

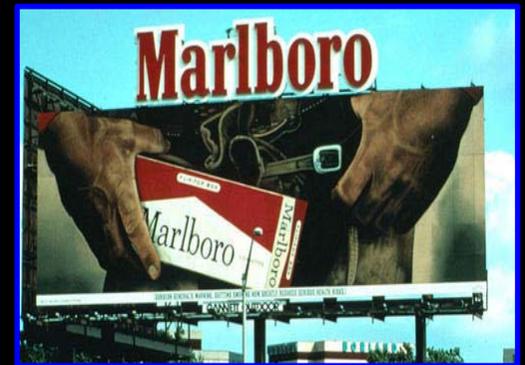
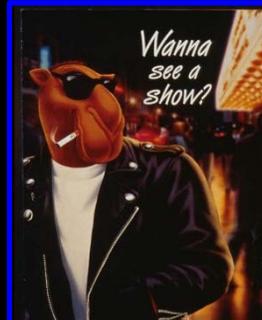
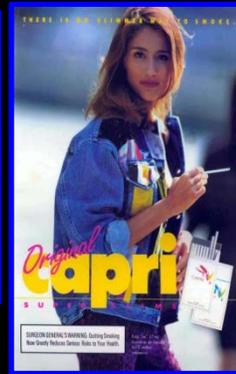
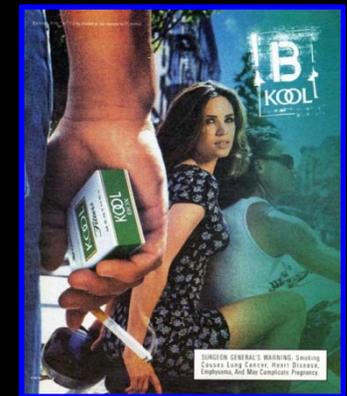
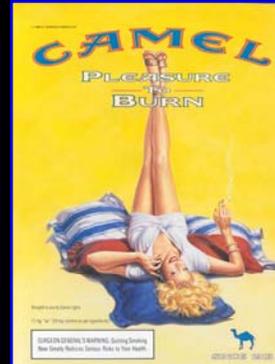
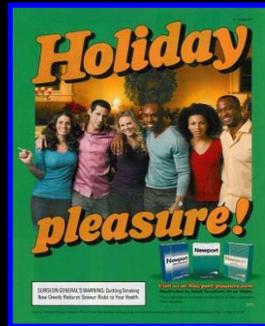


HEALTH

# *Tobacco Advertising*

**William G. Shadel, PhD**  
**RAND**

***The Central Goal of Regulating  
Tobacco Advertising is to Reduce  
Youth Exposure***

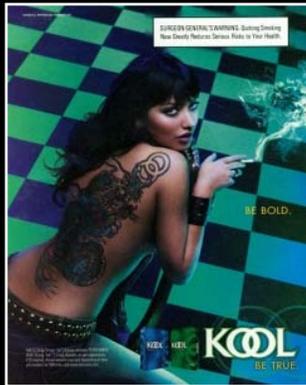


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## ***Tobacco Ads Communicate to Youth***

- Tobacco use is *normative*;
- Tobacco users *will embody traits* of the people portrayed in the ad:
  - Ads display characters who exhibit traits that are *important* to youth (e.g., rebelliousness, peer acceptance, mood or weight regulation); and
- Convey *brand information*:
  - Price and flavor profile.





RAND

## ***Exposure to Tobacco Advertising Seems to:***

- **Motivate never smokers to try smoking;**
- **Move experimental smokers to more dependent levels of smoking; and**
- **Serve as a cue to smoke in established smokers.**

***Regulatory Actions to Limit the Scope  
of Tobacco Advertising in the US***

## *Public Health Cigarette Smoking Act (1970)*

- **Banned advertising for cigarettes on television and radio**

## ***Master Settlement Agreement (1998)***

- **Banned the use of cartoon characters in advertising and promotional materials**
- **Banned most outdoor advertising (e.g., billboards, signs in arenas, stadiums, malls, and video arcades)**
- **Limited advertising outside retail establishments**
- **Banned transit advertising**
- **Banned distribution and sale of apparel and merchandise with brand-name logos**
- **Banned most paid product placement in entertainment media**

## ***Family Smoking Prevention and Tobacco Control Act (2009)***

- **Gave the Food and Drug Administration the authority to regulate the manufacture, distribution, and advertising of tobacco products (cigarettes and smokeless):**
  - **Enforced elimination of brand designations as “light” or “mild”**
  - **Banned flavored cigarettes**
  - **Banned sponsorship of concert and sporting events**
  - **Banned all outdoor tobacco advertising within 1,000 feet of schools and playgrounds**
  - **Limited advertising in publications with significant teen readership as well as outdoor and point-of-sale advertising, except in adult-only facilities, to black-and-white text only**

