

It's All in the Marketing

(Advertising, Promotions, Event Sponsorships)

It's All in the Marketing contains four activities designed to help young people understand how marketing strategies normalize and glamorize tobacco and alcohol use.

Media Mapping–Marketing introduces youth to the variety and amount of tobacco and alcohol marketing messages that exist in their community.

Media “Branding” explores how media influence our values, attitudes, beliefs, decisions, and behavior by creating attractive and compelling **brand images**.

Sports Track focuses on sports-related promotions, a popular and growing marketing strategy used to sell tobacco and alcohol products. Youth will focus on how sporting events and celebrities are used to associate tobacco and alcohol use with success and popularity.

“Branding” Health has youth develop their own marketing campaign to promote health and fitness as alternatives to tobacco and alcohol use. Specifically, they will be asked to develop and describe a “brand” which successfully promotes healthy lifestyle choices.

Objectives

Youth will:

- identify the marketing presence of tobacco and alcohol in their communities,
- define and identify examples of “product brands,”
- identify how marketing, advertising, promotion, and event sponsorship “normalize” and “glamorize” tobacco and alcohol use by building attractive “brand images,” and
- understand the different and combined influences of advertising, promotions, and event sponsorships.

BACKGROUND INFORMATION

Tobacco and alcohol companies spend billions each year to promote their products. Much of this is used to send messages through media to which young people are regularly exposed. Key areas where this money is spent include:

Promotions (in-store, direct mail, giveaways, contests)

- Retail promotions and specialty items (such as buy-one-get-one-free specials, coupons, free key chains or lighters).
- Monetary incentives for store owners to promote tobacco and alcohol products in their stores.

- Point-of-sale advertising on racks and displays near cash registers.
- Giveaways (such as hats, T-shirts, bottle openers).

Advertising

- Print media (magazines, newspapers, billboards). See the ads on this and the next page.
- Electronic media (TV and radio, for alcohol only).

Sponsorship

- Sporting events, music concerts, arts festivals and exhibits, and other community events.



KEY CONCEPTS

Advertising: Any paid presentation of information about a product, brand, company, or store.

Brand: The personality or identity of a product, range of products, or a company developed by consumer perceptions of the product and its lifestyle benefits.

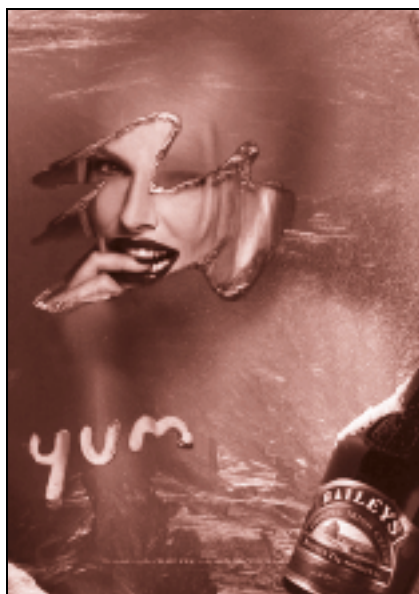
Branding: The actions taken to develop a brand.

Brand Identification: The extent to which consumers feel a brand is part of whom they are (particularly common in more expensive or luxury items).

Brand Image: The image or values attributed to a particular brand.

Brand Loyalty: Insistence on always purchasing/using one brand rather than another.

Message Frequency: The number of times people are exposed to a given media message.



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Media Saturation: The constant presence of media in our lives.

Message Appeals: Desirable qualities in media messages that make products appear more attractive and appealing. Examples include success, happiness, humor, popularity, and romance. (The ad below depicts sexual appeal and the potential for romance.)

Message Reach: The number of people exposed to a given media message.

Message Saturation: The frequent presentation of a specific message across a wide variety of media so that we are repeatedly exposed to the message.

Promotions: Strategies used to increase consumer interest in and use of specific products. Important examples include coupons, sales, direct mail, “freebies,” and contests.

Sponsorship: Sponsorship of community, cultural, educational, musical, and/or sporting events, a special and fast-growing form of marketing. The aim is to provide consumers with a pleasant experience that can be associated with a sponsor’s name and product.

