

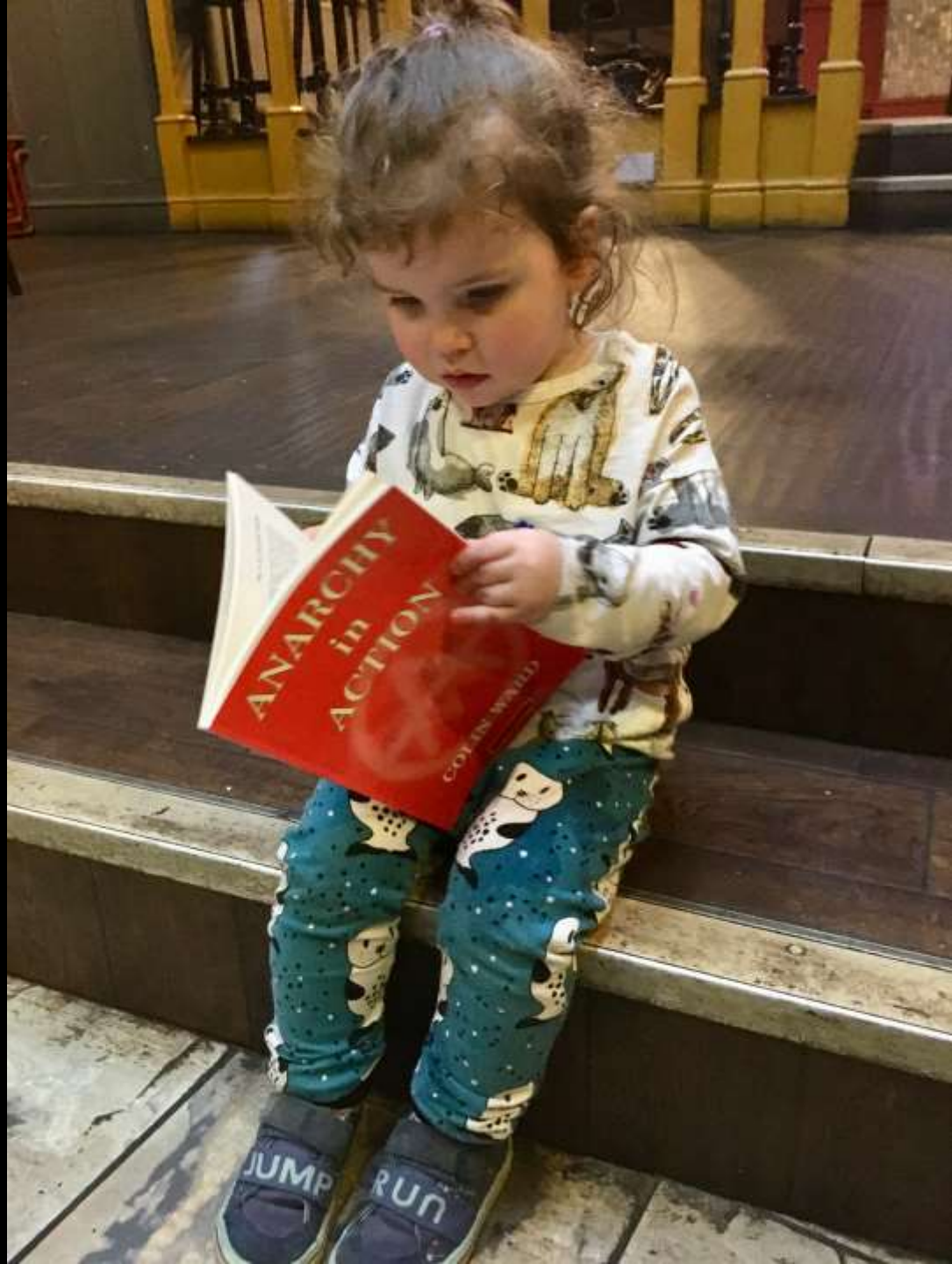


# Mobilising Communities towards a Tobacco Free Ireland

## #TFIconf



31 May 2018



# Tobacco Marketing and Young People: Lessons from the Youth Tobacco Policy Survey

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Tobacco Free Ireland Partners Conference  
31<sup>st</sup> May 2018  
Dublin

What is the best known word in the world?