## ***Family Smoking Prevention and Tobacco Control Act (2009)***

- **Other regulatory options/guidance:**
  - **Limited retail advertisements for tobacco products to black-and-white text;**
  - **Reduced the number of tobacco advertisements at retail outlets;**
  - **Limited the size of tobacco ads at retail outlets;**
  - **Restricted or eliminated the display of so-called powerwalls of tobacco products at retail outlets; and**
  - **Included more prominent anti-smoking counter-advertising at retail locations.**

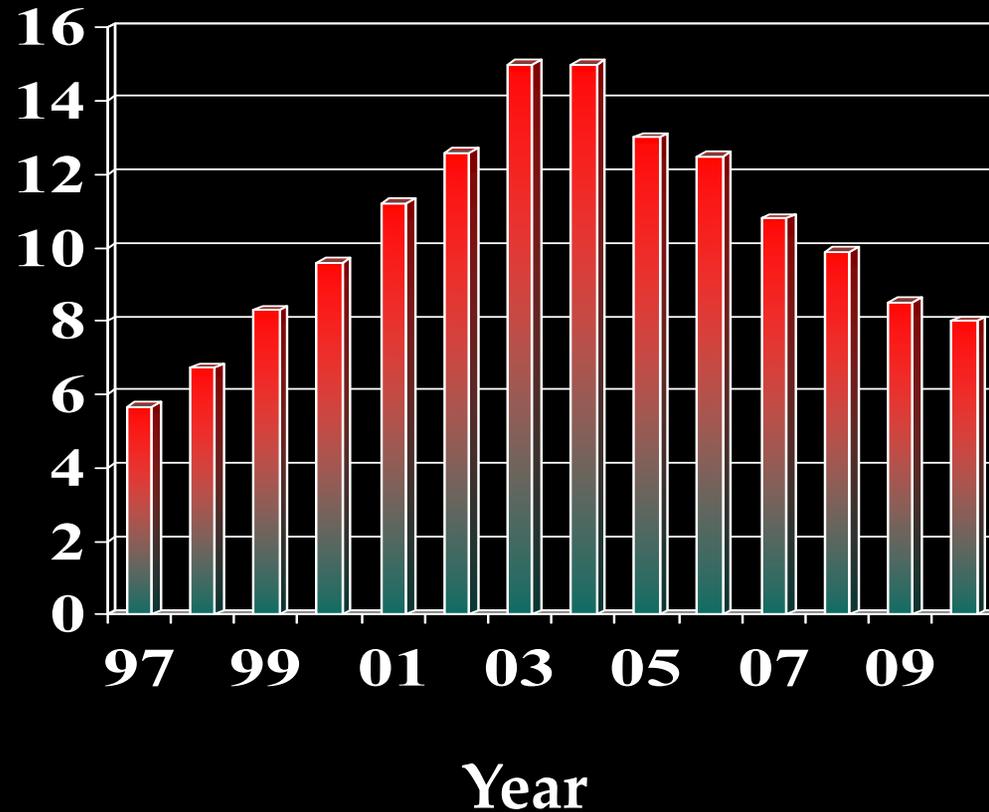
## ***Voluntary Curbs to Advertising by the Tobacco Industry***

- **“Our policy since 1990 has been both to refrain from paying for product placement and to decline all third-party requests to use, display or reference our cigarette brands, products, packages or advertisements in any movies or television shows or other public entertainment media.”**
  - ***Philip Morris USA***
- **“Cigarette advertising may picture attractive, healthy looking persons provided there is no suggestion that their attractiveness and good health is due to cigarette smoking.”**
  - ***RJ Reynolds***
- **“*Lorillard* will not advertise its tobacco products in any publication with reported youth readership of 15% or greater or two million or more youth readers.”**

