

## Point of Purchase Literature Review

### *New York Data*

Girlando M, Loomis B, Watson K, Farrelly M. *Retail Advertising and Promotions for Cigarettes in New York*. RTI International (prepared for the New York State Department of Health); 2007.

[http://www.health.state.ny.us/prevention/tobacco\\_control/docs/cigarette\\_ads\\_and\\_promotion\\_report.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/cigarette_ads_and_promotion_report.pdf)

- Retail advertising for cigarettes in New York is widespread, with only 4.2% of licensed cigarette retailers, on average, being completely free of interior and exterior cigarette advertising.
- Over the 12 months from March 2005 to March 2006, the percentage of retailers who were free of cigarette advertising decreased from 7.1% to 4.8%. In June, 2006, only 1.5% of licensed cigarette retailers were free of cigarette advertising.
- Outlets with the fewest retailers that are completely free from cigarette advertising are convenience stores (1.1%) and convenience/gas combinations (1.4%). Large grocery stores (8.7%) and mass merchandisers (8.4%) have the most retailers with no cigarette advertising.
- Almost every licensed cigarette retailer (95%) displays interior cigarette advertising, with an average of 18 ads per store. Tobacco only stores (22.7) and convenience/ gas combinations (21.1) have the highest number of interior ads per store, whereas small groceries (14.8) and gas only stores (11.4) have the lowest number of interior ads per store.
- Just over half (53%) of licensed cigarette retailers display exterior cigarette advertising. The outlets with the fewest stores that display exterior cigarette advertising are mass merchandisers (2.5%) and pharmacies (7.3%). The outlets with the most stores displaying exterior cigarette advertising are gas only (81%) and convenience/gas combinations (71.3%).
- Among stores that display any exterior cigarette advertising, the average number of ads displayed is 5.5. Gas only stores have an average of 12.7 exterior ads per store, far more than the other retail channels.
- Overall, 19.8% of licensed tobacco retailers offer point-of-purchase cigarette promotions. Pharmacies (28.9%) and convenience/gas stores (25.5%) have the highest rates of promotions, whereas gas only (6.0%) and mass merchandisers (12.3%) have the lowest rates.

*New York State Department of Health Advertising, Sponsorship and Promotion Toolkit.*

- Three out of four youth shop in convenience stores at least once a week.
- 33% of all youth experimentation with smoking can be directly linked to tobacco advertisements and other promotional activities.
- Young people are three times more vulnerable to advertisements than adults.
- Tobacco Point of Purchase advertising gives the impression that tobacco products are easily accessible.
- Children are more likely than adults to notice and remember tobacco advertising.
- Each day, more than 4,000 kids try smoking for the first time and another 2,000 kids become regular smokers. 85% of these kids prefer Marlboro, Camel and Newport – three of the most heavily advertised brands.
- Research shows that tobacco advertising has no influence on established smokers.

- Nearly 90% of adult smokers started smoking before they were 18 years old.

## *National Data*

Altman DG et al. Tobacco Promotion and Susceptibility to Tobacco Use Among Adolescents Aged 12 through 17 Years in a Nationally Representative Sample. *American Journal of Public Health*. 1996;86:1590-1593.

<http://www.ajph.org/cgi/content/abstract/86/11/1590?ck=nck>

- The tobacco industry targets young people in their advertising campaigns, and research has shown that young people are aware of, remember, understand and are receptive to tobacco advertising.

Andrews RL, Franke GR. The Determinants of Cigarette Consumption: A Meta-Analysis. *Journal of Public Policy and Marketing*. 1991;10:81-100.

<http://www.marketingpower.com/ResourceLibrary/JournalofPublicPolicyandMarketing/Pages/1991/10/1/9602150574.aspx?sq=determinants+of+cigarette+consumption>

- A meta-analysis of 48 econometric studies found that tobacco advertising significantly increased tobacco sales.
- Tobacco advertising, promotion and sponsorship entice young people to use tobacco, encourage smokers to smoke more, and decrease smokers' motivation to quit.

Arnett JJ, Terhanian G. Adolescents' Responses to Cigarette Advertisements: Links between Exposure, Liking, and the Appeal of Smoking. *Tobacco Control*. 1998;7:129-133.

<http://tobaccocontrol.bmj.com/cgi/content/abstract/7/2/129>

- Among adolescents, the advertisements most likely to be seen, to be liked, and to be viewed as making smoking more appealing, are for the brands most commonly smoked by adolescents, Camel and Marlboro.
- Over 40% of adolescents feel that Marlboro ads make smoking more appealing, and nearly half feel that Camel ads make smoking more appealing.