Coca-Cola

Testament to the power of the brand

Branding drives teen smoking

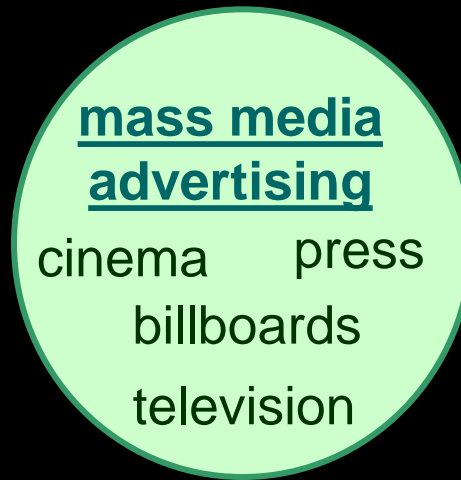
The pack is the brand personified

The key role of marketing is to build the brand

My task:

- ✓ How tobacco brands work
- ✓ Their impact on young people
- ✓ The future: a tobacco-free world

# How tobacco brands work





# The Brand



- Emotional appeals that make us feel good about the consumption process
- Identity: ideal and actual self
- Implicit messages of hint and association which get under our intellectual radar

marketing

other marketing communications

mass media advertising

product design

point of sale display

point of sale advertising

price

free samples

cinema

press

brand stretching

internet

billboards

sponsorship

television

product placement

celebrity endorsement

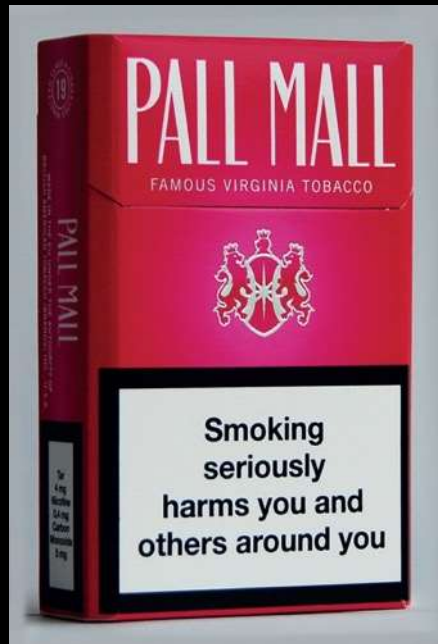
distribution

packaging





*They don't look like cigarette packets. It's unusual and you'd want to buy it to see what it's like inside*  
(Girls, ABC1)

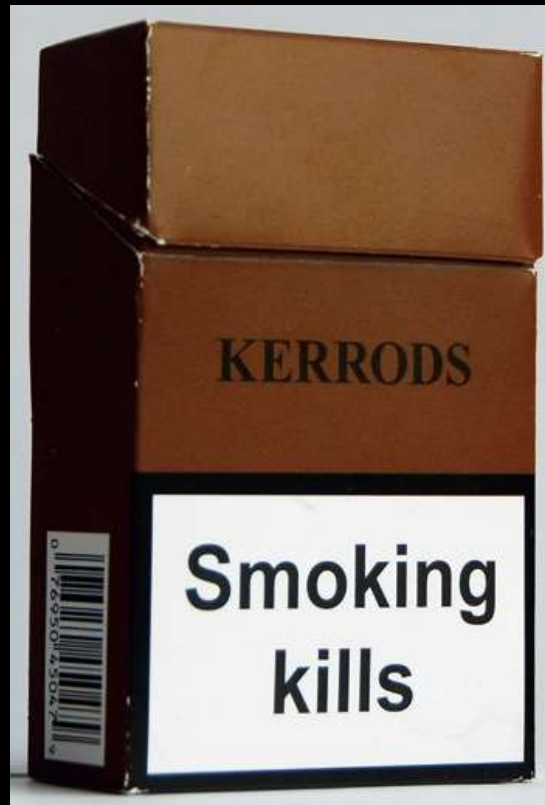


*It looks like a designer, it's like motorbike stuff... The same kind of writing and like style*  
(Girls, C2DE)