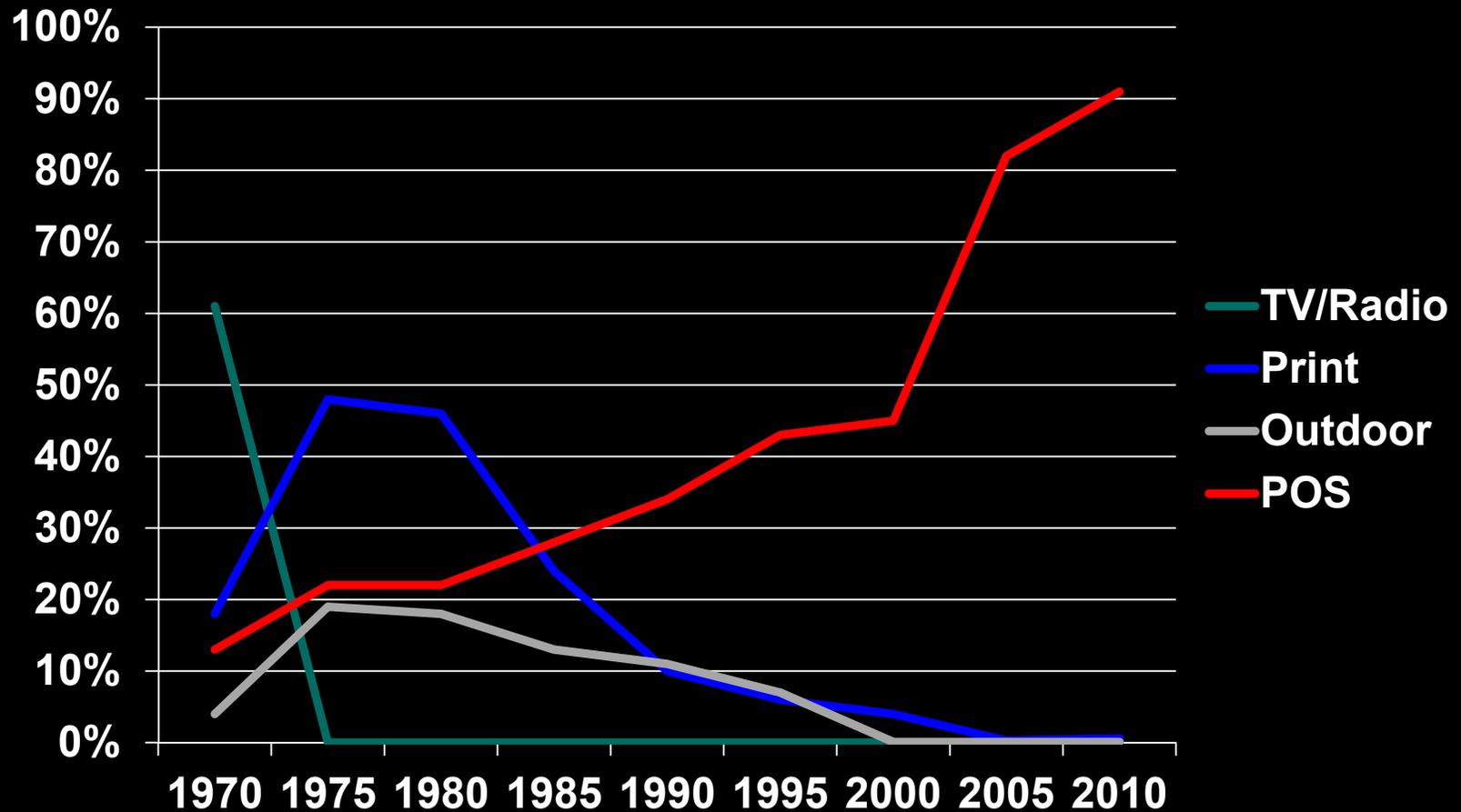
***Does Restricting Tobacco Advertising  
Work?***

