Tobacco Industry Direct Marketing
After the Master Settlement Agreement

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Although Master Settlement Agreement (MSA) provisions have led to significant changes in tobacco marketing, expenditures and emphasis on marketing strategies and populations not bound by the MSA have increased significantly. This article discusses tobacco industry direct marketing practices, including direct mail, coupons, sweepstakes, brand loyalty programs, event sponsorship, and tobacco industry magazines, and the implications of such strategies. An analysis of a survey of New Jersey adult smokers provides context and documents notable rates of participation. In addition to bypassing marketing restrictions, many of these strategies operate out of sight of the public health community and most of the public and so go unchecked by either tobacco control advocates or public opinion. This article suggests that a first step in countering these practices is to increase awareness and understanding of them, followed by development of strategies to address them and to limit or eliminate their use in tobacco marketing.

Keywords: Master Settlement Agreement; tobacco; marketing; adults

BACKGROUND

The 1998 Master Settlement Agreement (MSA) between the states and the tobacco industry changed the way tobacco products are marketed. It bans billboard advertising (MSA II[ii]-[2]), use of cartoon characters (MSA III[b]), merchandise displaying brand logos (MSA III[f]), and any advertising or promotions that directly or indirectly target youth (MSA III[a]). These provisions were primarily intended to prohibit youth-oriented marketing strategies and limit involuntary exposure of youth to outdoor tobacco advertising with the goal of reducing youth smoking. The MSA did not impose significant limitations on marketing to adults (defined in the MSA as anyone who is not underage) (MSA, 1998).

Tobacco industry marketing has been shown to affect smoking initiation and consumption among both youth and adults (Biener & Siegel, 2000; Pierce, Choi, Gilpin, Farkas, & Berry, 1998; Saffer & Chaloupka, 2000; U.S. Department of Health and Human Services [USDHHS], 2000a, 2000b). Recognition of this fact has resulted in support among tobacco control and public health advocates for the MSA restrictions and earlier limitations on tobacco marketing.

The 2000 surgeon general’s report noted that, historically, attempts to regulate tobacco industry advertising and promotion have had “only modest success” (USDHHS, 2000a). In fact, the tobacco industry has a track record of shifting strategies in response to regulation, public opinion, and other factors. For example, the 1969 broadcast ad ban was followed by increased advertising in magazines and billboards and by sports sponsorships (Wakefield et al., 2000). In keeping with this tradition, the industry has adjusted its marketing strategies and priorities in light of MSA marketing restrictions. This article describes and provides examples of post-MSA direct marketing practices and discusses the implications of these practices for public health. Examples come from www.trinketsandtrash.org, a Web site of downloadable images that monitors and collects examples of tobacco products and tobacco marketing.

MARKETING AFTER THE MSA

Although tobacco industry marketing has changed in the wake of the MSA it has not decreased and, in fact,
has almost doubled. In 2001, advertising and promotional expenditures for the six major U.S. cigarette manufacturers totaled U.S.$11.2 billion, a 98% increase over 1997 pre-MSA spending (Federal Trade Commission [FTC], 2003) (see Table 1).

Comparison of spending for advertising and promotional subcategories for 1997 and 2001 shows that spending is down for advertising, mostly because of large drops in outdoor and transit advertising, which the MSA limits, and billboard advertising, which it bans (MSA II[i][i]-[2] and MSA II[xx]), however, spending increased for some subcategories. Expenditures for distribution of samples (now limited to adults only) and specialty items have also dropped, while spending is up 60% for public entertainment and 9% for coupons. The largest increases between 1997 and 2001 were increases in expenditures of 259% for direct mail (not including costs for coupons or specialty items distributed via mail), 291% for Internet advertising and promotions, and 391% for retail value added marketing (which includes buy-one-get-one-free and gift-with-purchase offers).

Clearly, the MSA’s restrictions on traditional advertising and marketing and youth-oriented marketing have been followed by increased expenditures for and emphasis on marketing strategies and populations not bound by the MSA. A 1999 Brown and Williamson detailing of MSA issues outlines not only what is banned by the MSA but, perhaps more important, what is allowed. It notes that “nothing in the settlement prohibits” the use of discounting promotional strategies such as coupons or buy-one-get-one-free offers, that the MSA allows tobacco company sweepstakes, and that brand loyalty programs may be continued as long as they do not include “branded” merchandise (Brown & Williamson, 1999).

