younger smokers is of pre-eminent importance

- Significant in numbers
- 'Lead in' to prime market
- Starts brand preference patterning
- Still volatile in habits"

Kenyon & Eckhardt Inc., [Black & Williamson Tobacco Company: New Ventures Project Stage II - the 'New' Smoker](#), UCSF Industry Documents Library, Brown & Williamson Records, MSA, 1974 September.

"The studies reported on youngsters' motivation for starting, their brand preferences, etc., as well as the starting behavior of children as young as 5 years old. . . The studies examined examination [sic] of young smokers' attitudes towards 'addiction,' and contain multiple references to how very young smokers at first believe they cannot become addicted, only to later discover, to their regret, that they are."

Referenced in [Lorillard Tobacco Company's Responses to Plaintiffs Second Set of Requests for Production of Documents](#), UCSF Industry Documents Library, British American Tobacco Records, 1998 May 04.

"The purpose of this research was to gain insight into the perceptions, attitudes and behavior of younger, recently-starting smokers regarding initial product usage, current smoking and health concerns. ...As long as young people are curious, anticipatory of adulthood and seek bravado, cigarettes will be tried."

[Young Adult Smoker Lifestyles and Attitudes](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 2010 March 24; 2012 August 29.

Lorillard (Newport, Kent, True)

Acquired by Reynolds American/R.J. Reynolds in 2015.

"The assignment is as follows: To design a cigarette package and cigarette carton that has selling appeal to the 'youth market'. The new product name is 'Kicks'. (a new cigarette)"

"While this cigarette is geared to the youth market, no attempt (obvious) can be made to encourage persons under twenty-one to smoke. The package design should be geared to attract the youthful eye... not the ever-watchful eye of the Federal Government."

Gaberman, P, Robert Brian Associates Inc., [\[Re: Package Design Attractive to Kids\]](#), UCSF Industry Documents Library, Marketing to Youth MSA Collection, 1970 August 13.

"Our profile taken locally shows this brand [Newport] being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student."

[Lorillard Research - August 30, 1978 on Product Information - written from TL Achey to Mr. Curtis Judge](#), UCSF Industry Documents Library, Philip Morris Records, Master Settlement Agreement, 1978 August 30.