

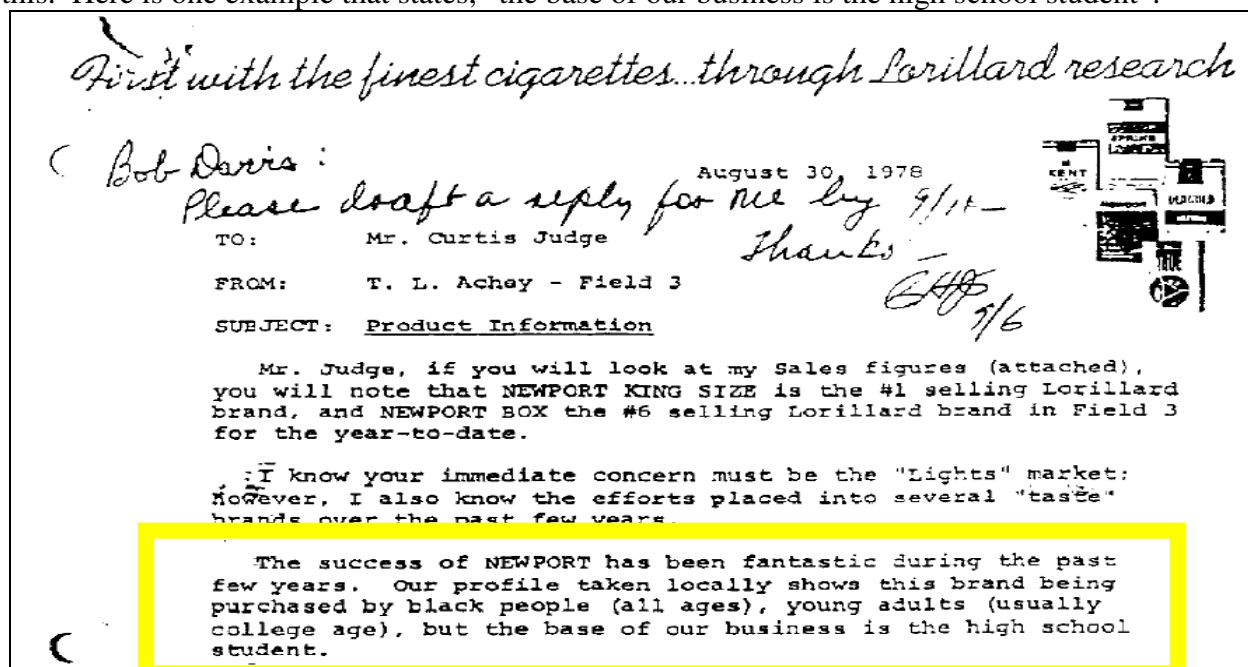
## Appendix

This appendix contains examples of cigarette advertising that appeals to youth and minorities, as well as specific menthol ads. In addition, there are visual examples of tobacco industry documents that highlight some of the points made in our response to the FDA's request for information on youth and minority marketing and on menthol marketing.

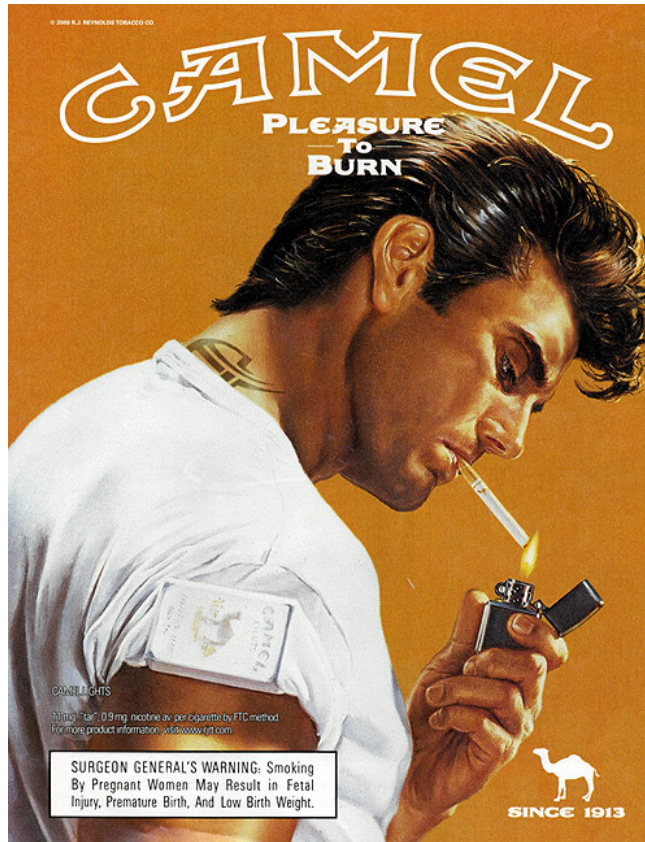
The advertisements included here are relatively recent examples of tobacco advertisements containing messages that appeal to youth. Unless otherwise noted, all images in this appendix were found on [www.trinketsandtrash.org](http://www.trinketsandtrash.org) and were attained on 7/20/2010.