*The box is cooler, better colour and I like the design on it*  
(Boy, C2DE)



*The pink just looks really like it would attract teenage girls*  
(Girl, ABC1)



*Looks dead cheap.  
No one would buy it*

(Girls, ABC1)

# marketing

## other marketing communications

~~product design~~

~~point of sale display~~

~~point of sale advertising~~

~~price~~

mass media

tobacco marketing has all but disappeared in the UK

sales

~~internet~~

~~billboards~~

~~streaming~~

~~sponsorship~~

~~television~~

~~product placement~~

~~celebrity endorsement~~

distribution

~~packaging~~

2002

MAYFAIR  
15p  
Well, blow  
SMOKING CAUSES FATAL DISEASE  
Chief Medical Officers' Warning  
12 mg Tar 0.8 mg Nicotine

DRINK HOUSE?  
PROTECT CHILDREN: DON'T MAKE THEM BREATHE YOUR SMOKE  
Chief Medical Officers' Warning  
12 mg Tar 0.8 mg Nicotine



YET  
The amount of tar and nicotine you inhale is depending on how you smoke the cigarette.  
PROTECT CHILDREN  
Menthol King  
12 mg Tar 0.9 mg Nicotine



REFLECTING QUALITY MAYFAIR REFLECTING VALUE  
TOBACCO SERIOUSLY DAMAGES HEALTH  
Hamlet  
BENSON & HEDGES

2018

**Smoking clogs  
your arteries**

Get help to stop smoking at [www.nhs.uk/quit](http://www.nhs.uk/quit)