Bezilla R. Teenage Attitudes and Behaviors Concerning Tobacco, June-July 1992. *The George H. Gallup International Institute*. 1992.

<http://dx.doi.org/10.3886/ICPSR06252>

- Despite tobacco industry claims that promotional items are meant for smokers over age 21, this study found that 30% of all kids (12 to 17 years old) owned at least one tobacco promotional item, such as t-shirts, backpacks, and CD players.

Biener L, Siegel M. Tobacco Marketing and Adolescent Smoking: More Support for a Causal Inference. *American Journal of Public Health*. 2000;90(3):407-11.

<http://www.ajph.org/cgi/content/abstract/90/3/407>

- A longitudinal 1999 study showed that adolescents who owned a tobacco promotional item and named a cigarette brand whose advertising attracted their attention were twice as likely to become established smokers as those who did neither.

Business Practices and Minors' Access to Tobacco Study Group. Unpublished data. Cited in StoreAlert.org's fact sheet titled "The Big Picture: The Real Cost of Tobacco."

<http://www.storealert.org/docs/factsheet.pdf>

- 16.8% of tobacco retail outlets have tobacco products displayed at or below three feet high (a young child's eye level). 18.8% of stores have tobacco advertisements at or below three feet.

Carter OBJ, Mills BW, Donovan RJ. The Effect of Retail Cigarette Pack Displays on Unplanned Purchases: Results from Immediate Post-Purchase Interviews. *Tobacco Control*. March 4, 2009. [Epub ahead of print]

<http://dx.doi.org/10.1136/tc.2008.027870>

- Point-of-sale (POS) tobacco displays act as a form of advertising even in the absence of advertising materials. They stimulate unplanned cigarette purchases, play an important role in brand selection, and tempt smokers trying to quit. This justifies removing POS tobacco displays from line-of-sight—something to which very few smokers in our sample would object.

Cigarette Preferences Among Youth – Results from the 2006 Legacy Media Tracking Online (LMTO). *American Legacy Foundation*. Look Report 17; June 2007.

[http://americanlegacy.org/Files/FINAL\\_FL17\\_singles.pdf](http://americanlegacy.org/Files/FINAL_FL17_singles.pdf)

- A June 2007 study from the American Legacy Foundation found that 40% of youth smokers (ages 13-18) recalled seeing advertisements for flavored cigarettes. Eleven percent of youth *Tobacco Company Marketing to Kids / 4* smokers have tried flavored cigarettes and more than half of youth smokers who had heard of flavored cigarettes were interested in trying them, with almost 60 percent believing that flavored cigarettes would taste better than regular cigarettes.

*Cigarette Report for 2003*. U.S. Federal Trade Commission (FTC). 2005.

<http://www.ftc.gov/reports/cigarette05/050809cigrpt.pdf>

- In 1999, the first year after the Master Settlement Agreement (MSA), the tobacco companies spent a record \$8.4 billion on advertising and promotions, an increase of \$1.5 billion, or 21% - and the largest one-year increase since the U.S. Federal Trade Commission (FTC) began tracking tobacco-industry marketing expenditures in 1970.

*Cigarette Report for 2004 and 2005*. U.S. Federal Trade Commission (FTC). 2007.

<http://www.ftc.gov/reports/tobacco/2007cigarettes2004-2005.pdf>

- The top six cigarette companies spend over \$13 billion per year to hook new smokers and keep others from quitting. The vast majority of this money is spent on ads and promotions in retail stores.
- In 2005 (the latest year for which data are available), tobacco companies spent over \$182 million on point of purchase advertising, an increase from 2003 and 2004.
- In 2005, smokeless tobacco companies spent over \$20.7 million on point of purchase advertising.
- Of the \$13.1 billion spent by cigarette companies on overall promotions in 2005 (the most recent data available), \$11.5 billion, or 88%, was spent on point of sale advertisements, price discounts, promotional allowances, or special deals such as buy-one-get-one-free offers.
- In 2005, promotional allowances alone made up 81% of the domestic cigarette advertising and promotional expenditures, totaling \$10.6 billion. The “promotional allowance” category was separated into four categories: price discounts, promotional allowances paid to retailers, promotional allowances paid to wholesalers, and other promotional allowances. Price discounting (e.g., off-invoice discounts, buy downs, and voluntary price reductions to reduce the price of cigarettes to consumers) was by far the largest category, accounting for 74.6% of total cigarette company marketing

expenditures. Promotional allowances by smokeless tobacco companies made up 46% of all marketing spending in 2005, with price discounts accounting for almost 40% of all marketing expenditures.