Just as the ban on TV advertising was followed by increased billboard and other outdoor advertising, so have in-store point-of-sale promotions and store exterior tobacco advertising increased in the wake of the MSA’s ban on billboards (MSA II[i][i]) (Celebucki & Diskin, 2002; Feighery, Ribisl, Schleicher, Lee, & Halvorson, 2001; Wakefield et al., 2002). In addition, restrictions on marketing to youth have increased concentration on the adult population, particularly 18-to-24-year-olds, who are the youngest legal target for the tobacco industry (Ling & Glantz, 2002a, 2002b).

MSA restrictions did not impede, but rather appear to have accelerated, the tobacco industry’s movement from traditional (e.g., magazine and billboard) advertising to other marketing techniques that emphasize developing and maintaining relationships with individual customers (Anderson, Hastings, & MacFadyen, 2002; Slade, 2001). Direct marketing, or direct communication with consumers with the goal of making a sale or generating another measurable response, is one of these techniques (B. R. Lewis & Littler, 1999). Forms of direct marketing include direct mail, coupons, sweepstakes offers, brand loyalty programs, sponsorship of specialized entertainment events, and development of custom communications such as controlled circulation magazines published by tobacco companies and distributed to those on their mailing lists.

### REVIEW OF DIRECT MARKETING STRATEGIES

To gauge the potential impact of these direct marketing strategies it is beneficial to understand what they are, what they look like, and what, from the industry’s point of view, they contribute to a product’s marketing mix. In this section, we describe and give examples of the following practices: direct mail marketing; sponsored concert, cultural, and bar/club events; brand reward systems; coupons; and sweepstakes.

#### Direct Mail

Mail from tobacco companies to those on their extensive mailing lists is a marketing tactic in itself and a major channel for distribution of other forms of direct marketing (Katz & Lavack, 2002; Slade, 2001). Direct mail carries coupons, magazines, brand loyalty catalogs, announcements of sweepstakes and sponsored events, even sample cigarettes. The extent to which direct mail is utilized is perhaps best illustrated by the experiences of one 25-year-old man on Marlboro’s mailing list, who in one year received Marlboro’s controlled

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**TABLE 1**

Changes in Domestic Cigarette Advertising and Promotional Expenditures, 1997-2001 (Dollars in Thousands)

<table>
<thead>
<tr>
<th>Type of Expenditure</th>
<th>Dollars Spent 1997</th>
<th>Dollars Spent 2001</th>
<th>Percentage Difference 1997-2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>881,031</td>
<td>497,089</td>
<td>-43.6%</td>
</tr>
<tr>
<td>Promotional allowances</td>
<td>2,438,468</td>
<td>4,452,709</td>
<td>+82.6%</td>
</tr>
<tr>
<td>Sampling distribution</td>
<td>22,065</td>
<td>17,175</td>
<td>-22.2%</td>
</tr>
<tr>
<td>Specialty item distribution</td>
<td>512,602</td>
<td>333,394</td>
<td>-34.9%</td>
</tr>
<tr>
<td>Public entertainment</td>
<td>195,203</td>
<td>312,366</td>
<td>+60.0%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>37,310</td>
<td>133,947</td>
<td>+259.0%</td>
</tr>
<tr>
<td>Coupons</td>
<td>552,550</td>
<td>602,110</td>
<td>+8.9%</td>
</tr>
<tr>
<td>Retail value added</td>
<td>970,363</td>
<td>4,761,792</td>
<td>+390.7%</td>
</tr>
<tr>
<td>Internet</td>
<td>215</td>
<td>841</td>
<td>+291.2%</td>
</tr>
<tr>
<td>Other</td>
<td>50,207</td>
<td>104,797</td>
<td>+108.7%</td>
</tr>
<tr>
<td>Total</td>
<td>5,660,014</td>
<td>11,216,220</td>
<td>+98.2%</td>
</tr>
</tbody>
</table>


a. Includes newspapers, magazines, outdoor, transit, and point-of-sale advertising.
b. Does not include costs for direct mail containing coupons or specialty items distributed via mail.
circulation magazine Unlimited, monthly coupon packs, brand loyalty catalogs, a chili cookbook, and a computer compact disc program with music and interactive stories about western lifestyle, all featuring the “wild and free” western lifestyle associated with the Marlboro brand. To top it off, Marlboro sent birthday greetings in the form of “Rowdy Bull” beef jerky (see Figure 1).

