

Tobacco Marketing Effectively Reaches Youth

Publicly, the tobacco industry states it does not target youth. However, evidence from around the world shows that tobacco companies continue to market and promote their products in ways that appeal to children.

- In Buenos Aires, Argentina, 90% of 14 to 17 year olds had seen tobacco ads in the month prior to the survey.²
- In China, 50-70% of 13-15 year olds surveyed have seen cigarette ads at sporting events.³
- In Turkey, despite the fact that Camel cigarettes have only a one percent market share, the Camel logo (dromedary and pyramid) was recognized by 91% of children (average age of 10).⁴
- In the United States, 96% of young children (age 3-6) correctly identified the brand in Joe Camel advertisements, compared to only 67% of adults.⁵
- In India, when a tobacco manufacturer sponsored cricket matches, the most influential message perceived by youth was “you become a better cricketer if you smoke.”⁶

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while in their teens...It is during the teenage years that the initial brand choice is made.” – Myron E. Johnston, Philip Morris Researcher, 1981¹

The Impact of Tobacco Marketing on Youth Consumption

Tobacco marketing has been shown to increase youth initiation of smoking.⁷

- A study in the United Kingdom conducted between 1999 and 2004 found that, for each form of tobacco marketing that youth recognized, the likelihood of smoking initiation increased by seven percent.⁸
- Nine longitudinal studies involving more than 12,000 youth concluded that “tobacco advertising and promotion increases the likelihood that adolescents will start to smoke.”⁹
- In Spain, familiarity with local tobacco billboards increased the likelihood of smoking initiation among 13 to 14 year olds.¹⁰

The Impact of Tobacco Advertising, Promotion and Sponsorship Bans

A comprehensive law banning tobacco advertising, promotion and sponsorship is necessary to reduce tobacco use, especially among youth.¹¹ Tobacco companies can easily circumvent partial advertising bans by shifting their marketing and promotional strategies to unrestricted avenues.¹²

- Research on tobacco advertising, promotion and sponsorship bans and tobacco consumption in 22 countries found that comprehensive bans can reduce tobacco consumption by 6.3%.¹³
- A follow-up study in 102 countries found that comprehensive bans reduced tobacco consumption by about 8%, whereas partial bans had little or no effect.¹⁴
- In the United Kingdom, a comprehensive ban was implemented in three phases — a ban on remaining traditional forms of advertisements in 2002, a ban on promotions and sponsorship of domestic sporting events in 2003, and the subsequent restriction on point-of-sale advertising and brand-stretching in 2004 and 2005. With each phase of the advertising ban, there were significant declines in awareness of tobacco marketing among youth.¹⁵

A Comprehensive Ban on Tobacco Advertising, Promotion and Sponsorship is Necessary to Reduce Tobacco Use among Youth

- Tobacco advertising, promotion and sponsorship entice young people to use tobacco, encourage smokers to smoke more, and decrease smokers' motivation to quit.^{16,17,18}
- Voluntary regulations are not effective as the tobacco industry often fails to comply.^{19,20}
- Partial bans have little to no effect on tobacco consumption.^{21,22}
- Only a comprehensive and enforced ban on advertising, promotion and sponsorship reduces tobacco use, especially among youth.^{23,24}
- Countries must adhere to Article 13 of the FCTC and adopt comprehensive bans on tobacco advertising, promotion and sponsorship.

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