

# Conquering Young Adult Consumers

A Documents and Content Analysis of Tobacco Industry  
Produced Controlled Circulation Magazines

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# Research Questions

- Why did tobacco companies create lifestyle magazines?
  - Planning document analysis of Unlimited and CML
- What are in the magazines, and how might they promote smoking?
  - Content analysis of Unlimited and CML

# What are the Tobacco Industry Developed Lifestyle Magazines?

- Custom published for tobacco industry by major publishers
- Some are brand-specific
- Peaked in 1999; Waned by mid-2000s
- Replete with items of interest to target
- Distributed by direct mail
- Out of sight of public health professionals



# Methods: Documents Analysis

- Analysis of previously secret tobacco industry (TI) documents
  - Legacy Tobacco Documents Library (LTDL) online at <http://legacy.library.ucsf.edu/>
- Extensive planning documents found for Marlboro-branded Unlimited
- Less documents found for Camel-branded CML

# Why Go into the Publishing Business? Philip Morris' *Unlimited* and Marlboro



PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: T. Keim/S. Jannetta

DATE: May 13, 1994

FROM: C. Tucker

SUBJECT: Soliciting Out-of-the-Box Print Ideas

As we have continued to discuss how to maximize Marlboro impact in print advertising, I was reminded of an article I read last year in the New York Times Business section. It describes the process by which Carillon Importers and their ~~colleagues solicit innovative print ideas for Absolut from their publications~~

Do you think a similar "pitch" could work for us if we provide a targeted list of magazines with a very simple brief outlining our brand objectives for print impact units and underscore the brand's heritage?

"Soliciting Out-of-Box Print Ideas" TID: erc86e00 (1994)

# Why Go into the Publishing Business? Philip Morris' *Unlimited* and Marlboro

**HFM**  
Hachette  
Filipacchi  
Magazines  
**CUSTOM  
PUBLISHING**

Susan Buskley  
Vice President/Co-Publisher

June 15, 1994

Ms. Nancy Brennan Lund  
VP Brand Management  
Philip Morris  
120 Park Avenue  
New York, New York

Dear Nancy,

Valerie Valente, Susan Alter and I want to thank you and your interest and good thinking at Thursday's meeting. As we look at the strategies behind General Motor's *Know-How*, NBC's *toll*, Mary Kay's *Beauty*, it was evident how well those concepts fit the marketing challenges of those companies.

Some ideas just seem so right that we often wonder what took us so long to think about them! And that is how we feel about our ROAD TRIP concept for Marlboro.

It has all the components of a well rooted idea that grows and reaches into all areas of your marketing:

- 1) Marlboro can literally fulfill a need in the market place and launch the first non-alternative magazine targeted to Generation X, your most important target group.
- 2) No one in the cigarette industry has used custom publishing to conquest or keep a consumer. It is unique and thus terribly impactful.
- 3) A magazine communication gains momentum unlike promotions that need reinvention every year.

1) Marlboro can literally fulfill a need in the market place and launch the first non-alternative magazine targeted to Generation X, your most important target group.

2) No one in the cigarette industry has used custom publishing to conquest or keep a consumer. It is unique and thus terribly impactful.

3) A magazine communication gains momentum unlike promotions that need reinvention every year.

TID: cfx26c00 (1994)

# Why Go into the Publishing Business?

## RJR's *CML* and Camel

**From:** Ittermann, Patti F.  
**To:** 'Sterling, Carol (LHC)'  
**CC:**  
**BCC:**  
**Subject:** magazine project  
**Primary Date:** 9/5/1997 11:02:11 AM  
**Last Modified Date:** 2001-Nov-20 17:16:31  
**Last Touched Date:**  
**Sent Date:** 1997-Sep-05 11:02:11  
**Received Date:** 1997-Sep-05 11:02:11

- Dennis (Maxim): Has given proposal to CAMEL

as information, just wanted to let you know where we were:

- Playboy: is working on proposals for both CAMEL and WINSTON

WINSTON

- Quarton (Inside NASCAR, Straight Talk): Is working on

- Wenner (Rolling Stone): Has given preliminary proposal to CAMEL

work on proposal for WINSTON.

- Playboy: is working on proposals for both CAMEL and

We are still interested in talking to Bob Guccione, Jr.

CAMEL

We are still interested in talking to Bob Guccione, Jr. when he is back in 'circulation'. Please continue to try to get his phone number.