Because information on tobacco industry mailing lists allows for targeted mailings based on demographics or smoking history, the volume of mailings received by the 25-year-old mentioned above may reflect the premium placed on young adults by tobacco marketers. The industry’s ability to segment populations and develop communications tailored to and capitalizing on the preferences, attitudes, and lifestyle of these subpopulations has been noted as a strength of tobacco marketing (Ling & Glantz, 2002a). Direct mail databases provide useful information for segmentation and targeted mailings by storing and continually updating detailed information about individuals. This is facilitated by direct mail’s response mechanisms, such as consumer surveys or coupons coded to identify which consumers redeemed them, which provide information for future marketing, including placement of future advertisements and merchandise for brand loyalty programs.

Another advantage of direct mail from the industry’s point of view is its potential to bypass growing restrictions on traditional advertising. Indeed, a 1995 Philip Morris brand plan on direct marketing notes this as one factor influencing its use: “Senior management believes that legislative restrictions on traditional tobacco marketing tools will be here in the near future” (Philip Morris, 1995).

Direct mail is the sole distribution channel for controlled circulation magazines produced by the tobacco industry for individuals on its mailing lists. As with all tobacco promotions, the editorial and advertising content, design elements and colors utilized, as well as images and activities featured in these publications reinforce brand images, which, in turn, are keyed to be emotionally appealing to consumers (Simpson, 1999; Slade, 2001).

Marlboro’s Unlimited, a controlled circulation magazine featuring large full color pictures of outdoor activities with liberal use of “Marlboro red,” evokes the brand’s outdoorsy image. Virginia Slim’s All Woman covers such subjects as how a woman can look great at any age and uses familiar Virginia Slims pastels and pack design elements (e.g., stripes) (see Figure 2). Camel’s CML capitalizes on its post-Joe Camel “Pleasures of the Exotic” campaign with strong Moroccan overtones and muted colors, showcasing the exotic Camel life, Camel ads, and brand loyalty program merchandise. Although most controlled circulation magazines feature recipes, especially for alcoholic drinks, CML tells not only how to make a drink but also which of Camel’s flavored exotic cigarettes go well with it. Other controlled circulation magazines include Newport’s Pleasure Scene, KOOL’s One World, and Capri’s Captivate.

**Brand Loyalty Programs**

Many tobacco companies operate brand loyalty programs, which involve saving UPC codes, Camel Cash,
Marlboro Miles, or similar proofs of purchase. As with airline frequent flyer programs, through purchases users accumulate points that can be saved and redeemed for a variety of products.

Although the MSA’s restrictions on merchandise displaying brand names and logos put an end to these former staples of brand loyalty programs, today’s offerings, as with other marketing tactics, are consistent with brand images and messages. For example, Camel Cash catalog merchandise ties to Camel’s “Pleasures of the Exotic”—Moroccan ashtrays, incense sets, pilot bomber jackets (see Figure 3). Newport, with its emphasis on music and entertainment, offers cutting-edge electronics (e.g., DVD players) in exchange for Pleasure Goods UPCs. The merchandise in the Marlboro Gear catalog is rugged and western—a digital compass, assortment pack of steaks, and Marlboro Red wool blanket, noted as a “bunkhouse staple.” Major items are not cheap. An outdoor charcoal smoker is available for 2,245 miles, which would mean smoking 8,980 cigarettes, or a pack a day for 449 days. These and other brand loyalty programs are designed to enhance brand loyalty, cultivate an ongoing relationship with the customer, and encourage frequent and increasing purchases to gain points (Imber & Toffler, 2000).

Concerts and Bar/Club Events

The tobacco industry sponsors concerts and special events in bars or clubs throughout the United States. Although the MSA bans sponsorship of events with a “significant” youth attendance, those for adults are allowed. Similarly, although tobacco product samples may not be distributed in a facility where youth are present, they may be legally distributed in venues limited to adults only.

Although bar and club events existed before the MSA, consisting mainly of distributing product samples in bars, they appear to have evolved since the MSA (KBA, 1994a). Camel’s 2001-2002 Casbah events were fully themed with costumed staff, flavored cigarette samples, and “favor bags” containing cigarettes and gifts such as cigarette holders or finger cymbals. In 2002, Marlboro held live auctions in country music bars with Marlboro Miles as the currency used to bid on prizes such as televisions, massage chairs, and dart boards. KOOL’s Spades Slam, card-playing tournaments, are played with specially printed KOOL playing cards available as a gift with purchase of special packs of KOOL.