Storyboard: A series of rough sketches that show the plot, action, characters, and setting. Used in electronic media (television, films, animation) before actually filming the media message.

Target Audience: A specific, narrowly defined group of individuals a company targets for promoting and selling its product or service. For example, “urban teens” or “18- to 20-year-old males.”

Media Mapping—Marketing

Talking Points

- No media are actually “free.” Costs include commercials on television or radio, a monthly cable bill, or the price of a CD or movie ticket. Because advertising provides significant profits to media companies, the more advertising they can sell, the less they charge us. Network television costs us “nothing” because of advertising support. CDs and movies cost more because they contain little or no advertising.
- *Marketing* promotes products by presenting persuasive messages during times and in places where key consumer groups (the target audience) will see and hear them. The most important strategies we’ll explore are advertising, promotions, and sponsorship of community events like music festivals and sports. Tobacco and alcohol ads and promotions are likely to be found wherever people gather to celebrate, entertain themselves, relax, and socialize. Makers of these products devote significant time and money to sponsoring popular community activities and events, such as art exhibits, concerts, festivals, sports competitions, and much more.
- *Promotional campaigns* that offer “free” products are a fast-growing form of tobacco and alcohol marketing. Consider the popularity of the Marlboro Miles and Camel Cash programs for tobacco and Budweiser promotions during the Super Bowl and the Olympics. Typically, it costs less to actually purchase the product than the expense of gathering the coupons needed to win it.

- *Event sponsorship* occurs when companies provide money that helps organizers pay the costs of the event. This support allows the sponsor to promote its brand name and/or logos in many different ways, such as on the posters, flyers, and newspaper ads promoting the event; banners or billboards in central locations at the event (near a main stage or by the scoreboard); and on hats, T-shirts, or other giveaway items. Sponsors may even set up booths where their products can be purchased or sampled.
- *Televised sporting events* provide sponsors with additional exposure. Sometimes the sponsor’s name is attached to the event, such as Winston Cup Racing. Televised events also assure the sponsor of a much larger audience when messages are placed in locations (near the scoreboard or main stage) likely to be included in coverage of the event.

Action Steps

- 1 Review the following popular tobacco and alcohol marketing categories.
 - *Advertising* (magazines, newspapers, billboards; TV/radio for alcohol only).
 - *Retail promotions* and specialty items (two-for-one specials, coupons, giveaway items, contests).
 - *Point-of-sale advertising* on racks and displays near cash registers.
 - *Sponsorship* of sporting and community events.

Focus

1. Illustrate how *message saturation* normalizes tobacco and alcohol use.
2. Illustrate how *message appeals* glamorize tobacco and alcohol use.

Time:

Variable

Materials:

Handout 6: Media Mapping—Marketing

Handout 4: Glamorization Appeals

Video—Part II

2 Discuss the concepts of message saturation, message appeals, and target audience.

- Identify the connection between *normalization* and *frequency of exposure*—the more often you see a message for a specific product, the more normal and popular it seems.
- Identify the connection between *glamorization* and *message appeals*—associating products with positive attributes (such as being happy, attractive, successful) makes them appear glamorous and more desirable. Determine the underlying appeal of the Camel ad on this page.

3 If you have not already selected an area of your community to map, do so now. Follow the instructions in Step 3 for implementing *MediaSharp*, page 21.

- Distribute and discuss *Handout 6: Media Mapping—Marketing*. The purpose of this assignment is to identify the tobacco and marketing messages youth see both at home and around their community. Remind them to look for subtle messages (in television sports programs and through sponsors' ads at rock concerts) as well as more obvious messages (such as on billboards and window signs). Have youth identify the glamorization appeal(s) in each message they find by using *Handout 4: Glamorization Appeals*.

4 Launch the *Media Mapping* by giving students a timeframe to complete the assignment.



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Media "Branding"

Focus

Illustrate how "branding" strategies are used to make tobacco and alcohol use both normal and glamorous.