### Marketing to Youth

Youth are clearly a main target of the tobacco industry. Internal tobacco industry documents prove this. Here is one example that states, "the base of our business is the high school student":



Source: <http://legacy.library.ucsf.edu/>



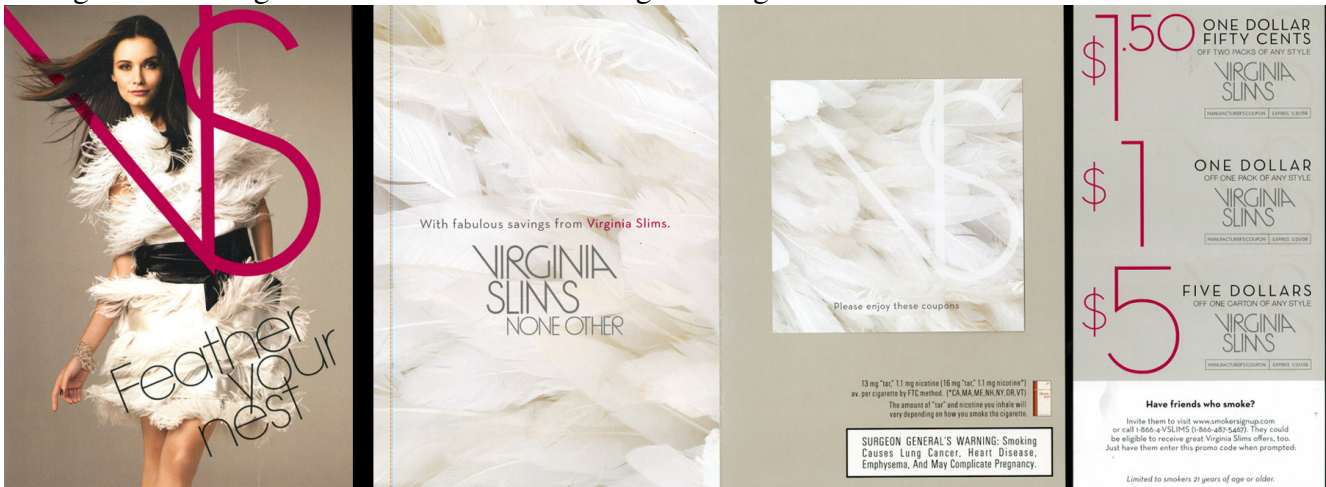
This is a 2005 camel ad depicting the quintessential rebel.



The Marlboro Man

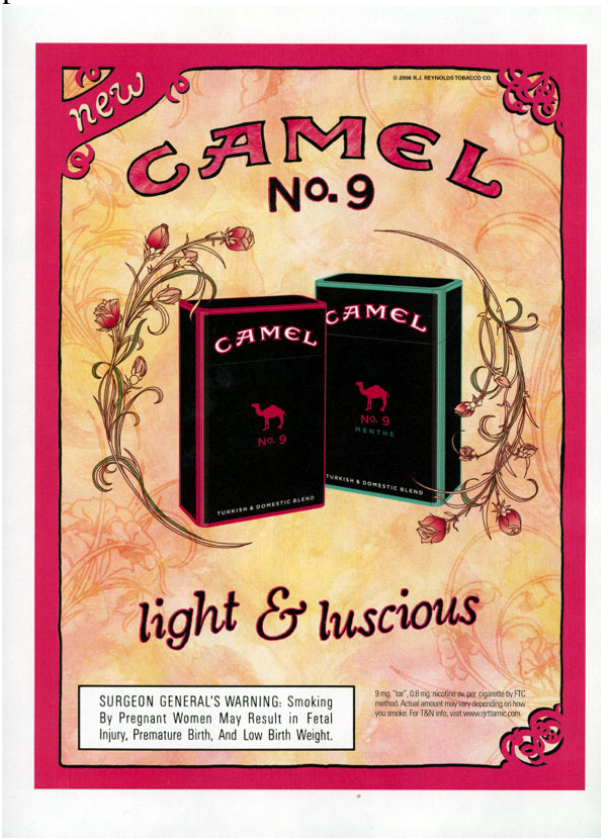


Young women and girls often find themselves targets of cigarette ads:



2007 direct mail piece

These two ads are from the successful Camel No. 9 campaign in 2007 and are clearly aimed at young women. One study showed that as a result of this campaign, the percentage of teen girls who reported having a favorite cigarette advertisement increased by 10 percentage points, with Camel accounting for nearly all of this increase, while no similar increase was found among teen males during the same period.