- In 2000, tobacco companies spent over \$9.8 billion on marketing, another increase of more than 16 percent. Much of this increase was in categories effective at reaching kids, including high-visibility store shelf displays, two-for-one promotions that make cigarettes more affordable to kids, giveaways such as hats and lighters, and in-store advertising. In 2001, the major cigarette and smokeless companies increased their marketing expenditures to more than \$11.5 billion and then again in 2002 to more than \$12.7 billion. In 2003, they reached a record high spending of \$15.4 billion. From 1998 to 2003, tobacco industry marketing increased by almost 125 percent. Since then, tobacco marketing spending has decreased slightly, to \$14.4 billion in 2004, then to \$13.4 billion in 2005, but is still at historically high levels and has nearly doubled since the 1998 state tobacco settlement.
- U.S. cigarette companies spend almost \$36 million per day marketing their products and they rely on youth smokers to replace their adult customers who quit or die.

Cummings KM, Sciandra R. Tobacco Advertising in Retail Stores. *Public Health Reports*. 1991;106(5):570.

<http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1580318>

- A survey of 184 retail stores in Hawaii found 3,151 tobacco advertisements and promotions, most of which were for RJ Reynolds' Kool, the cigarette brand most heavily smoked by teenagers in Hawaii.

DiFranza JR, Wellman RJ, Sargent JD, Weitzman M, Hipple BJ, Winickoff JP. Tobacco Promotion and the Initiation of Tobacco Use: Assessing the Evidence for Causality. *Pediatrics*. 2006;117:e1237-e1248.

<http://pediatrics.aappublications.org/cgi/content/abstract/117/6/e1237?rss=1>

- The tobacco industry claims their advertisements are only for adult smokers and adult non-smokers; studies have shown that industry advertisements effectively target non-smoking youth.

DiFranza JR, Richards JW, Paulman PM, Wolf-Gillespie N, Fletcher C, Jaffe RD, Murray D. RJR Nabisco's Cartoon Camel Promotes Camel Cigarettes to Children. *Journal of American Medical Association*. 1991; 226:3149-3153.

<http://jama.ama-assn.org/cgi/content/abstract/266/22/3149>

- The tobacco industry targets young people in their advertising campaigns, and research has shown that young people are aware of, remember, understand and are receptive to tobacco advertising.

Evans N, Farkas A, Gilpin E, Berry C, Pierce JP. Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking. *Journal of the National Cancer Institute*. 1995;87(19): 1538-1545.

<http://jnci.oxfordjournals.org/cgi/content/short/87/20/1538>

- Kids are more influenced to smoke by tobacco advertising than by peer pressure.
- The tobacco industry targets young people in their advertising campaigns, and research has shown that young people are aware of, remember, understand and are receptive to tobacco advertising.
- Tobacco ads have more influence than peer pressure on a teen's decision to start smoking.

Feighery EC, et al. The 1999 Annual Report of the Promotion Industry, a PROMO Magazine Special Report. Overland Park, Kansas: Intertec Publishing, 1999; and *Tobacco Control* 2001.

- Tobacco advertisements and displays in stores increase average tobacco sales by 12%.
- 75% of teens visit a convenience store at least once a week.

Feighery EC, Schleicher NC, Boley Cruz T, Unger JB. An Examination of Trends in Amount and Type of Cigarette Advertising and Sales Promotions in California Stores, 2002-2005. *Tobacco Control*. 2008;17:93-98.

<http://tobaccocontrol.bmj.com/cgi/content/abstract/17/2/93>

- A study of retail outlets in California found that California stores, on average, have 24.9 pieces of in-store cigarette advertisements. In addition, 80% of retail outlets in California have at least one ad for a sales promotion.
- In California, the number of in-store cigarette advertisements increased from 22.7 to 24.9 between 2002 and 2005.
- The proportion of retail stores in California with at least one ad for a sales promotion increased between 2002 and 2005 from 68.4% to 79.6%.

Feighery EC, Borzekowski D, Schooler C, Flora J. Seeing, Wanting, Owning: The Relationship between Receptivity to Tobacco Marketing and Smoking Susceptibility in Young People. *Tobacco Control*. 1998;7:123-128.

<http://tobaccocontrol.bmj.com/cgi/content/abstract/7/2/123>

- 70% of 7<sup>th</sup> graders are at least moderately receptive to tobacco marketing materials.
- Children that are more receptive to marketing are also more susceptible to start smoking.

Feighery EC, Ribisl KM, Achabal D, Tyebjee T. Retail Trade Incentives: How Tobacco Industry Practices Compare with those of Other Industries. *American Journal of Public Health*. 89(10):1564-1566.