"Magazine Project" TID: qap36a00 (1997)

# Why Go into the Publishing Business?

## RJR's *CML* and Camel

Ourmag.doc	Page 1
<p>RATIONALE</p>	
<p>1. <u>Under FDA restrictions</u>, we will be precluded from running in a majority of magazines which reach 21-34 smokers.</p>	
<p>- Of 248 periodicals used by RJR in 1996, <u>we could continue to run image/color ads in only about 3% of titles.</u></p>	
<p>RECOMMENDATION</p>	
<p>Establish team to develop and recommend alternative print media options for the use of RJR brands.</p>	

"Our Mag.Doc. Rationale" TID: fxq97c00 (1996)



# Methods: Content Analysis

- Content analysis of 74 TI magazines housed in Trinkets and Trash (<http://trinketsandtrash.org>)
  - 1555 articles, 443 tobacco ads, and 701 non-tobacco ads
- Use documents to develop coding instruments
  - Categorize topics and measure general characteristics of magazines
  - Measure “brand score” in articles and ads
    - Marlboro Score: Rugged, freedom, rural, classic, and adventure

# Smoking Content in Magazines

	Percent of Tobacco Ads with Tobacco in them	Percent of Articles with Tobacco in them	Percent of Non-Tobacco Ads with Tobacco in them
<b>Camel-Branded</b> <i>CML</i>	<b>73/169</b> <b>(43%)</b>	<b>34/117</b> <b>(29%)</b>	<b>4/11</b> <b>(36%)</b>
<b>Marlboro-Branded</b> <i>Unlimited</i>	<b>15/67</b> <b>(22%)</b>	<b>9/650</b> <b>(1%)</b>	<b>7/508</b> <b>(1%)</b>

# Unlimited: a 120+ Page Ad for Marlboro

- Relationships need a firm connection to brand identity.

**While there were several Marlboro smokers in the groups, Marlboro's "Unlimited" magazine was generally not favorably viewed.** "Unlimited" magazine was viewed as having "too many ads" (most of them for Marlboro) and was, for all practical purposes, **a "giant ad for Marlboro."** While there were only a few actual Marlboro ads in the magazine, the articles generate this reaction since **the pictures look like Marlboro ads (e.g., outdoor scenes, sports equipment and activities, etc.).**

# Unlimited: a 120+ Page Ad for Marlboro



- Magazine integrates brand identity with young adult activities
- Images imply that smoking does not inhibit physical activity
- Comports with penchant of risk taking

# Marlboro Brand Imagery

## Calculated Marlboro Score for All Articles and Ads

Magazine	Median Score (IQR)
<b>Marlboro-Branded <i>Unlimited</i></b>	<b>8 (5-12)***</b>
<b>Camel-Branded <i>CML</i></b>	<b>7 (5-9)</b>

\*\*scores significantly different by Mann-Whitney U test  $p < 0.01$

\*\*\* scores significantly different by Mann-Whitney U test  $p < 0.001$

# Marlboro Brand Imagery

## Calculated Marlboro Score for all Articles and Ads, By Item Type

	Median Score (IQR)			
	Articles	Tobacco Ads	Non-Tobacco Ads	All Items
<b>Marlboro-Branded <i>Unlimited</i></b>	<b>9 (6-13)**</b> {N=649}	<b>15 (9-17)***</b> {N=68}	<b>7 (5-9)</b> {N=522}	<b>8 (5-12)***</b> {N=1239}
<b>Camel-Branded <i>CML</i></b>	<b>7 (5-11)</b> {N=116}	<b>7 (5-8)</b> {N=171}	<b>5 (5-7)</b> {N=11}	<b>7 (5-9)</b> {N=298}

\*\*scores significantly different by Mann-Whitney U test  $p < 0.01$

\*\*\* scores significantly different by Mann-Whitney U test  $p < 0.001$

# Discussion

- Brand imagery vs. smoking imagery
- Magazine can promote smoking without actually showing smoking
- Done through a positive experience with the brand
- Magazines act as a relationship with loyalty, identity, and peer voice.

# Implications

- Magazines still produced? Still important anyway.
- RJR still advertising in mainstream magazines
- PM and RJR may be able to more with websites
- Advertising restrictions based only on images is incomplete
- Magazines important in brand imagery reinforcement and relationship-building