## Marketing to Racial and Ethnic Minorities:

Once again, industry documents show that minorities formed an important piece of their business strategy. Below is a Lorillard sales seminar document from 1978 that reveals a laundry list of ways to target their menthol brand Newport to the African American community, including “tie-in with black[s] – ‘we help them, they help us.’ Target group age 16+”

### EXHIBIT I

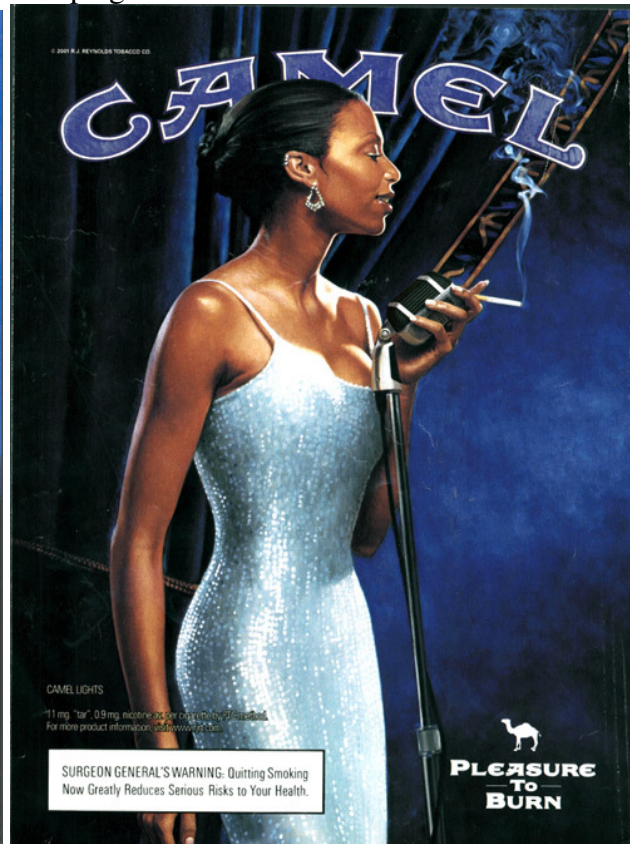
#### BLACK SEMINAR MARCH 27, 1978 PROMOTION IDEAS

1. Poster with Black Athlete smoking 10-tar Lights.
2. More sampling by reps.
3. Blacks in blue collar situations vs. coat and tie on posters.
4. Coupon on back of NEWPORT packs.
5. Use at "unannounced" coupon to generate curiosity - customer doesn't know what it will be redeemed for.
6. Special promotion on carton for Black smoker on local basis.
7. Customized NEWPORT van for sampling.
8. Advertise NEWPORT as the "space age" cigarette using the crescent as a space symbol.
9. Sample NEWPORT at Black conventions, expos., etc.
10. Sample outside plants/factories - where the smoker works.
11. Contest which requires proof of purchase - win 100 records.
12. Contest tie-in with a record company.
13. Tie-in with any company who help black - "we help them, they help us." Target group age 16+.

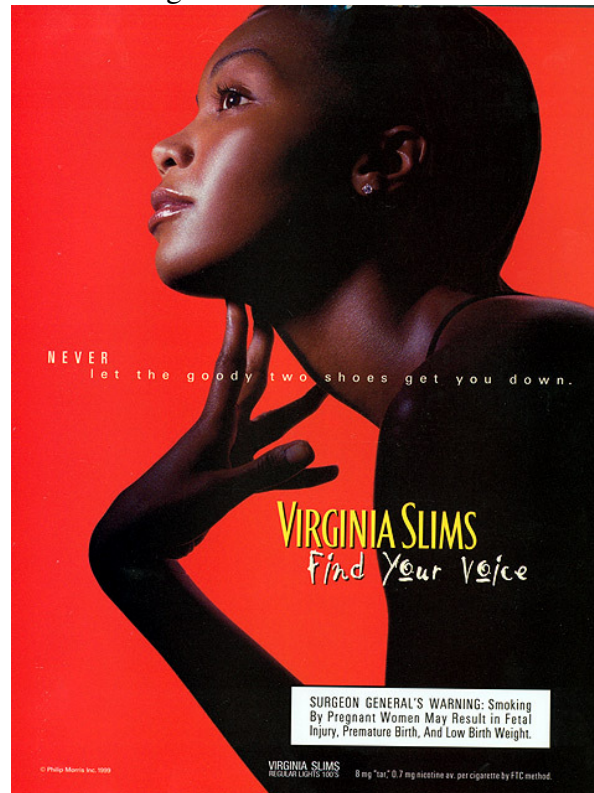
Source: Legacy Tobacco Documents Library. Lorillard. June 9, 1978. Access Date: July 20, 2010. Bates NO.: 84274935/4944. <http://legacy.library.ucsf.edu/tid/anz30e00/pdf>

## Targeting African Americans:

These two advertisements are from a 2005 Camel campaign



Virginia Slims ad from 2000



These are the cigarette packs from the Kool Mixx Campaign in 2004.

