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## Analysis of U.S. Cigarette Advertisements in Reviewed Asian Countries

To help determine the nature of the U.S.-based cigarette company advertising campaigns in the reviewed Asian countries, we systematically examined U.S. cigarette advertising materials (primarily magazine ads and TV commercials) provided by Philip Morris, R.J. Reynolds, and Brown & Williamson, and the more limited materials submitted by the foreign governments and health or antismoking proponents. For the most part, the materials submitted by all of these sources were substantively the same.

None of the above sources provided us with either the frequency of appearance or the context in which the advertisements appeared. We do not know, for example, whether any particular advertisement was used in publications specifically targeted to any group with common interests. Therefore it was not possible to associate or identify the advertisement with any particular group or individual characteristics.

Most of the Asian advertising materials we examined from the U.S. cigarette companies' advertising campaigns were for the major U.S. name-brand cigarettes that are marketed in many countries. However, we also examined a limited number of country-specific advertisements and advertisements designed for special events. The U.S. cigarette companies advertised their products in a variety of ways, as follows:

- Philip Morris' Virginia Slims brand advertisements and TV commercials often appeared to contrast what is portrayed as the old-fashioned, less exciting, and more restrictive women's lifestyles (pictured in black and white) with today's spirited and liberated lifestyles (in vibrant colors). For example, a number of the TV commercials and magazine ads depicted women in modern, eye-catching, colorful fashions actively enjoying themselves, theatrically superimposed over what is pictured as the dull fashions and drab scenes of years gone by.
- R.J. Reynolds' Salem brand advertisements and TV commercials featured couples strolling, frolicking, or sitting in mountain meadows, or viewing scenic panoramas of forests or snow-capped mountains.
- Brown & Williamson's Kent brand TV commercials and advertisements frequently depicted groups or couples enjoying themselves in luxurious settings while smoking, often at what appears to be tropical seaside resorts. For example, the TV commercials that we reviewed portrayed groups socializing on yachts and rafts, playing golf, riding in motorboats, sailing, drinking, chatting at tables, waterskiing, and sailing.

(See app. III for descriptions of the other major U.S.-cigarette brand advertisements in the six Asian countries.)

USCEA officials told us that member companies do not use celebrity testimonials or endorsements for their cigarette brands marketed in the six Asian countries we reviewed. They may, however, use American entertainers, such as movie stars, in cigarette advertisements to project a "made in USA" theme (i.e., to show that it is a U.S. product). For example, James Coburn, Pierce Brosnan, and Robert Wagner starred in a series of

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TV commercials (adventure vignettes) for Philip Morris' Lark brand cigarettes in Japan.

USCEA officials said that member companies do not direct their marketing campaigns at youth. Their position is that cigarette advertising is designed to appeal to both men and women who already smoke. They said that there is no worldwide marketing code that defines the demarcation between youth and adults. This age is usually established by regulatory codes on a country-by-country basis. However, USCEA informed us that it is generally industry policy not to appeal to anyone who is under 18 years of age. In fact, the President of USCEA asserted that member companies do not use models in their overseas advertisements who are under 25 or even look under that age.

Based on the limited advertising materials and related information available for our review, we were unable to determine whether specific population segments, such as children or nonsmokers, in the reviewed Asian countries were being targeted by the U.S. cigarette companies. For example, evidence suggesting intent to target children would be the appearance of cigarette advertisements on children's television shows or in children's magazines. Insufficient information was available for us to make such a determination. In fact, the advertising restrictions in the reviewed countries (including industry self-regulatory codes) usually restrict or prohibit such advertising. Finally, cigarette advertising and promotional activities cannot be isolated as specific factors or major factors encouraging the initiation of smoking. Several scientific studies have suggested that many other variables, such as peer pressure and parental smoking, may also influence an individual's decision to smoke.



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