<http://www.ajph.org/cgi/content/abstract/89/10/1564>

- Tobacco companies pay store owners to put their products in the most visible locations in the store. Other kinds of companies (like those that make candy and soda) also use this marketing strategy, but the tobacco industry is far and away the leader in spending more money in this area than other industries.
- Tobacco sales make up 20-60% of total sales for independently owned and franchise stores.
- A study of retail outlets in Santa Clara County, California, found that 62.4% of stores had received slotting/display allowances from tobacco companies. This is higher than allowances received for candy, snack foods, and soft drinks. These incentives motivate retailers to display, promote, and advertise tobacco products.

Feighery EC, Ribisl KM, Clark PI, Haladjian HH. How Tobacco Companies Ensure Prime Placement of their Advertising and Products in Stores: Interviews with Retailers about Tobacco Company Incentive Programmes. *Tobacco Control*. 2003;12:184-188.

<http://tobaccocontrol.bmj.com/cgi/content/abstract/12/2/184>

- About 81% of cigarette manufacturers' marketing expenditures in the USA is spent to promote cigarette sales in stores.
- Retailers noted that tobacco companies exert substantial control over their stores by requiring placement of products in the most visible locations, and of specific amounts and types of advertising in prime locations in the store.
- Tobacco companies are concentrating their marketing dollars at the point-of-sale to the extent that the store is their primary communication channel with customers. As a result, all shoppers regardless of age or smoking status are exposed to pro-smoking messages.

Feighery EC, Ribisl KM, Schleicher NC, Clark PI. Retailer Participation in Cigarette Company Incentive Programs is Related to Increased Levels of Cigarette Advertising and Cheaper Cigarette Prices in Stores. *Prevention Medicine*. 2004;38(6):876–884.

<http://dx.doi.org/10.1016/j.ypmed.2003.12.027>

- Store owners who cooperate with cigarette companies can receive payments of up to \$3,000 per quarter.
- Nearly two-thirds of stores that sell tobacco products participate in some type of incentive/marketing program with one or more tobacco companies.
- 92% of retail stores have at least one tobacco branded marketing item, such as an ad or display.
- The typical retail store has more than 12 tobacco promotional items on display.

Feighery EC, Ribisl KM, Schleicher N, Lee RE, Halvorson S. Cigarette Advertising and Promotional Strategies in Retail Outlets: Results of a Statewide Survey in California. *Tobacco Control*. 2001;10:184-188.

<http://tobaccocontrol.bmj.com/cgi/content/abstract/10/2/184>

- A study of California stores found that nearly 50% of the tobacco retailers had tobacco ads at young kids' eye level (three feet or lower), and 23% had cigarette product displays within six inches of candy.

Florida Youth Tobacco Survey. *Florida Department of Health*. 1999.

[http://www.floridashhealth.com/Disease\\_ctrl/epi/Chronic\\_Disease/FYTS/Intro.htm](http://www.floridashhealth.com/Disease_ctrl/epi/Chronic_Disease/FYTS/Intro.htm)

- Self-service displays make it easier for kids to purchase cigarettes or even steal them; and studies indicate that roughly 5% of young smokers steal cigarettes.

Gilpin EA, Pierce JP, Rosbrook B. Are Adolescents Receptive to Current Sales Promotion Practices of the Tobacco Industry? *Prevention Medicine*. 1997;26:14-21.

<http://dx.doi.org/10.1006/pmed.1996.9980>

- Indirect advertising is being used increasingly where direct advertising is not permitted.

Glanz K, Sutton NM, Jacob Arriola KR. Operation Storefront Hawaii: Tobacco Advertising and Promotion in Hawaii Stores. *Journal of Health Communication*. 2006;11(7):699-707.

<http://www.ncbi.nlm.nih.gov/pubmed/17074736>

- A survey of 184 retail stores in Hawaii found 3,151 tobacco advertisements and promotions, most of which were for RJ Reynolds' Kool, the cigarette brand most heavily smoked by teenagers in Hawaii.

Henriksen L, Feighery EC, Schleicher NC, Haladjian HH, Fortmann SP. Reaching Youth at the Point of Sale: Cigarette Marketing is More Prevalent in Stores Where Adolescents Shop Frequently. *Tobacco Control*. 2004;13:315-318,200.

<http://tobaccocontrol.bmj.com/cgi/content/abstract/13/3/315>

- A 2002 survey in a Californian community found that stores where adolescents shop most often have more than three times more cigarette advertisements and promotional materials outside of the stores and almost three times more materials inside compared to other stores in the community.
- More than three times more marketing materials and two times more shelf space in stores popular among adolescents were for Marlboro, Camel, and Newport, the three most heavily smoked brands by teenagers.

