

LET'S BE TOTALLY CLEAR.

INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.



OCTOBER 2008 TOBACCO INDUSTRY UPDATE

YOU'VE GONE TOO FAR, BABY!

Tobacco companies have long understood the importance of women and girls in the overall market for cigarettes and as a source of new customers. As a result, cigarette companies have developed female specific brands and some of the most aggressive and sophisticated marketing campaigns in history for reaching and influencing women and girls. In Louisiana alone, tobacco industry marketing expenditures top \$291.5 million annually, according to The Campaign for Tobacco-Free Kids.

The tobacco industry's targeted marketing of women can be traced back to the 1920s. While women were depicted in cigarette ads as non-smoking admirers of smoking men at first, by 1927 advertisements with women smoking began to appear in women's magazines. One of the most famous early cigarette advertising campaigns directed at women was Lucky Strikes' "Reach for A Lucky Instead of A Sweet."

Cigarette advertising continued to target women throughout the 1950s and 1960s, but the companies did not make a full-scale effort to expand the number of their female customers until the late 1960s. Realizing the impact that the women's liberation movement was having on the role of women in America, the tobacco companies began to create specific brands of cigarettes for women.

With the introduction of Virginia Slims by Philip Morris in 1968, women became a major target of the tobacco industry. Cigarette ads for this brand depicted women as independent and successful with catchy tag lines such as the infamous "You've Come A Long Way Baby." These marketing efforts continued to portray female smoking as a way to express one's independence, as well as a way to be particularly stylish and sexy. Philip Morris continued to market Virginia Slims using images of empowered women paired with "You've Come A Long Way Baby" throughout the 1970s and 1980s. Today Camel No. 9 is the most recent example of how the tobacco industry shamelessly focuses on the unique social pressures that women and young girls face.

The consequences of these campaigns through the years are staggering. Smoking among girls and young women has increased dramatically since the 1990s. Today, more than one out of every five high school girls is a current smoker (23 percent) and 18 percent of women smoke.

Even nonsmoking women suffer an increased risk of heart disease and lung cancer from exposure to secondhand smoke because their husbands or partners smoke. In fact, breathing just 30 minutes of second hand smoke has the same effect as smoking a cigarette yourself.

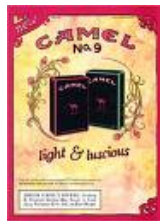
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THE LOUISIANA CAMPAIGN FOR
TOBACCO-FREE
LIVING

TOBACCO
Control Program

New packaging for Camel No. 9 features black lace on hot pink or teal backgrounds and the phrase “laced with flavor” and another with a zipper image indicating that smokers should “unzip the flavor.” Below are also the original versions of Camel No. 9.



Editorial:

For years the tobacco industry has been preying on the sensibilities of women with ads that appeal to the core desire to be attractive and empowered. Images of women conveying confidence, inner strength, sensuality, sexuality, femininity, glamour, and independence are plastered across the pages of popular women's magazines and women-based brand identities are trying to become more and more closely linked to personal identity, an identity rooted in female success.

It seems the age old question about “what women want” can be found by looking to the tobacco industry. The success of tobacco industry marketing to women is unparalleled and it can be proven by the 178,000 women who die of smoking-related causes each year in the U.S. It's clear that the evolution of how the tobacco industry markets to women should have women screaming, “You've gone way too far, baby!”