**Tobacco smoke  
contains over 70  
substances known  
to cause cancer**

Brand  
Variant

20

# The Impact on young people

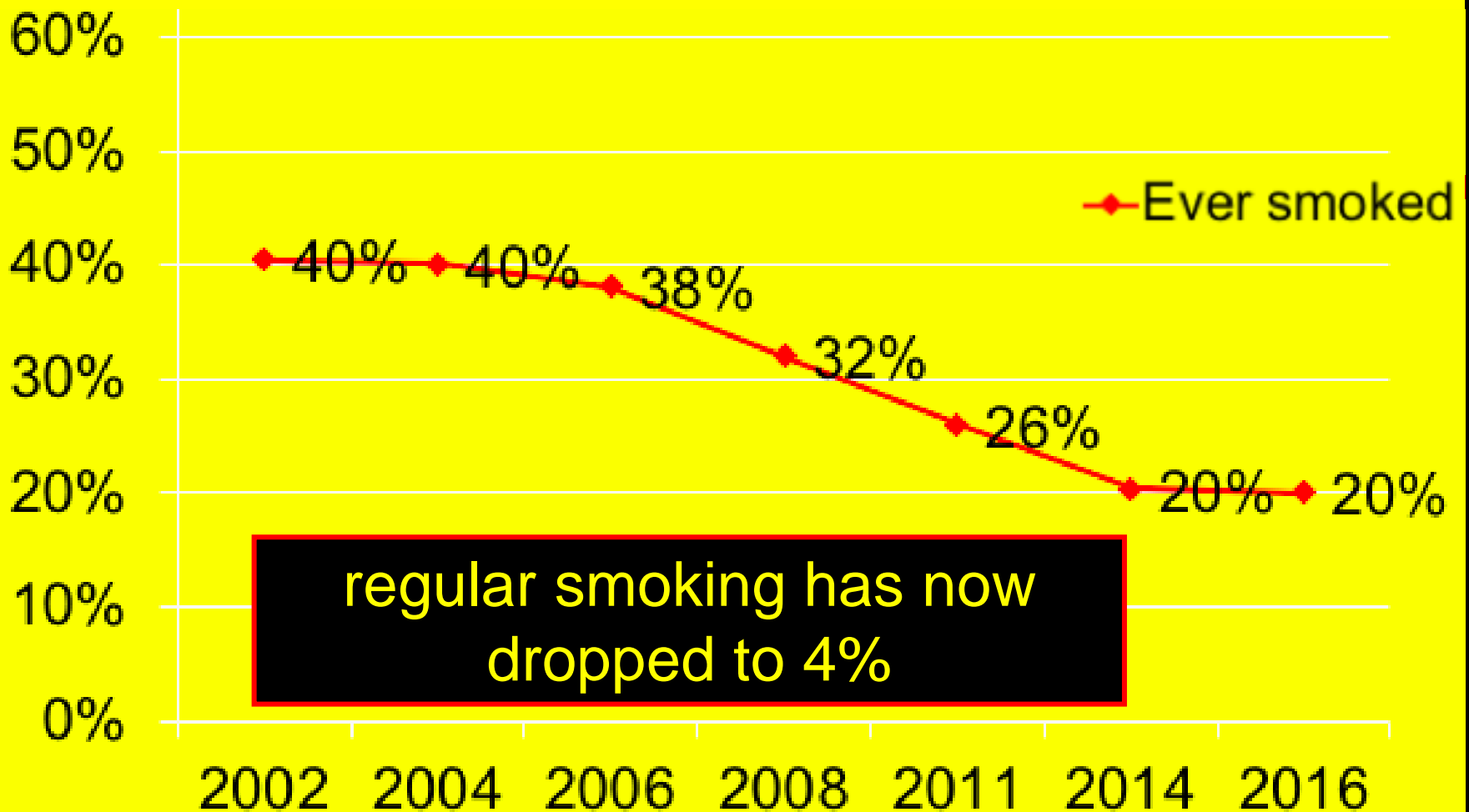
1. Adults do not start smoking:
  - 88% of smokers start as children
  - Virtually all do before they are 21
2. They are of course especially vulnerable to branding
3. Systematic removal of the marketing tools that support branding has driven down uptake in the UK

# The Impact on young people

1. The Young Persons' Tobacco Control Study (YTPS) of 11-16 year olds
2. Seven stages: 2002 – 2016
3. 1200 respondents at each stage

<b>RESPONDENT AGE AT TC POLICY IMPLEMENTATION</b>							
<b>Policy</b>	Adban (2003)	F1 sponsorship (2005)	Smoke-Free (2006-7)	Purchase at 18 (2007)	Pictorial Warnings (2008)	Partial PoS (2012/13)	Full PoS (2015)
<b>Stage 7 (2016)</b>	0-3 years	0-5 years	1-6 years	2-7 years	3-8 years	7-12 years	8-13 years
<b>Standardised Packaging introduced 2016</b>							