Henriksen L, Feighery EC, Wang Y, Fortmann SP. Association of Retail Tobacco Marketing with Adolescent Smoking. *American Journal of Public Health*. 2004;94(12):2081-2083.

<http://www.ajph.org/cgi/content/abstract/94/12/2081>

- A 2004 study concluded that students (6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> graders) that were exposed to more point of purchase tobacco marketing by visiting a convenience, liquor, or small grocery store at least weekly, had a 50% greater chance of ever smoking. This effect is approximately equivalent to the effect a smoking parent or household member has over a youth smoking.

Henriksen L, Hurtz S, Wang Y, Feighery EC, Fortmann S. Effects of Youth Exposure to Retail Tobacco Advertising. *Journal of Applied Social Psychology*. 2002;32(9):1771-1789.

<http://www3.interscience.wiley.com/journal/118908598/abstract>

- POP advertising in the retail environment reaches kids and influences their tobacco use, distorting kids' perceptions of the availability, use, and popularity of tobacco products.
- Exposure to convenience store tobacco advertising causes teens to perceive significantly easier access to cigarettes and to express weakened support for tobacco control policies.
- A study of 7<sup>th</sup> graders found that more than 99% reported seeing tobacco advertising and promotions and that 70% indicated a level of receptivity to tobacco marketing materials more than just being aware of the advertising and promotions.

Johnston LD, O'Malley PM, Bachman JG, Schulenberg JE. Monitoring the Future: National Results on Adolescent Drug Use – Overview of Key Findings, 2003. Bethesda, MD: National Institute on Drug Abuse; 2004.

<http://focus.psychiatryonline.org/cgi/content/full/1/2/213>

- Children are exposed to tobacco advertising, promotion and sponsorship through paid media, paid sports sponsorships and at retail stores.

Laugesen M, Meads C. Tobacco Restrictions, Price, Income and Tobacco Consumption in OECD countries, 1960-1986. *British Journal of Addiction*. 1991;86:1343-1354.

<http://www.ncbi.nlm.nih.gov/pubmed/1751850>

- Where a complete ad ban is coupled with an intensive public information campaign on smoking, a reduction in tobacco consumption of 6% can be achieved.

Lovato C, Linn G, Stead LF, Best A. Impact of Tobacco Advertising and Promotion on Increasing Adolescent Smoking Behaviors. *Cochrane Database of Systematic Reviews*. 2003;(3):CD003439.

<http://mrw.interscience.wiley.com/cochrane/clsysrev/articles/CD003439/frame.html>

- Longitudinal studies consistently suggest that exposure to tobacco advertising and promotion is associated with the likelihood that adolescents will start to smoke. Based on the strength of this association, the consistency of findings across numerous observational studies, temporality of exposure and smoking behaviors observed, as well as the theoretical plausibility regarding the impact of advertising, we conclude that tobacco advertising and promotion increases the likelihood that adolescents will start to smoke.

Lynch BS, Bonnie RJ. Growing Up Tobacco Free: Preventing Nicotine Addiction in Children and Youths. Washington, D.C: Institute of Medicine, National Academy Press. 1994.

<http://www.nap.edu/openbook.php?isbn=0309051290>

- A review by the United States Institute of Medicine found that tobacco advertising significantly increased tobacco sales.
- Point of purchase promotional materials (i.e. open/closed signs, counter mats) are often coordinated with current advertising campaigns to promote the images and appeal of specific tobacco products.

MacFadyen, L, Hastings G, MacKintosh AM. Cross Sectional Study of Young People's Awareness of and Involvement with Tobacco Marketing. *BMJ*. 2001;322:513-517.  
<http://www.bmj.com/cgi/content/full/322/7285/513?maxtoshow=&HITS=10&hits=10&RESULTFORM AT=1&author1=macfadyen&andorexacttitle=and&andorexacttitleabs=and&andorexactfulltext=and&searchid=1&FIRSTINDEX=0&sortspec=date&fdate=1/1/1981&resourcetype=HWCIT>

- Teenagers are aware of, and are participating in, many forms of tobacco marketing, and both awareness and participation are associated with current smoking status. This suggests that the current voluntary regulations designed to protect young people from smoking are not working, and that statutory regulations are required.
- There was a high level of awareness of and involvement in tobacco marketing among the 15-16 year olds sampled in the study: around 95% were aware of advertising and all were aware of some method of point of sale marketing. Awareness of and involvement with tobacco marketing were both significantly associated with being a smoker: for example, 30% (55/185) of smokers had received free gifts through coupons in cigarette packs, compared with 11% (21/199) of non-smokers.

