

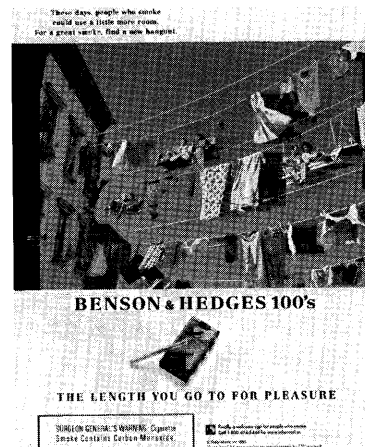
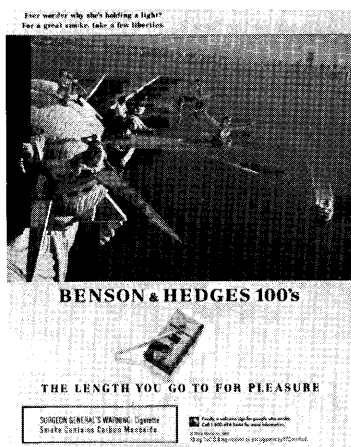
AD WATCH

The empathy advertising campaign – continued

In the Autumn 1994 issue of *Tobacco Control*, Garfield Mahood described Philip Morris' "empathy advertising campaign" for its Benson & Hedges brand.¹ The campaign uses satire to express empathy for smokers' plight in this era of declining social acceptability of smoking.

Mahood's piece included reproductions of the first three advertisements in this campaign. The campaign continues unabated, as shown in the five ads reproduced here.

The Statue of Liberty ad created a bit of controversy.² Some consumers were upset because they thought a smoking scene had been staged on top of the statue's head; however, the smokers were superimposed on a



The only thing allowed to smoke in some restaurants these days is the grill. For a great smoke, dine out.



Finally, a welcome sign for people who smoke. Call 1-800-474-5444 for more information.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

BENSON & HEDGES 100's
THE LENGTH YOU GO TO FOR PLEASURE

picture of the statue. Others were annoyed that a National Park Ranger is depicted in the ad, although the model is not a real Ranger and he is not wearing an official uniform.


"We would not have permitted that ad", said Steve Briganti, president of the Statue of Liberty Ellis Island Foundation, which raised money to restore the statue for its centennial

celebration in 1986. "Any use of the statue approved by us had to be in good taste".²

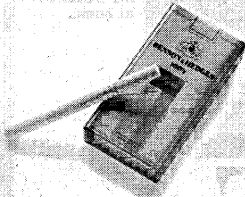
RONALD M DAVIS
Editor

- 1 Mahood G. The empathy advertising campaign – preparing smokers for the inevitable social isolation. *Tobacco Control* 1994; 3: 270–2.
- 2 Horovitz B. Statue of Liberty tobacco ad ignites firestorm. *USA Today* 1995; April 27: 1B.

**Today, trying to smoke in some public buildings
is a monumental task.
For a great smoke, just work it out.**




BENSON & HEDGES 100's



THE LENGTH YOU GO TO FOR PLEASURE

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

 Finally, a welcome sign for both smokers and nonsmokers.
Call 1-800-494-5444 for more information.

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10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.