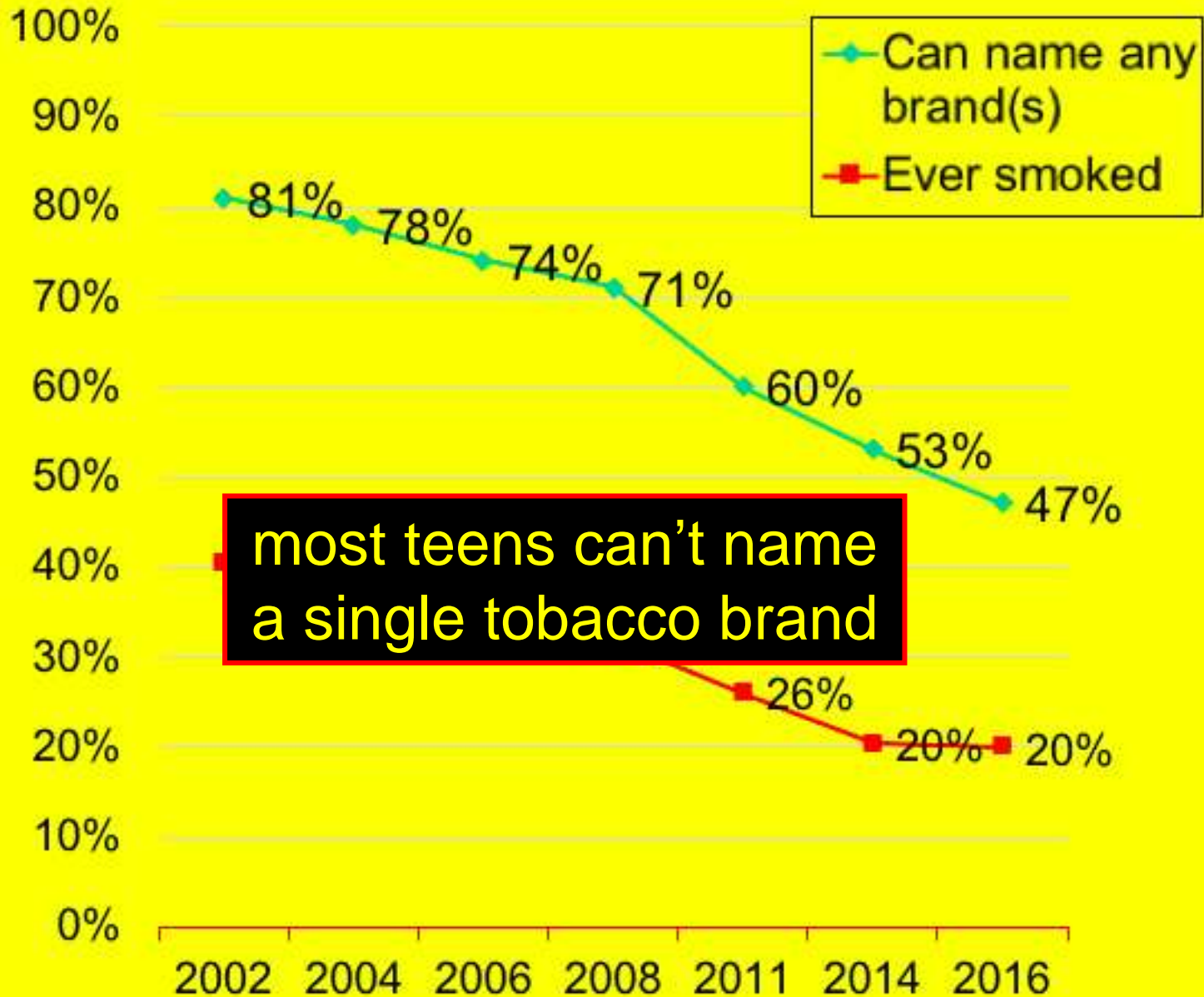
# Prevalence of Ever Smoking among UK 11-16 year olds 2002 to 2014