*National Telephone Survey of 501 Kids Aged 12 to 17 and 1,012 Adults Conducted for the Campaign for Tobacco Free Kids*. International Communications Research (ICR). March 2004.

- Teens are significantly more likely than adults to notice, remember, and be influenced by tobacco advertising and promotion in convenience stores.
- Kids are more than twice as likely as adults to recall tobacco advertising.
- A national telephone survey revealed that while only 23% of adults recalled seeing tobacco advertising during the past two weeks, 55% of kids recalled seeing the advertising.

*National Telephone Survey of 507 Teens Ages 12-17 and 1,008 Adults Conducted March 5-10, 2008*. International Communications Research (ICR). 2008.

- A survey released in March 2008 showed that kids were almost twice as likely as adults to recall tobacco advertising. While only 24 percent of all adults recalled seeing a tobacco ad in the two weeks prior to the survey, 47 percent of kids aged 12 to 17 reported seeing tobacco ads. (This data has a margin of error of plus or minus 4.4 percentage points for the teen survey and 3.1 percentage points for the adult survey.)
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*National Telephone Survey of Teens Aged 12 to 17 and Adults*. International Communications Research (ICR). March 2007.

- Kids are almost twice as likely as adults to recall tobacco advertising.

Perry CL. The Tobacco Industry and Underage Youth Smoking: Tobacco Industry Documents from the Minnesota Litigation. *Archives of Pediatric and Adolescent Medicine*. 1999;153:935-941.

<http://archpedi.ama-assn.org/cgi/content/abstract/153/9/935>

- Underage youths are viewed by the tobacco industry as critical to its future. Underage youth smoking patterns were examined for decades. Reductions in youth smoking rates were seen by tobacco companies as a negative trend for the companies. Specific marketing campaigns were directed at underage youth and were successful with this age group. Tobacco industry practices should continue to be carefully scrutinized.

Pierce JP, Choi WS, Gilpin EA, Farkas AJ, Berry CC. Tobacco Industry Promotion of Cigarettes and Adolescent Smoking. *Journal of the American Medical Association (JAMA)*. 1998;279(7):511-515.

<http://jama.ama-assn.org/cgi/reprint/279/7/511.pdf>

- Teens are more likely to be influenced by cigarette advertising than by peer pressure.

- An estimated 1/3 of adolescent experimentation with smoking can be directly attributed to tobacco advertising and promotional activities.
- Nonsmoking children that have a favorite cigarette ad are two times more likely to be smoking in the future than those who did not.
- Tobacco industry promotional activities influence previously non-susceptible non-smokers to become susceptible to or experiment with smoking.

*The Point of Purchase Advertising Industry Fact Book*. Englewood, New Jersey: The Point of Purchase Advertising Institute (POPAI); 1992.

- Point of sale advertising (advertising located where the consumer buys the product, i.e. in the store) can boost tobacco sales anywhere from 12% - 28%.
- 75% of teenagers shop at convenience stores at least once a week and are routinely exposed to retail tobacco advertising.
- Tobacco advertising is most commonly found in convenience stores.
- In a British Medical Journal study, 95% of 15-16 year olds surveyed were aware of tobacco advertising. All 15-16 year olds surveyed were aware of some method of point of purchase marketing.
- Point of purchase advertising and promotions target consumers at the place where they will actually buy the product, attract the attention of the shopper, and remind them of previously seen selling messages.

Pollay RW. More Than Meets the Eye: On the Importance of Retail Cigarette Merchandising. *Tobacco Control*. 2007;16:270-274.

<http://tobaccocontrol.bmj.com/cgi/content/full/16/4/270>

- Point-of-sale activity is important enough to get the attention of the senior management of transnational firms and to be the subject of sophisticated research aimed to realise "intrusive visibility" better through creative design, command attention and convey brand imagery. The result of this is the promotional "positioning" of products, and the creation of both friendly familiarity and perceived popularity. The intended results include increased sales of cigarettes as a product or "category growth".

Pollay RW. The Last Straw? Cigarette Advertising and Realized Market Shares among Youths and Adults, 1979-1993. *Journal of Marketing*. 1996;60(2):1-16.

<http://www.marketingpower.com/ResourceLibrary/JournalofMarketing/Pages/1996/60/2/9604100833.aspx?sq=the+last+straw>

- Kids are three times more sensitive than adults to tobacco advertising.
- Teens are more likely to be influenced by cigarette advertising than by peer pressure.
- One third of underage experimentation with smoking is attributable to tobacco company advertising and promotion.