Below are the "X" cigarettes that were removed from the market in Boston in 1995.



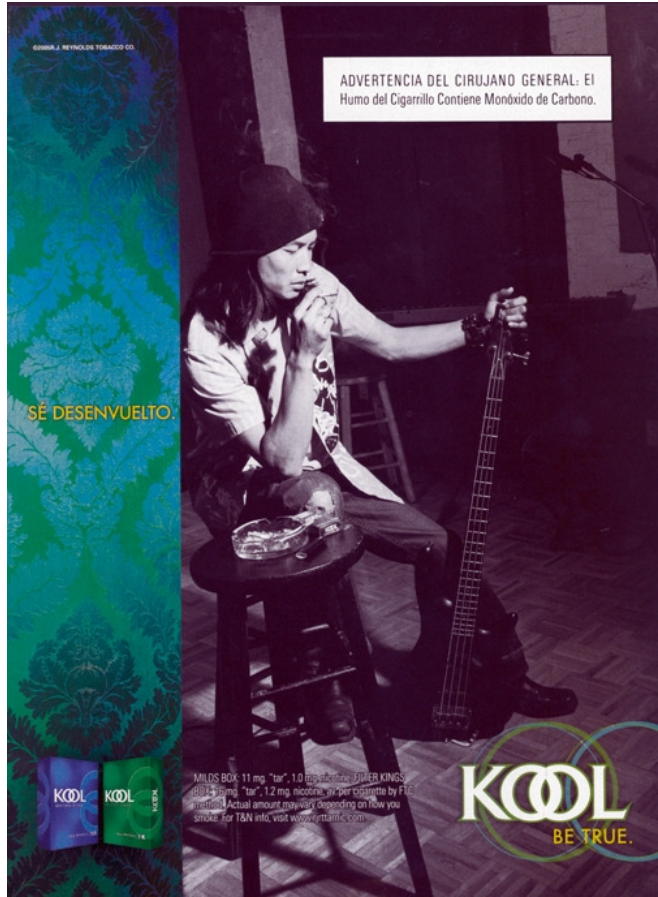
Source:  
<http://www.naaapi.org/campaigns/1995.asp>  
Attained 7/20/2010

**Targeting Hispanics:**

2001 Virginia Slims ad



2006 Kool ad



**Targeting Asian Americans:**

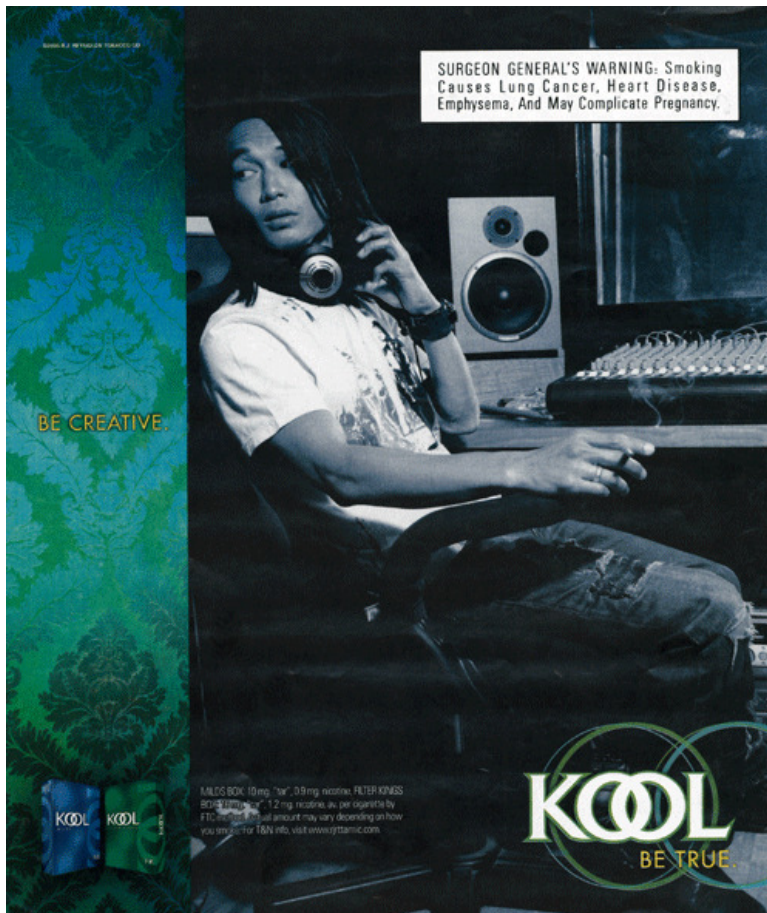
Virginia Slims ad from 2001



Virginia Slims ad from 2000



Kool ad from 2005





## Online and Social Media Advertising

Online and social media advertising has the potential to conduct an end-run around advertising restrictions and needs to be monitored very carefully, especially since these are accessible by anyone who has an account, regardless of their age. While these pages are not necessarily sponsored by industry, it is nevertheless important to point out their existence, and access to youth that they present.