regular smoking has now  
dropped to 4%

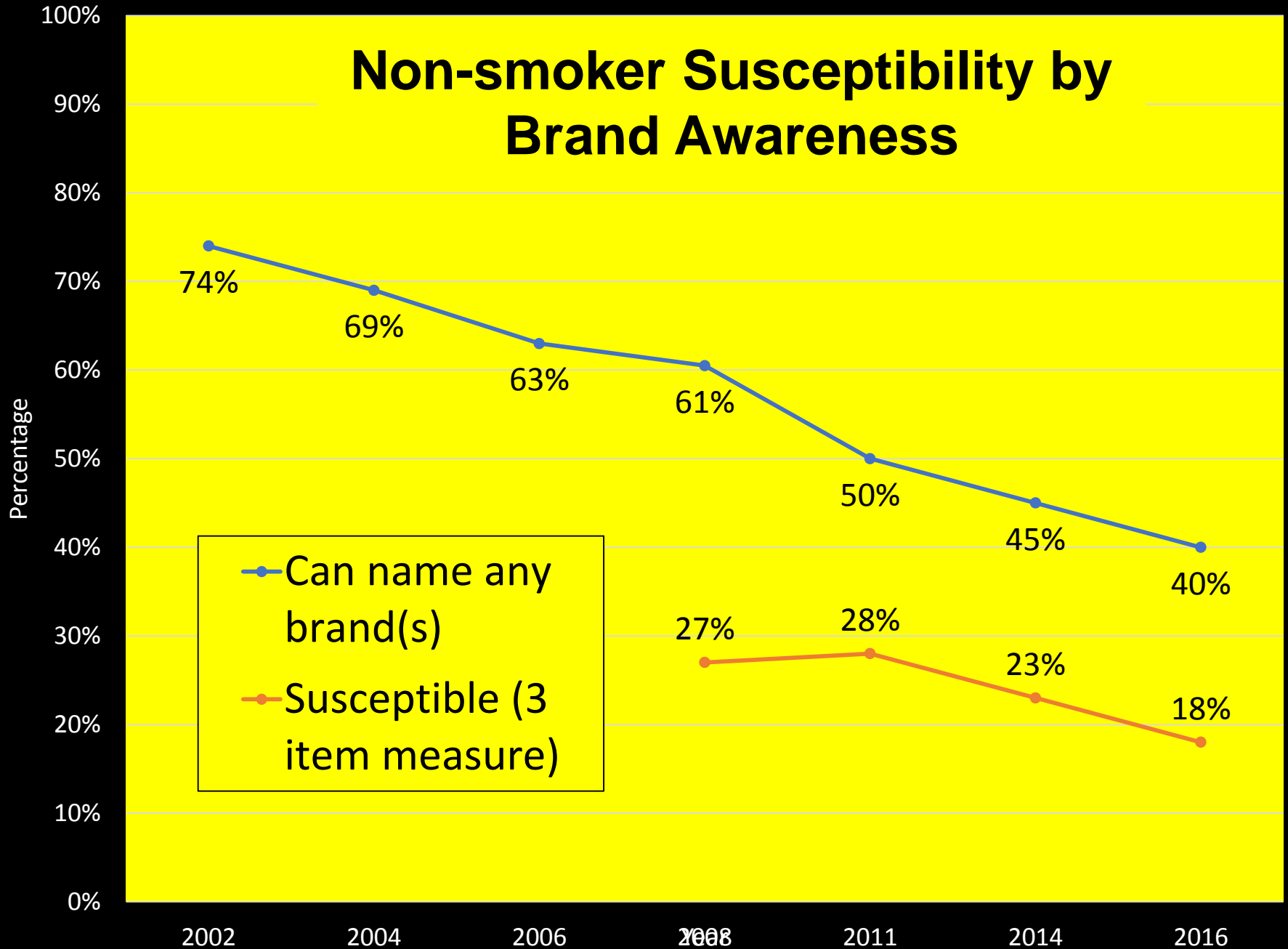


# Ever Smoking by Brand Awareness

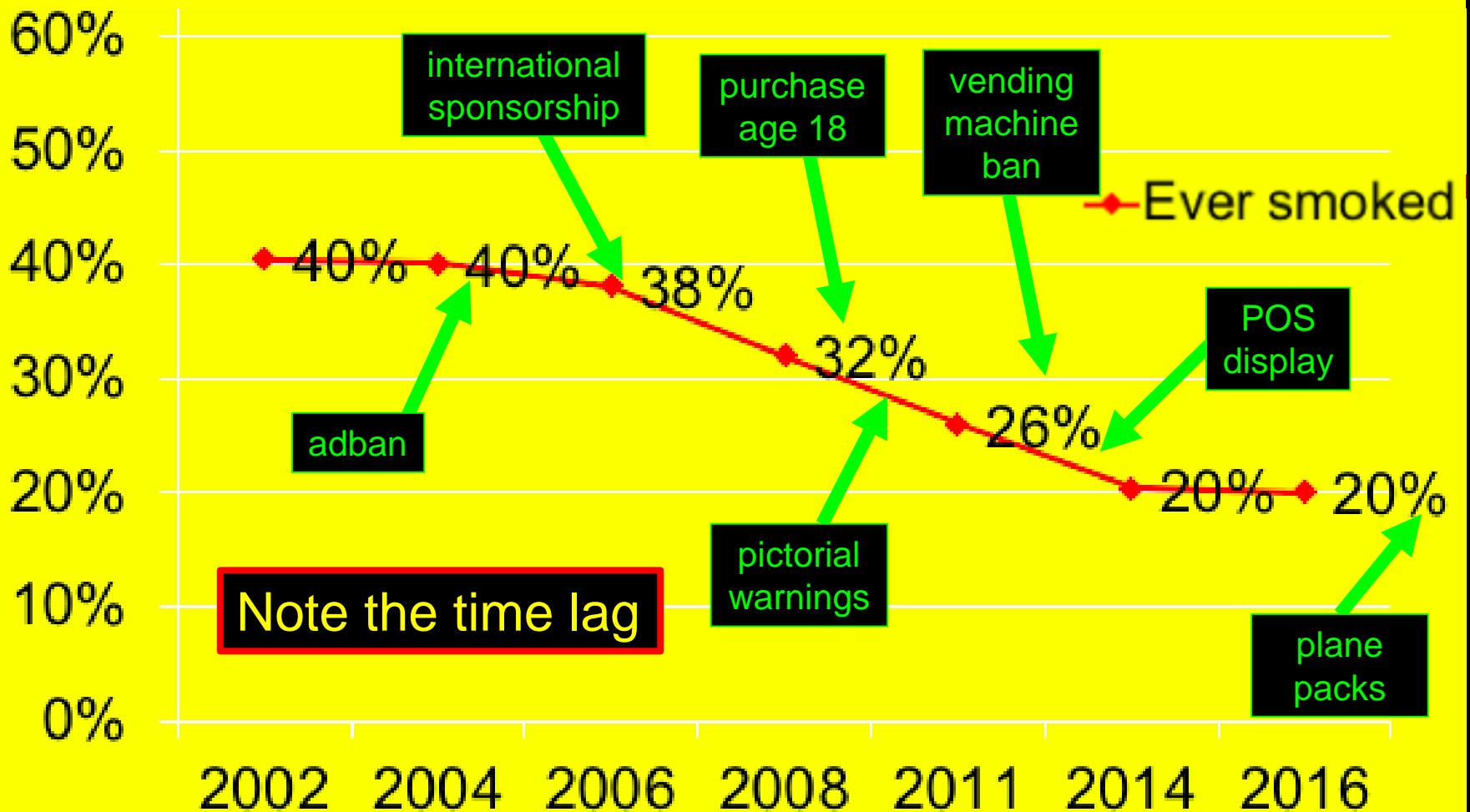


most teens can't name a single tobacco brand

# Non-smoker Susceptibility by Brand Awareness



# Prevalence of Ever Smoking among UK 11-16 year olds 2002 to 2014



Still much to do at a global level