Preventing Tobacco Use Among Young People: A Report of the Surgeon General. *U.S. Department of Health and Human Services*. Washington, D.C.: U.S. Government Printing Office. 1994.

<http://www.cdc.gov/mmwr/PDF/rr/rr4304.pdf>

- A review by the United States Department of Health and Human Services found that tobacco advertising significantly increased tobacco sales.
- Tobacco use begins young: 88% of adults who have ever smoked tried their first cigarette by the age of 18 and hardly anyone tries their first cigarette outside of childhood.
- The average age at which smokers try their first cigarette is 14 \_.
- The use of value-added or coupon promotions makes cigarettes appear more affordable, especially to those with less financial resources, including kids. Coupons also affect new

users by encouraging them to smoke more, moving from the trail stage to being a regular smoker.

Redmond WH. Effect of Sales Promotion on Smoking among U.S. Ninth Graders. *Preventive Medicine*. 1999;28(3):243-250.

<http://dx.doi.org/10.1006/pmed.1998.0410>

- Numerous studies have investigated the relationship between expenditure on tobacco advertising and consumption of tobacco.

*Results from the 2002 National Survey on Drug Use and Health*. Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Dept. of Health and Human Services (HHS). 2003.

<http://www.oas.samhsa.gov/nhsda/2k2nsduh/results/2k2Results.htm>

- Each day, more than 4,000 kids try smoking for the first time, and another 2,000 kids become regular daily smokers. 85% of these youth smokers prefer Marlboro, Camel, and Newport – three of the most heavily advertised brands.
- Marlboro, the most heavily advertised brand, constitutes almost 50% of the youth market but only about 40% of smokers over age 25.

*Results from the 2006 National Survey on Drug Use and Health*. Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Dept. of Health and Human Services (HHS). 2007.

<http://www.oas.samhsa.gov/NSDUH/2K6NSDUH/2K6results.cfm>

- 81.3% of youth (12-17) smokers prefer Marlboro, Camel and Newport – three heavily advertised brands. Marlboro, the most heavily advertised brand, constitutes almost 50% of the youth market but only about 40% of smokers over age 25.

Roemer R. Legislative Action to Combat the World Tobacco Epidemic (2<sup>nd</sup> Edition). *World Health Organization*. Geneva. 1993.

<http://www.who.int/bookorders/anglais/detart1.jsp?sesslan=1&codlan=1&codcol=15&codcch=2202>

- A review by the World Health Organization found that tobacco advertising significantly increased tobacco sales.

Rogers T, Feighery E. Community Mobilization to Reduce Point of Purchase Advertising of Tobacco Products. *Health Education Quarterly*. 1995;22(4):427-43.

<http://heb.sagepub.com/cgi/reprint/22/4/427>

- Retailers are often paid to keep special tobacco-product self-serve display racks on or in front of the counter, paid to put tobacco products on ‘good’ shelving space (slotting allowances), and given other promotional items for the store (i.e. open/closed signs, counter mats).

Schooler CE, Feighery E, Flora JA. Seventh Grader’s Self Reported Exposure to Cigarette Marketing and its Relationship to their Smoking Behavior. *American Journal of Public Health*. 1996;86:1216-21.

<http://www.ajph.org/cgi/reprint/86/9/1216?ck=nck>

- More than 60% of all 7<sup>th</sup> graders recall seeing cigarette advertising in stores.
- In-store cigarette advertising entices children and young people to begin smoking.
- Teens who report seeing tobacco ads in stores are 38% more likely to experiment with smoking.
- Youth who have experimented with smoking are more likely than other respondents to report seeing tobacco advertising in stores.

Slater SJ, Chaloupka FJ, Wakefield M, Johnston LD, O'Malley PM. The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake. *Archives of Pediatrics & Adolescent Medicine*. 2007;161:440-445.

<http://archpedi.ama-assn.org/cgi/reprint/161/5/440.pdf>

- Retail cigarette advertising increases the likelihood that youth will initiate smoking.
- Cigarette promotions increase the likelihood that youth will move from experimentation to regular smoking.
- Reducing or eliminating retail marketing practices would significantly reduce youth smoking.
- Cigarette pricing strategies contributed to increases all along the smoking continuum, from initiation and experimentation to regular smoking.
- Tobacco advertising, promotion and sponsorship foster positive attitudes towards tobacco use among youth which effectively motivates youth to smoke.

Study Finds C-Store Promotions Lacking [Editorial]. *U.S. Distribution Journal*. 1999;226(3):12.

- Teens are significantly more likely than adults to be influenced by advertising and promotions in convenience stores (73% to 47%).
- 51% of teenagers are influenced by in-store displays, 47% are influenced by banner/window signs, and 44% are influenced by in-store promotional signage. These methods only have 36%, 33%, and 32% likelihoods (respectively) of influencing adult purchases.