This is the MySpace Marlboro page, where a history of the product is provided and the cigarettes are given a “personality”.

The screenshot shows the MySpace profile for 'Marlboro'. The header includes the MySpace logo, navigation links (Home, Browse People, Find Friends, Local, Music, Video, Games, More), and search and login options. The profile picture is a cowboy in a red shirt and brown vest, holding a pack of Marlboro cigarettes. The bio text reads: 'Gotta smoke 'em all', 'Male', '104 years old', 'At your local convenience store, Everywhere Afghanistan', and 'Last Login: 6/2/2009'. Below the bio is a 'View My: Pics' link. The 'Contacting Marlboro' section contains buttons for 'Send Message', 'Add to Friends', 'IM / Call', 'Add to Group', 'Forward to Friend', 'Add to Favorites', 'Block User', and 'Rank User'. A 'MySpace URL' box shows 'www.myspace.com/marlborocigarettes'. The 'Marlboro's Interests' section is empty. To the right, there is a box stating 'Marlboro is in your extended network' with a 'view more' link, followed by 'Marlboro's Latest Blog Entry' and 'Marlboro's Blurbs' sections. A paragraph of text at the bottom right provides historical context: 'Marlboro is a brand of cigarette made by Altria. It is famous for its billboard advertisements and magazine ads of the Marlboro Man. It is currently the best selling cigarette brand in the world.[citation needed] Philip Morris, a London-based cigarette manufacturer, created a New York subsidiary in 1902 to sell several of its cigarette brands, including Marlboro. By 1924 they were advertising Marlboro as a woman's cigarette based on the slogan "Mild As May". The brand was sold in this capacity until World War II when the brand faltered and was temporarily removed from the market. At the end of the war, three brands: Camel, Lucky Strike, and Chesterfield surfaced and established a firm hold on the cigarette market. However, the 1950s saw an impressive comeback of Marlboro cigarettes when a new cowboy image was introduced in promotion and the sales skyrocketed by 5000%. During the same era Reader's Digest magazine published a series of articles that linked smoking with lung cancer. Philip Morris, and the other cigarette companies took notice and each began to market filtered cigarettes. The

Next, we see the Camel and Newport Fan pages on Facebook, which also give brand information:



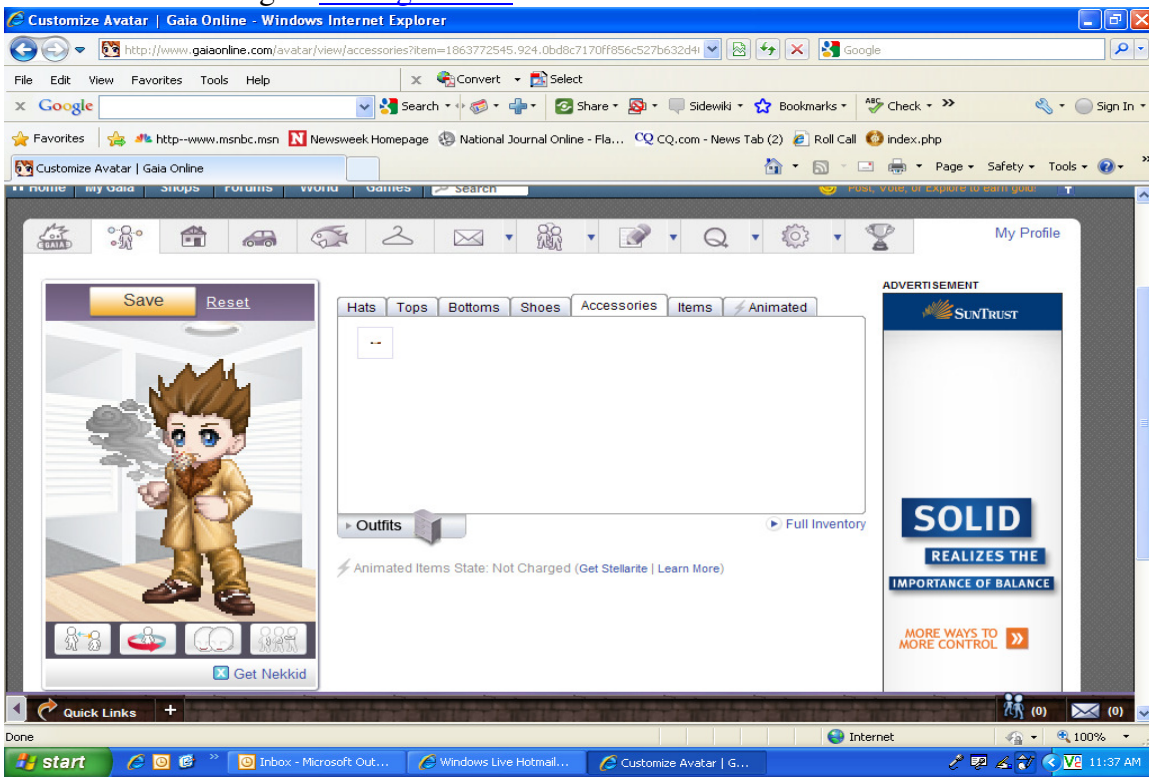
Source for both images: [www.facebook.com](http://www.facebook.com) attained 7/21/2010



