

AD WATCH

Targeting kids? Who, us?

Cigarette advertising in video arcades

After working in the field of tobacco control for a few years, people invariably learn this maxim: soon after you see a tobacco advertisement which, in your greatest imagination, cannot be surpassed in terms of deceit, hypocrisy, or malevolence, you find one even more outrageous. That's why we expect the competition to heat up for profiling tobacco ads in Ad Watch.

Some of the best examples of outrageous advertisements are those that target kids. Of course the tobacco and advertising industries deny that they target kids. RJ Reynolds purchased advertising space in newspapers and magazines across the United States to tell readers, "We don't advertise to children" (see p 118). The Tobacco Institute, representing the major US cigarette manufacturers, has launched a campaign promoting the concept

that "Smoking should not be a part of growing up" (figure). The industry offers programmes "to help parents talk to their kids about tough issues like smoking." Well, I wonder if the industry's programmes advise parents on how to deal with tobacco promotions in video arcades.

Last August I attended a public health conference in Traverse City, one of the most popular resorts in the state of Michigan. My wife and two sons, then aged three and five years, came with me. After the conference ended we took our kids to the nearby Pebble Brook Fun Park at US Highway 31 North at Four Mile Road. The park includes go carts (small, motorised vehicles for use by children), a video arcade, bumper boats (small, motorised, rubber boats designed to withstand collisions by pediatric pilots), and a four acre, 36 hole, miniature golf course described in the park's brochure as "both challenging and fun for the entire family."

After playing a round of miniature golf we headed towards the video arcade across a small parking lot (see figures). The arcade was next to the small pond of bumper boats. A sign saying "game cabin" welcomed us to the arcade, in the front of which was a small, mechanical pony ride for toddlers. Within the arcade, next to electronic video games, was a basketball game sponsored by Newport cigarettes (manufactured by Lorillard). The brand name appeared on the backboard just above the basket and, along with the brand's advertising logo ("Alive with Pleasure"), on the green cloth barrier that faces the player.

What would the industry say about this promotion? "Only adults enter video arcades." "The Newport sponsorship only gets people to switch from one video game to another." "The health warning (on the side of the game, facing the wall) educates players about the alleged health risks of smoking." "Basketball should not be a part of growing up."—ED

[Note: A photograph of another Newport basketball game, identical to the one described here, appeared in the Autumn 1990 issue of Tobacco and Youth Reporter, published by Stop Teenage Addiction to Tobacco (STAT), based in Springfield, Massachusetts, USA.]

Send original examples of material for Ad Watch to Simon Chapman at the address given on the inside front cover.

Smoking Should Not Be A Part Of Growing Up



A Free Guide For Parents

Parents know that sometimes it's hard to talk to kids about tough issues. The choices kids make are often influenced by peer pressure. Parents can give their children the guidance they need to reduce that peer pressure.

The tobacco industry believes that smoking should not be a part of growing up. So, for advice on programs to help parents talk to their kids about tough issues like smoking, it has brought together a group of educators to form the Family COURSE Consortium. Working with the Consortium, the industry is offering a free booklet to help parents help their children cope with peer pressure.

"Tobacco: Helping Youth Say No" is only one part

of wide-ranging tobacco industry programs to discourage youth smoking. The industry has strengthened its marketing code and supports new state laws to reduce access to cigarettes by young people. And, the industry has a program to provide retailers with materials to help them comply with state laws prohibiting the sales of cigarettes to those who are underage. Look for "IT'S THE LAW" displayed wherever cigarettes are sold.

For your free copy of "Tobacco: Helping Youth Say No," return the coupon today. Or call 1-800-342-9099.



PLEASE SEND ME MY FREE COPY OF "TOBACCO: HELPING YOUTH SAY NO" Parent's Guide P.O. Box 41193 Washington, DC 20018

Tobacco Helping Youth Say No

Please Print

NAME _____

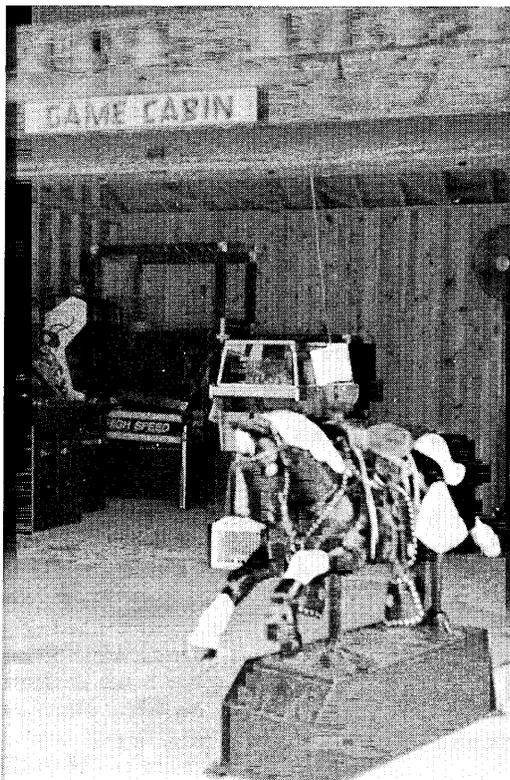
ADDRESS _____

CITY _____

STATE _____ ZIP _____

Tobacco Institute advertisement, Time magazine, 2 March 1992

In last issue's Ad Watch the Legend advertisement was kindly sent in by Dr SG Vaidya, Honorary Secretary of the Goa Cancer Society, India.—sc