The Marlboro brand is currently valued at over \$24b

New nicotine products offer reputation saving opportunities

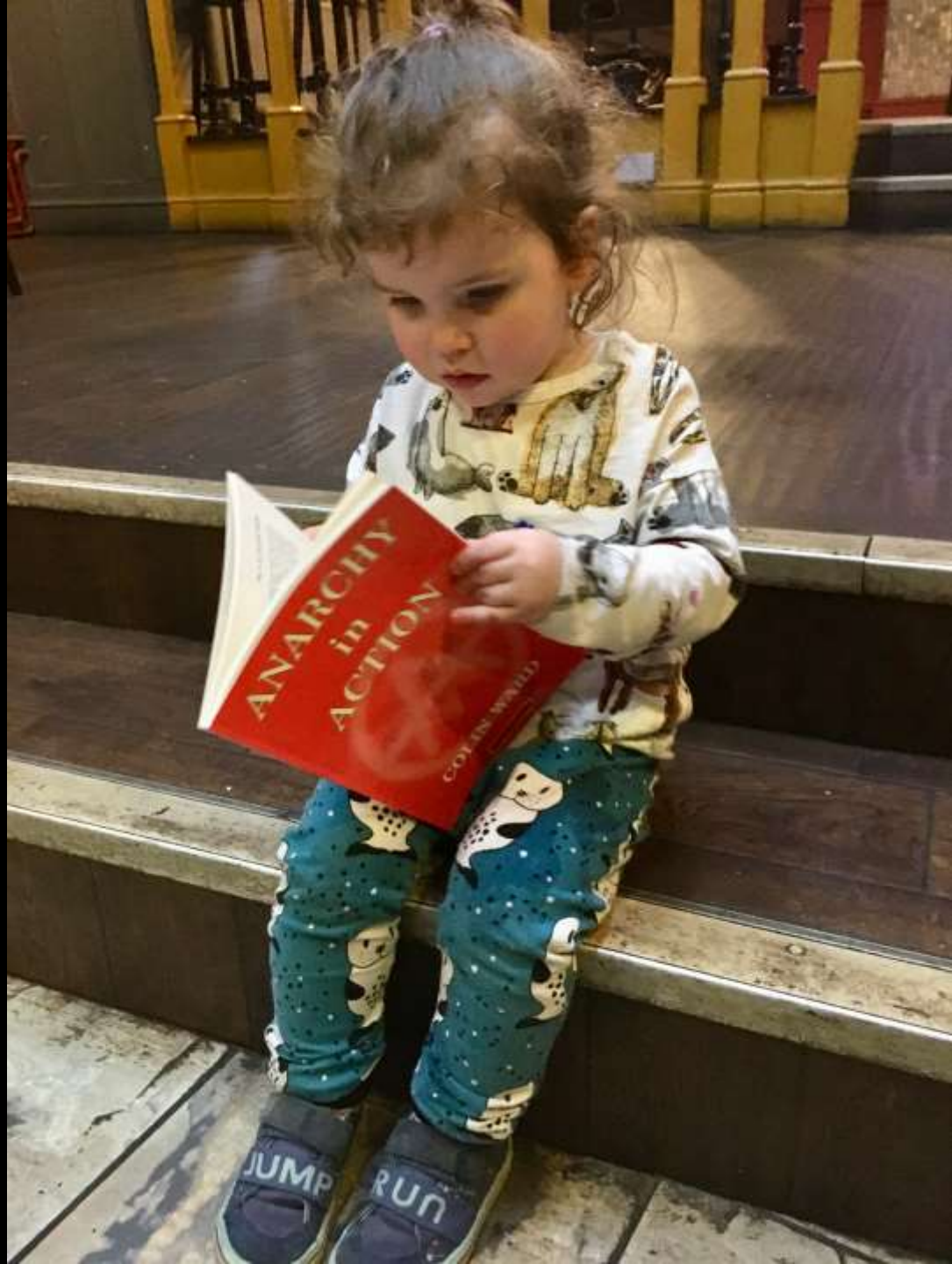
But the YPTS offers much hope

# The Future: a Tobacco-free World

Cut off the supply of new smokers

Remove remaining marketing

- If you don't the industry will exploit the gap:
  - More pack innovation (eg audio, smart and tactile packs)
  - More elaborate POS
  - More tobacco branding
  - More youth smoking
- If you do the industry will be contained:
  - Further reductions in youth smoking
  - A tobacco industry without any new customers
  - A world without tobacco harm





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