Another area for concern online would be computer games and “virtual world” games where players can buy and smoke cigarettes in the game. Note in the first image the message that cigarettes “are addictive and bad for your health, but make you incredibly sexy.” The second image was obtained by a 16 year old player.



Source for both images: [www.gaia.com](http://www.gaia.com) attained 7/21/2010.



## Menthol Marketing

In the tobacco document below, a 1987 Brown and Williamson document highlights just why menthols make such a good introduction to smoking.

### APPENDIX A

#### PRODUCT REASON FOR KOOL'S DECLINE IN ATTRACTING STARTERS

From a product recipe standpoint, I can understand why possibly KOOL KS and 100s are no longer considered to be acceptable starter products. First, let's consider which smoking attributes are important to a beginning smoker. Based on my own initial smoking experiences and comments from other smokers about their early smoking experiences, the attributes are:

1. low tobacco taste (this is an acquired taste with use),
2. low impact and irritation (a strong smoke is intolerable),
3. low tobacco aftertaste (heavy, dirty taste is intolerable),  
and
4. if it's a menthol product, it should have a low amount.

Menthol brands have been said to be good starter products because new smokers appear to know that menthol covers up some of the tobacco taste and they already know what menthol tastes like, vis-a-vis candy. The level of menthol in the product is, however, critical.

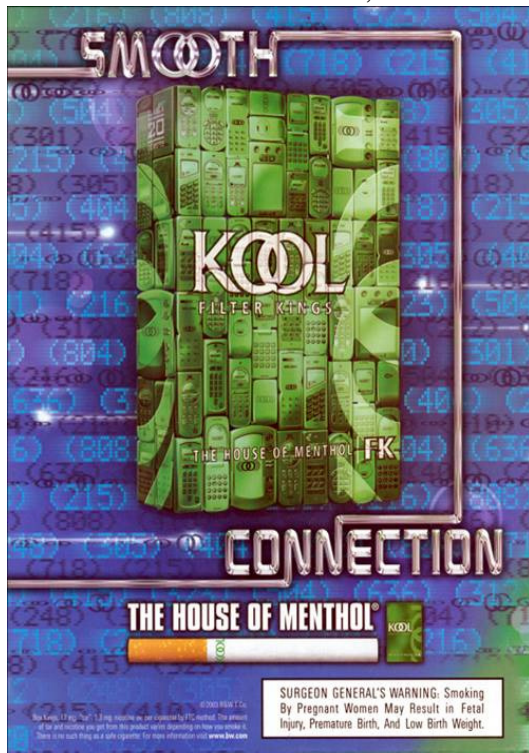
Source: <http://legacy.library.ucsf.edu/>

## Marketing Menthol to Youth

As with ads for regular cigarettes, menthol cigarette advertisements contain messages that appeal to youth. Messages may include being true, and being “different”, as in this Kool ad from 2006.



Teens want to make their mark, but at the same time they also want to feel “connected”:



This Kool ad from 2003 employs cell phone imagery and area codes to convey connections.

**RELEASE THE FRESH**

**CAMEL**

TO FIND THE STORE NEAREST YOU, CALL 1-800-414-2776\*

**COUPONS INSIDE!**

\*CALLS AND OFFERS RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS

P.O. Box 82029  
Richardson, TX 75083-8209

POSTAGE WILL BE PAID BY ADDRESSEE

CHANGE SERVICE REQUESTED

To receive your new Free no smoking kit, send your mailing label to: Mailing List, P.O. Box 82029, Richardson, TX 75083-8209. Or call 1-800-414-2776.

