



Tobacco Industry

- Each year, the tobacco industry spends more than \$12.8 billion in the U.S. on advertising and marketing
- In 2006, the tobacco industry spent \$533.9 million on marketing its products in Pennsylvania
- From 1998 to 2006, tobacco industry marketing increased nationwide by more than 85 percent
- Cigarette company marketing expenditures account for more than 97 percent of all tobacco industry marketing
- Many tobacco companies spend a great deal of money targeting youth by marketing new products such as candy and fruit flavored products
- Internal tobacco industry documents have shown that tobacco companies perceive kids as young as 13 years of age as key targets for their marketing campaigns
- Statements from the Tobacco Industry regarding marketing to youth:
 - *“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens. The smoking patterns of teenagers are particularly important to Philip Morris.” – Phillip Morris*
 - *“Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term.” – RJ Reynolds*
 - *“Kool’s stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs . . . all magazines will be reviewed to see how efficiently they reach this group.” – Brown & Williamson*
 - *“[T]he base of our business is the high school student.” – Lorillard Tobacco*
 - *“Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.” – U.S. Tobacco*

Source: Campaign for Tobacco-Free Kids, www.tobaccofreekids.org