Concerts and other events are also common. From 1996 to 2000, Brown and Williamson (B&W) Tobacco

FIGURE 2 Virginia Slim’s All Woman Controlled Circulation Magazine

FIGURE 3 Offerings From the Camel Cash Brand Loyalty Program
sponsored Lucky Strike’s Band-to-Band concert and talent contest with new bands competing for a grand prize of $100,000 (PR Newswire, 2000). Disc jockeys rather than bands competed in B&W’s KOOL MIX 2003 DJ competitions. B&W’s 2002 annual report attributes the growth of KOOL’s market share in part to these types of promotional activities (Brown & Williamson, 2002).

The tobacco industry sees these events as a way of promoting their products and building relationships with their customers, incorporating their products into a group’s culture (KBA, 1994b) and infiltrating “under the radar of the public’s natural resistance to traditional marketing vehicles” (Berg & Associates, 1996, n.p.). In addition, as adults-only venues, bars and clubs provide opportunities to market products without appearing to violate MSA restrictions on marketing to youth and until recently, bars offered a haven from clean indoor air laws. Concerts and bar/club events also allow the industry to aggressively market to its youngest targets: young adults (Katz & Lavacck, 2002; Ling & Glantz, 2002a; Sepe, Ling, & Glantz, 2002). Marketing to this audience has increasingly become a concern as smoking rates, and possibly smoking initiation, have been rising among 18-to 24-year-olds (Centers for Disease Control and Prevention [CDC], 2002; Lantz, 2003).

Cultural Event Sponsorship

Tobacco companies also sponsor cultural events. From 1995 to 1999, the industry spent $4.3 million on festival, visual, and performing art events (Rosenberg & Siegel, 2001). In 2001 to 2002 Philip Morris Companies sponsored a 46-city tour of the Lincoln Center Jazz Orchestra with Wynton Marsalis. It has been noted that sponsoring music and art events allows the tobacco industry to acquire the image of “culture, prestige, and respectability, enhances company image, and allows industry representatives to sit on boards of prestigious organizations” (MacKay, 2001, p. 3).

Coupons

Coupons for savings on cigarette packs or cartons are distributed through direct mail and other means, including weekly newspapers and retail stores (see Figure 4). Coupons distributed through direct mail are printed with a unique identifier for each customer. When these are redeemed and returned to the sponsoring companies by the vendor, coupon usage information is added to the customer profile in the mailing database and used to tailor future mailings and promotions. For smokers not already on a direct mail list who get their coupons through another source, coupons containing a space for redeemer’s name, address, and other information, generate new names for the databases.

Coupons are known to reduce price and offset the impact of increased taxes and other tobacco control efforts (Chaloupka, Cummings, Morley, & Horan, 2002; Chaloupka, Slater, & Wakefield, 1999). After the last New Jersey tobacco tax increase a mail piece from R. J. Reynolds’ Camel brand contained multiple coupons offering $2 off a carton and 50 cents off a pack. Coupons are also a common sales promotion technique and serve a number of purposes, including encouraging trial of new products such as brand extensions (Belch & Belch, 2001). Coupons were utilized in Camel’s 2002 release of its Turkish Royal brand and Marlboro’s 2003 release of Marlboro Blend No. 27.

Sweepstakes

Tobacco industry sweepstakes offer the chance to win cash or product prizes and trips to exotic locations. Prizes are selected to be attractive to the sponsoring brand’s current and potential smokers. A Doral sweepstakes featured an “Ultimate Tailgating Machine,” a pickup truck towing a portable minidiner, while winners of Virginia Slim’s sweepstakes could take an all-expense paid trip to a spa. American Spirit’s sweepstakes provides an 8-day trip to Santa Fe, with spending money and luxury accommodations (see Figure 5).

Tobacco industry interactive marketing (i.e., Internet) employs sweepstakes entries as an incentive for responses to online surveys. R. J. Reynolds’ in-depth “smoker” surveys are advertised to the general public on the Web and distributed by direct mail to those on its
mailing lists. Respondents to their 2003 survey were entered into a pool to win a large flat screen television. Sweepstakes provide the tobacco industry with an opportunity to generate and update names and marketing data for mailing lists, keep smokers happy and discourage brand switching, and offer prizes that consistently reinforce the brand image.