MAILING RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS

**CAMEL** SPECIAL OFFERS FROM

**piggly wiggly**

WIDE CAMEL CAMEL CAMEL

**FREEEDOM AT YOUR FINGERTIPS**

**CAMEL CRUSH**

REGULAR & FRESH

**piggly wiggly**

Save with the enclosed coupons off our **EVERYDAY LOW PRICES!**

**squeeze - click - change the taste**

Go from a premium Turkish and Domestic blend to a crisp, refreshing menthol whenever you want.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

**CAMEL** 75¢ OFF ONE PACK

**piggly wiggly**

75¢ OFF ONE PACK

**piggly wiggly**

TO FIND THE STORE NEAREST YOU, CALL 1-800-414-2776\*

\*Good at all participating Piggly Wiggly locations.

**CAMEL** 75¢ OFF ONE PACK

**CAMEL** 75¢ OFF ONE PACK

\*Good at all participating Piggly Wiggly locations.

“Freedom” is the key word in this 2009 ad.

## Marketing Menthol to Minorities:

Minorities smoke menthol cigarettes at disproportionate rates. Below are some examples of menthol ads targeted at specific minorities.

### Targeting African Americans:

On this page: a Kool ad and a Salem ad, both from 2003

**KOOL**  
**PLAY ON THE HOUSE**  
**SPADES SLAM**

**PLAYERS WANTED**

**YOU COULD WIN \$50,000 AND A TRIP TO VEGAS**

Spades is the smoothest card game, and the 2003 KOOL Spades Slam is on its way. In these 15 cities from coast to coast, players will be giving it their all. If you've got game, you could win \$50,000 and become the new Spades Master at the tournament. Finals this Fall in Las Vegas.

TO FIND OUT HOW TO REGISTER, AND FOR INFORMATION ON OFFICIAL RULES, CALL 877-804-KOOL (5665) OR VISIT WWW.SPADESSLAM.COM

LOOK FOR THE SPADES SLAM IN THESE CITIES:

ATLANTA	LOS ANGELES	NEW ORLEANS
BALTIMORE	MEMPHIS	SAN FRANCISCO
BROOKLYN	ST. LOUIS	CLEVELAND
CHICAGO	WASHINGTON, DC	COLUMBUS
MIAMI	RICHMOND	DETROIT

©2003 B&W T Co.  
 Blue Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit [www.bw.com](http://www.bw.com)

THE HOUSE OF MENTHOL

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

Spades limited. This is a 21-and-over event. ID required. No guarantee to play. Must sign up as a team of two. Void where prohibited. Must be an adult smoker 21 years or older to access [www.spadeslam.com](http://www.spadeslam.com) website.

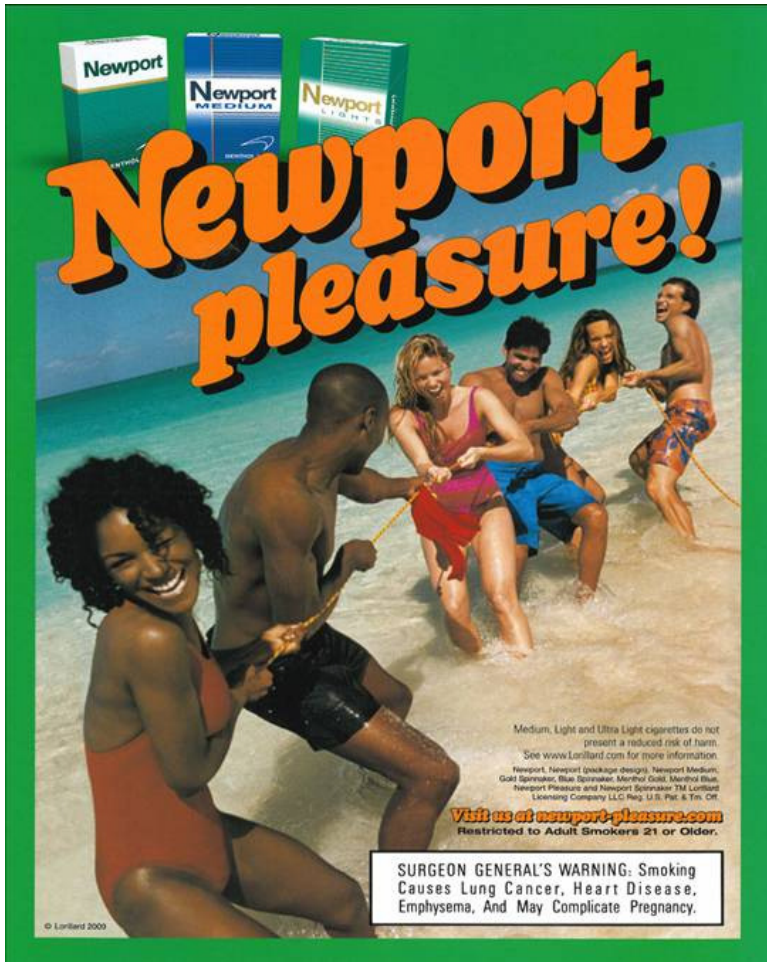
**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

BLACK LABEL FULL FLAVOR 17 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method. For more product information, visit [www.jrt.com](http://www.jrt.com).

stir the senses

**SALEM**

©2003 P. J. REYNOLDS TOBACCO CO.