DEAN SIENKO



Willy the Penguin and Joe Camel duke it out for the youth market

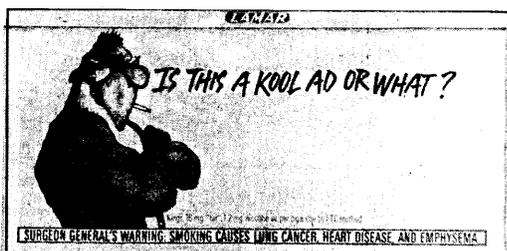
In cigarette advertising, imitation is the sincerest indication that a campaign is working. So it is no surprise that RJR Nabisco's Joe Camel cartoon now has a rival for the youth market: Willy the Penguin, the new advertising mascot for Brown and Williamson's Koal cigarettes.

RJR Nabisco introduced Joe Camel in late 1987. As documented last December in the *Journal of the American Medical Association* (see p 118), this campaign has significantly influenced the attitudes of children about smoking: even very young children had a high recognition of the cartoon camel, and this is being translated into substantial market share gains for Camel cigarettes among the illegal youth market. Whereas before the cartoon campaign Camel's share of the youth market was less than 1%, it is now nearly a third. There is also evidence that overall teenage smoking rates have increased since this campaign was introduced.

A little over a year ago the original Joe Camel was joined by several other cartoon camels with decidedly African-American features in a band called the "Hard Pack." Young

African-Americans seem to be the target for this campaign.

The Hard Pack campaign is an arrow aimed at the heart of Brown and Williamson. Its flagship Koal brand is the fourth best selling cigarette nationally and has a disproportionate share of the market among black smokers. Over the past year Koal's market share has



Billboard in South Richmond, Virginia



Advertisement in the Richmond Times-Dispatch, 25 November 1991

slipped from 6% to 4.9%. Willy the Penguin is the company's effort to staunch its market share losses and to recruit replacements for the brand's older smokers who die, quit, or defect to other brands.

For this campaign Brown and Williamson has transmogrified an old theme. The company used a cartoon penguin off and on to promote Kool cigarettes from 1933 to about 1960. The cute little creature gave advice—often with implicit health promises—that was aimed at white, middle class males. The new Willy has

the biceps of Hulk Hogan, a Vanilla Ice hairdo, Spike Lee high top sneakers, and a Bart Simpson attitude. It is as if Dick Van Dyke went to sleep in 1960 and woke up as Michael Tyson.

The cartoon campaign is being test marketed in Richmond, Virginia, and Cleveland, Ohio—both communities with large African-American populations. If it is successful in increasing the sale of Kool cigarettes in those communities a national campaign can be expected.

Brown and Williamson and RJR Nabisco both deny that their cartoon characters influence children (they also deny that cigarettes cause lung cancer). The unfortunate truth is that children do react to cartoon characters and that these advertising campaigns will increase the number of children smoking. Willy Penguin and Joe Camel are the most potent threats to the health of our children in the environment today.

JOE B TYE

President,

STAT (Stop Teenage Addiction to Tobacco),
Springfield, Massachusetts, USA

**THE OFFICIAL
1991 KOOL CHRISTMAS
ORNAMENT AND KEEPSAKE,
ALL FOR THE PRICE OF A
NEWSPAPER.**

YEAH YEAH
MERRY CHRISTMAS
TO YOU TOO.

IT'S A SMOOTHER,
LIGHTER KOOL. GET IT!

Ultra Lights, 8 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.
Lights, 11 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.
Lights 100, 1 mg. "tar," 0.1 mg. nicotine av. per cigarette by FTC method.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Advertisement in the Richmond Times-Dispatch,
23 December 1991

**TIMES' UP.
NOW, TAKE THIS
KOOL TEST.**

HEY GENIUS...
GOT A MINUTE?

Kool now has four styles and you wish you could remember their names.	TRUE <input type="checkbox"/>	FALSE <input type="checkbox"/>
You've never been called a Genius before.	TRUE <input type="checkbox"/>	FALSE <input type="checkbox"/>
They did absolutely nothing to Kool Classic.	TRUE <input type="checkbox"/>	FALSE <input type="checkbox"/>
The words "Ultra Light" are normally used to describe a 4,000 watt bulb.	TRUE <input type="checkbox"/>	FALSE <input type="checkbox"/>
To answer these questions correctly, you cheated and looked back at the ad.	TRUE <input type="checkbox"/>	FALSE <input type="checkbox"/>

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Advertisement in the January 1992 issue of TV Guide (Roanoke, Virginia, edition),
which informs its advertising clients that it reaches millions of teenagers

THE SATURDAY EVENING POST August 19, 1933

**OLD BRAND
GONE FLAT?**

Try this idea...
**In between the others...
SMOKE A KOOL**

YOUR THROAT
WILL LIKE
THE CHANGE

THE MILD MENTHOL
IS DEFINITELY
REFRESHING

YOU'LL ENJOY
ALL YOUR
SMOKING MORE

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UNION MADE

VALUABLE COUPON ON EACH PACK - FOUR EXTRA IN CARTONS

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The original Willy Penguin, from the Saturday
Evening Post, 19 August 1939

"...DIDN'T I WARN YOU ABOUT SECOND-HAND SMOKE P."

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A penguin that tells the truth. By Bill Schorr of the
Kansas City Star. Reprinted with permission of UFS
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