# *Tobacco Industry Advertising Expenditures*

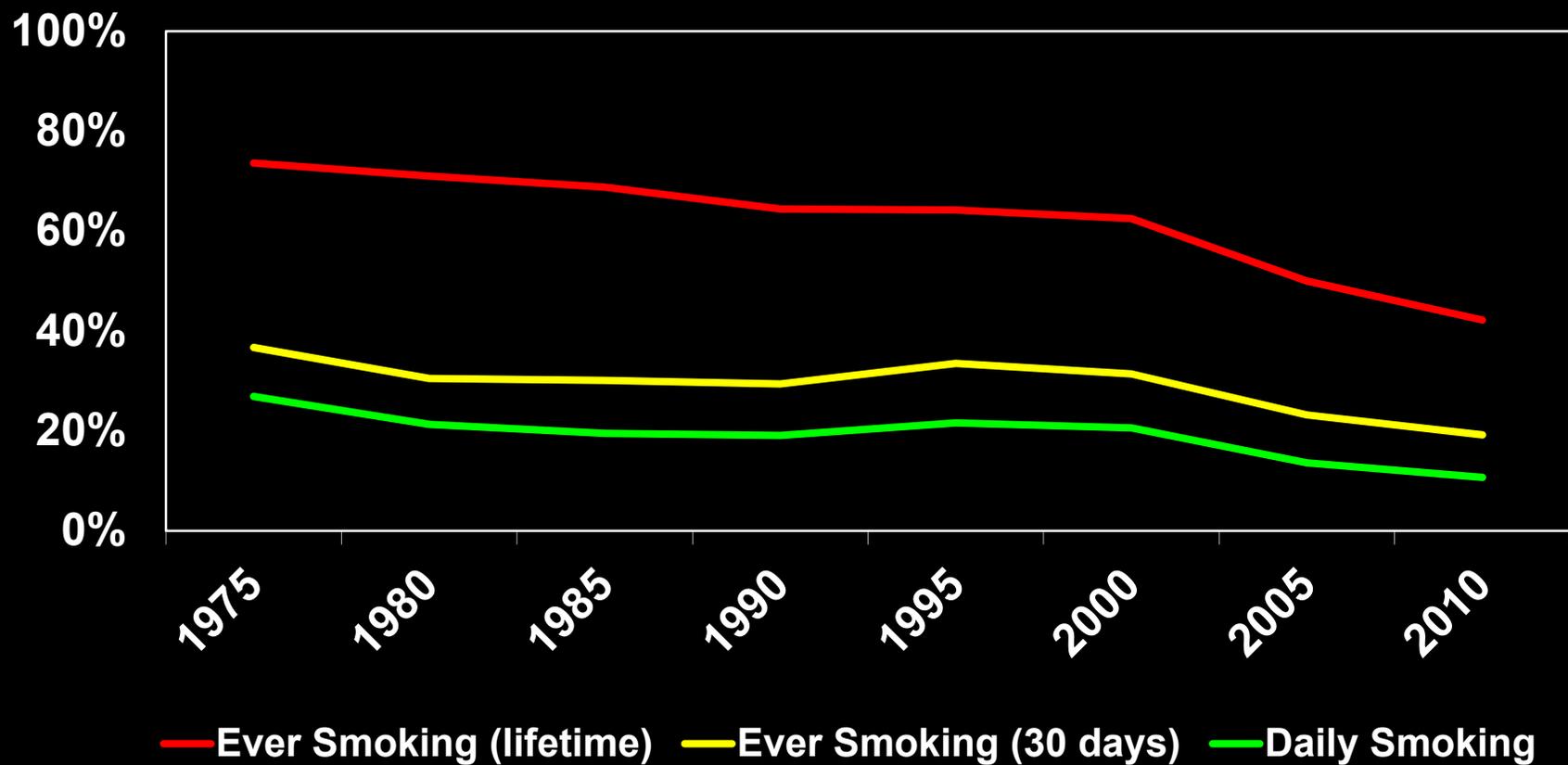
**\$\$\$\$ (in *billions* )**



## *% Total Advertising Expenditures by Outlet (selected)*



## Long Term Trends: Adolescent Smoking (12<sup>th</sup> graders)



## ***Studies of Advertising Restrictions***

- **There is very modest evidence from a single survey study that tobacco powerwall place restrictions in Ireland were associated with more negative smoking norms among adolescents (McNeill, 2011).**
- **A single experimental study had adolescents view cigarette magazine advertisements that had either the normal color imagery or tombstone qualities; tombstone advertising dampened positive smoking attitudes (Kelly et al., 2002).**
- **Results from two experimental studies show that exposure to anti-smoking ads may “inoculate” adolescents against the effects of later exposure to pro-smoking media (Edwards et al., 2004; Pechmann & Shih, 1999).**
  - ***However*, other research has shown that smoking ads are more effective at contributing to adolescents’ smoking susceptibility compared to anti-smoking ads (Straub et al., 2003; Weiss et al., 2006).**

## ***Issues and Challenges***

- **Ongoing litigation by the tobacco industry on the grounds that advertising bans and/or restrictions violate First Amendment Protections of commercial free speech:**
  - **A complete ban on tobacco advertising in the US is unlikely**
- **What empirically-supported incremental steps to regulating tobacco advertising are needed to shield children and adolescents from its persuasive influence?**
- **Implications for regulating new (e-cigarettes) or alternative tobacco products (cigars) not currently addressed or under the authority of FDA.**
- **What is the role of tobacco counter-advertising?**



HEALTH



## HEALTH

CHILDREN AND FAMILIES  
EDUCATION AND THE ARTS  
ENERGY AND ENVIRONMENT  
HEALTH AND HEALTH CARE  
INFRASTRUCTURE AND  
TRANSPORTATION  
INTERNATIONAL AFFAIRS  
LAW AND BUSINESS  
NATIONAL SECURITY  
POPULATION AND AGING  
PUBLIC SAFETY  
SCIENCE AND TECHNOLOGY  
TERRORISM AND  
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