Here we see a Newport ad from 2009, and a 2004 ad from the Kool Mixx campaign.





**Targeting Hispanics:**

To the right: a 2010 Newport ad – note the new labeling on the cigarette packages

Below left: a Spanish-language Newport ad from 2003

Below right: a Spanish-language Kool ad from 2005

**Newport**  
© Lorillard 2010

**pleasure!**

CIGARETTES

Visit us at [Newport-pleasure.com](http://Newport-pleasure.com)  
Restricted to Adult Smokers 21 or Older.

These cigarettes do not present a reduced risk of harm compared to other cigarettes.

Newport, Pleasure, Newport Pleasure, Mental Cool, Mental Blue, Newport design, package design and other trade dress elements. TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

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

**Newport**

© Lorillard 2003

**¡Lleno de gusto!**

ADVERTENCIA DEL CIRUJANO GENERAL Fumar Causa Cáncer del Pulmón, Enfermedades del Corazón, Emfisema, y Puede Complicar el Embarazo.

Newport, Newport Milds and Newport Lights are registered trademarks of Lorillard Licensing Company. Lights Box 9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method. "tar," 1.0 mg. nicotine av. 10 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

**KOOL**  
EGUALIZA

**KOOL**  
MILDS

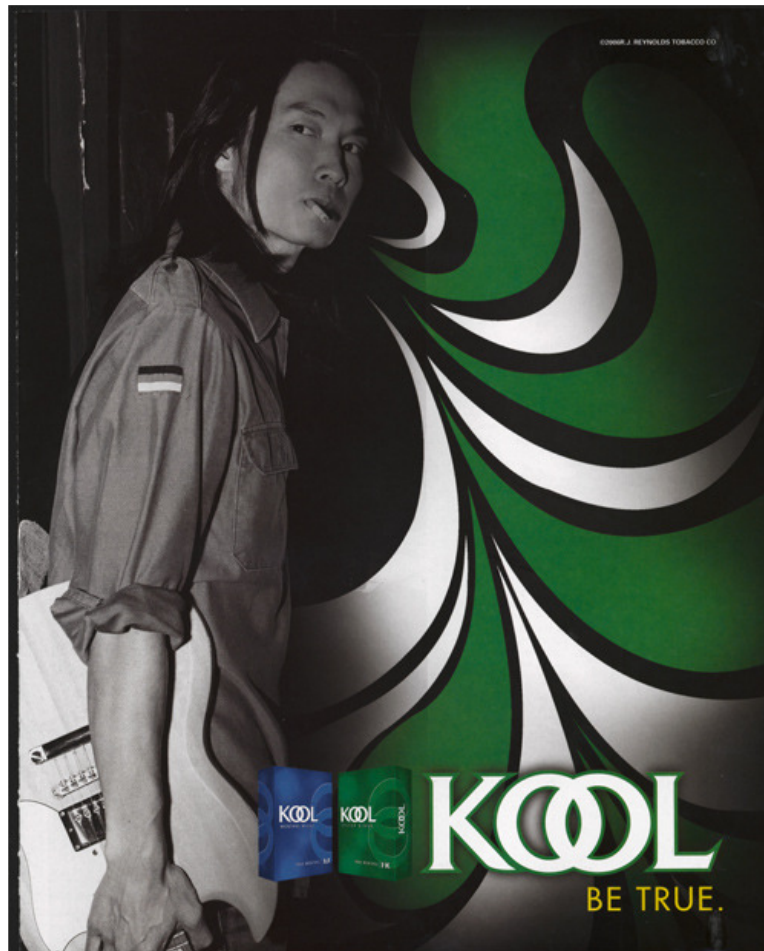
THE HOUSE OF MENTHOL | M

THE HOUSE OF MENTHOL®

ADVERTENCIA DEL CIRUJANO GENERAL: Fumar Durante el Embarazo Puede Causar Daño Fetal, Parto Prematuro y Reducir el Peso del Recién Nacido.

©2004 KJTC  
MILDS BOX: 10 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit [www.bvrfarm.com](http://www.bvrfarm.com)

Targeting Asian Americans:



Kool ads from 2006 and 2005, respectively