PARTICIPATION IN DIRECT MARKETING BY SMOKERS

Thus far, this article highlighted the tobacco industry’s efforts to reach and involve potential customers. These strategies can only be effective if individuals participate in them, yet little is known about the extent of adult participation in them. We recently published findings from the 2001 New Jersey Adult Tobacco Survey (University of Medicine and Dentistry of New Jersey–School of Public Health [UMDNJ-SPH], 2002) regarding adult participation in three types of direct marketing (M. J. Lewis, Delnevo, & Slade, 2004). In the 6 months prior to the survey, 16.4% of N.J. adults had received direct mail, 20.5% had used coupons, and 17.8% had saved for brand reward systems. Although New Jersey is not demographically representative of the entire United States, the findings illustrate that adults do indeed participate in these direct marketing strategies.

The NJATS utilized random digit dialing, oversampling for certain subgroups; 3,900 adults participated with an extended interview cooperation rate of 79.4% (UMDNJ-SPH, 2002). Because some participation questions on the NJATS were asked of current smokers only, we reanalyzed the data for this group (i.e., those who have smoked 100 cigarettes in their lifetime and now smoke some days or everyday). Table 2 shows participation rates within the past 6 months for five marketing strategies: (a) receipt of mail from a tobacco company, including coupons, magazines or catalogs; (b) using coupons to buy cigarettes; (c) saving UPC codes, Camel Cash, Marlboro Miles, or any other brand award system; (d) attending an industry-sponsored concert or event; and (e) entering a tobacco industry sweepstakes. Current smokers’ participation in tobacco industry direct marketing activities within the past 6 months was notable (see Table 2). Rates were highest for receipt
of direct mail, use of coupons, and saving for brand reward systems and differed by gender, age, and race/ethnicity. Over 46% of N.J. smokers had participated in at least one of these activities in the 6 months prior to our survey.

If smokers in the United States as a whole participated in direct marketing as N.J. smokers do, it would mean that as many as 21.7 million smokers, nearly one half of all smokers in the United States, have participated in at least one of the forms of direct marketing we examined. Estimation of the potential reach of these promotions is based on findings from New Jersey multiplied by the number of smokers in the United States, last estimated to be 46.5 million (CDC, 2002). Although our approach to extrapolaing New Jersey’s findings to the United States as a whole is rudimentary and does not take into consideration possible variation by state (e.g., race and urbanicity), we believe this estimate to be conservative for two reasons. First, our estimate is based on data for N.J. smokers only, even though we know that former smokers and nonsmokers also participate in tobacco industry direct marketing (M. J. Lewis et al., 2004). Second, data on participation are in keeping with reports of the size of tobacco industry mailing lists. Tobacco industry documents indicate that the numbers of individuals on the direct mail lists are in the millions. For example, in 1997, Philip Morris had 68 million names on its list (Philip Morris, 1996).

### DISCUSSION

Although the MSA placed important limits on tobacco marketing, it left many practices untouched, particularly in regard to adults. The direct marketing strategies discussed above do not violate MSA restrictions so long as the industry ensures that they are directed at adults. However, the fact that these activities operate within the confines of the MSA does not diminish their threat to public health.

Indeed, these findings show that almost one half of N.J. adult smokers and likely millions of smokers nationally participate in the direct marketing strategies discussed above. Although participation rates and industry expenditures differ by strategy, even those with the lowest levels are worthy of concern because all components of a brand’s marketing mix are interconnected. These strategies, when coupled with conventional advertising in magazines and newspapers, point-of-purchase advertising, payments to retailers for display space and discounts for smokers, and others make a potent mix that continues to attract new smokers and keep existing smokers smoking.

Although this article briefly examines adult participation in marketing, and the MSA clearly prohibits marketing to youth, current industry direct marketing may in fact be reaching youth. The industry is prohibited by MSA provisions from sending direct mail to youth, however, there is evidence that it does (Adler & Slade, 2000). Some tobacco companies require proof of age before adding a name to their mailing lists, however, others require only age or date of birth and a signature asserting that you are a smoker and have supplied truthful information. In addition, industry direct mail, including such brand-image saturated mailings as controlled circulation magazines, addressed to an adult in a family undoubtedly reaches youth.

In addition to bypassing marketing restrictions, many of the marketing strategies discussed here, in particular direct mail and the messages it carries, operate under the public health community’s radar screen and out of sight of most of the public. This allows the industry to operate unchecked by either tobacco control advocates or public opinion.