Turett RW, Chanil D. 1997 Convenience Store News Proprietary Foodservice Study. *Convenience Store News*. March 24, 1997.

- 80% of teens said they are likely to visit a convenience store at least once a week.

Voorhees C, Yanek L, Stillan F, Becker D. Reducing Cigarette Sales to Minors in an Urban Setting: Issues and Opportunities for Merchant Intervention. *American Journal of Prevention Medicine*. 1998;4:138-142.

[http://dx.doi.org/10.1016/S0749-3797\(97\)00024-X](http://dx.doi.org/10.1016/S0749-3797(97)00024-X)

- Youth are more likely to attempt to purchase cigarettes from stores that display tobacco advertising.

Wakefield MA, Terry YM, Barker DC, Slater SJ, Clark PI, Giovino GA. Changes at the Point-of-Purchase for Selling Tobacco Following the 1999 Tobacco Billboard Advertising Ban. *ImpacTeen Research Paper, University of Illinois Chicago*. July 2000;4:1-17.

<http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1447487>

- Children are more than twice as likely as adults to notice and remember retail tobacco advertising.
- Tobacco companies significantly increased their point of purchase advertising after the state tobacco settlements' ban on tobacco billboards went into effect in April 1999.
- In the year following the 1998 Master Settlement Agreement coming into effect, there was no significant drop in retail store tobacco ads placed less than 3.5 feet from the ground, there was an increase in both prevalence and extent of exterior store signage, and there was a significant increase in point-of-purchase promotional activity.
- At the time of the study, 80% of retail outlets had interior tobacco advertising, 60% had exterior tobacco advertising, 52% had tobacco promotions such as price discounts and gifts with purchase, and 73% had tobacco functional items (such as clocks, display racks, and doormats) market with cigarette brands. 40% of the stores that sold gas had parking lot advertising.

Wakefield MA, Ruel EE, Chaloupka FJ, Slater SJ, Kaufman NJ. Association of Point-of-Purchase Tobacco Advertising and Promotions with Choice of Usual Brand among Teenage Smokers. *Journal of Health Communications*. 2002;7:113-121.

<http://repositories.cdlib.org/context/tc/article/1068/type/pdf/viewcontent/>

- The choice of Marlboro as the usual brand among high school smokers was associated with a Marlboro promotional item with purchase and more Marlboro interior and exterior advertising in local convenience stores. There was a 54% increase in the odds of choosing Marlboro as a usual brand when a “gift-with-purchase” promotion was present, a 33% greater odds with each percentage increase in brand share of interior advertising and a 27% greater odds with each percentage increase in brand share of exterior advertising.

Warner KE. Selling Smoking: Cigarette Advertising and Public Health. *Washington, DC: American Public Health Association*; 1986.

- In-store cigarette advertising increases smokers’ daily consumption by cueing smokers to light up.
- In-store cigarette advertising reduces current smokers resolve to quit or consider quitting.
- In-store cigarette advertising encourages former smokers to resume smoking by reminding them of their favorite brand.
- In-store cigarette advertising prompts impulse buying.
- Tobacco advertising, promotion and sponsorship entice young people to use tobacco.

Wellman RJ, Sugarman DB, DiFranza JR, Winickoff JP. The Extent to Which Tobacco Marketing and Tobacco Use in Films Contribute to Children’s Use of Tobacco. *Archives of Pediatrics & Adolescent Medicine*. 2006;160:1285-1296.

<http://www.rwjf.org/pr/product.jsp?id=15394>

- Exposure to tobacco marketing, which includes advertising, promotions and cigarette samples, and to pro-tobacco depictions in films, television, and videos more than doubles the odds that children under 18 will become tobacco users.
- Pro-tobacco marketing and media depictions lead children who already smoke to smoke more heavily, increasing the odds of progression to heavier use by 42%.

*World Health Organization Report on the Global Tobacco Epidemic 2008: The mpower Package*. Geneva: World Health Organization; 2008.

<http://www.who.int/tobacco/mpower/en/>

- The industry constantly loses customers because many current smokers quit smoking or die from tobacco-related diseases. As a result, tobacco companies develop massive marketing campaigns to entice youth to smoke and become long-term smokers.
- A comprehensive ban on tobacco advertising, promotion and sponsorship is one of the most effective policy measures to reduce youth tobacco use.
- Tobacco advertising, promotion and sponsorship entice young people to use tobacco, encourage smokers to smoke more, and decrease smokers’ motivation to quit.