It has been noted that tobacco control efforts cannot succeed without an understanding of all components of industry’s marketing programs (King & Siegel, 2001). Therefore, the first step in addressing direct marketing strategies is increasing our own awareness and understanding of them. Health educators and other public health practitioners should monitor direct marketing activities. This might include (a) getting on industry mailing lists or persuading someone who is on them to share examples from mailings; (b) keeping an eye out for local bar and club-sponsored events, which may be advertised in alternative newspapers; and (c) checking for announcements of sweepstakes at stores that sell

### TABLE 2

<table>
<thead>
<tr>
<th>Gender</th>
<th>Received Direct Mail</th>
<th>Attended Concert/ Event</th>
<th>Used Coupons</th>
<th>Used Reward System</th>
<th>Entered Sweepstakes</th>
<th>Any*</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>32.9</td>
<td>4.3</td>
<td>16.3</td>
<td>19.2</td>
<td>4.0</td>
<td>44.6</td>
</tr>
<tr>
<td>Female</td>
<td>38.0</td>
<td>2.1</td>
<td>27.5</td>
<td>18.6</td>
<td>3.6</td>
<td>48.2</td>
</tr>
<tr>
<td>Age group</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>18 to 24 years</td>
<td>19.7</td>
<td>6.0</td>
<td>12.6</td>
<td>14.9</td>
<td>3.3</td>
<td>40.1</td>
</tr>
<tr>
<td>25 to 44 years</td>
<td>40.5</td>
<td>4.6</td>
<td>22.2</td>
<td>23.0</td>
<td>6.1</td>
<td>50.3</td>
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<td>45 to 64 years</td>
<td>33.1</td>
<td>0.9</td>
<td>23.4</td>
<td>13.7</td>
<td>1.3</td>
<td>43.3</td>
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<td>65 years and older</td>
<td>36.6</td>
<td>1.0</td>
<td>22.0</td>
<td>19.7</td>
<td>1.1</td>
<td>42.6</td>
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<td>Race/ethnicity</td>
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<tr>
<td>White</td>
<td>41.5</td>
<td>3.8</td>
<td>24.7</td>
<td>22.0</td>
<td>4.6</td>
<td>52.9</td>
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<tr>
<td>Black</td>
<td>16.8</td>
<td>0.0</td>
<td>13.1</td>
<td>5.7</td>
<td>2.0</td>
<td>23.8</td>
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<tr>
<td>Hispanic</td>
<td>12.5</td>
<td>3.5</td>
<td>7.2</td>
<td>14.0</td>
<td>0.8</td>
<td>27.5</td>
</tr>
<tr>
<td>Total</td>
<td>35.2</td>
<td>3.3</td>
<td>21.3</td>
<td>18.9</td>
<td>3.8</td>
<td>46.7</td>
</tr>
</tbody>
</table>


a. Any = direct mail, concert, coupons, brand reward, or sweepstakes.
cigarettes. In addition, we need to make smokers, community members, and decision makers aware of the extent, content, and purpose of these marketing strategies. Because smokers are the primary targets of many of these strategies, recent quitters or those who are trying to quit should be encouraged to take their names off tobacco industry mailing lists and to otherwise limit their exposure to direct marketing. Examples of direct marketing and discussion of its implications might be featured in presentations to community members or talks with policy makers.

Because individual monitoring will be of necessity limited, check out other sources of information on these techniques. One of these is www.trinketsandtrash.org, which monitors tobacco products and tobacco industry marketing and makes these available through a Web site.

Monitoring is, as noted above, a first step in addressing and countering the effect of these tobacco industry direct marketing strategies. Increased knowledge and awareness can lead to the development of responses to these marketing tactics, including possible policy options designed to limit or eliminate them. However, it has been noted that limits on tobacco industry advertising and marketing that fall short of a total ban have little effect on tobacco use (Saffer & Chaloupka, 2000), at least partly because of the industry’s ability to shift from outlawed strategies to those that are not currently forbidden. This suggests that the most effective response to direct marketing strategies would be to include them in a ban of all tobacco industry marketing and advertising (Slade, 2001).

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Brown & Williamson. (1999, April 28). Tobacco Master Settlement Agreement issues (Not applicable in FL, MN, MS or TX) (Bates No. 520083021/3023). Available at www.legacy.library.ucsf.edu