Time:

45 minutes

Materials:

Advertising examples from youth mapping activities, especially samples of promotional contests and event sponsorship

Assorted brand name and generic products such as snack foods

Handout 5: The Seven Critical Media Questions

Handout 7: Selling to Youth

Talking Points

- Developing popular, attractive product "brands" is the most common strategy used to market products. Today we are going to examine how tobacco and alcohol companies create unique brands for their products.
- Different brands are created to appeal to different people. For instance, many brands for women emphasize an ideal of "thinness," which is very common in cigarette advertising (for example, Virginia Slims). Brands are also created to appeal to different ethnic and racial groups.

Action Steps

1 Discuss youth's current progress on mapping the marketing messages in their selected neighborhoods. Have them present samples, particularly promotional contest materials (such as Marlboro Miles, Camel Cash, or Bud Bowl). Do a quick assessment of a selected promotional contest using *Handout 5: The Seven Critical Media Questions*.

2 Display the brand name and generic products on a table at the front of the room and invite youth to select from among the products. Continue until all products have been selected.

In general, the brand name items will be picked first, allowing a discussion of how product "branding" influences our perceptions of product attractiveness, value, and quality. This sets the stage for a more in-depth discussion of how marketing strategies for tobacco and alcohol brands create images that appeal to a certain target group.

For example, conduct a taste test with different brands of the same product, such as Coca-Cola, Pepsi, and RC Cola. Have youth discuss which product they like best and why. Then hide the brand names and have them choose their favorite based on taste alone.

Many will find it difficult to choose their favorite, providing the opportunity to examine the influence of "brand identity" on their preferences.

Lead youth in a discussion using the following questions:

? Why did you choose the products you did? (packaging, type of product, etc.)

? How do you feel about the products you chose? (satisfied, happy, etc.) Why?

? How do you feel about so-called "generic" products? Why do you feel this way?

? Describe the brands of the items you chose? What messages do these send?

? What are your favorite brands? Why?

? How do different brands appeal to different ethnic groups? Genders? Ages?

3 Define branding. Discuss what brands youth like best (such as sports shoes, clothing, music) and why. Follow this with a discussion of the brands of tobacco and alcohol products they have seen.

4 Distribute *Handout 7: Selling to Youth*. These tactics are derived from research with youth to help companies market their products more successfully to young people.

- Have students compare themselves with the findings listed on the handout. Update the list to reflect their personal likes and dislikes, removing and adding items as appropriate.
- Have youth analyze selected tobacco and alcohol messages using their revised list. Discuss whether these messages would appeal to youth.
- Discuss how these tactics might be used to “brand” a tobacco or alcohol product (e.g., how Camel used “humor” and “cool” to brand their product with Joe Camel).
- Discuss how the ads on this page sell to youth. How and what do they glamorize?



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Sports Track

Talking Points

One growing area for tobacco and alcohol promotion involves athletes and sporting events. Today, we're going to discuss why companies focus on sports and how this approach is used to normalize and glamorize tobacco and alcohol.

Action Steps

1 Have students discuss the sports they enjoy most and why. Explore the health behaviors of players in these sports. What behaviors help them to be the best in their sports? What behaviors would hinder their performance?

Distribute *Handout 8: Sports and Performance Facts* and discuss how these facts contradict use of sports in promoting tobacco and alcohol use.

2 Divide youth into groups or pairs. Have each group/pair identify a television sports program (e.g., basketball, auto/motorcycle racing, soccer) they agree to watch at home.

Distribute *Handout 9: Sports Track* and instruct them to use it in monitoring the amount and nature of advertising tobacco and alcohol products during the event.

Try to include a variety of sports so you can compare them later. Baseball and NASCAR races may prove the most fruitful in terms of the number of instances in which tobacco and/or alcohol promotions appear.

ALTERNATIVE ACTIVITY: As a less time-intensive option, videotape a sporting event on television and watch it in class. However, it is important to choose a specific portion of the event which allows viewing and analysis during the available time.

3 Discuss the following issues:

- 1 **Why do companies advertise during sports programming and at sports stadiums?**
- 2 **Who watches these sports? To whom are tobacco and alcohol companies selling?**
- 3 **What sports are most associated with tobacco or alcohol use? What sports are least associated with these products? Why do you think these differences exist?**
- 4 **Are there similarities and differences in the types of tobacco and alcohol messages associated with different sports? Why do you think these exist?**

Focus

Explore how being associated with sports and sports figures normalizes and glamorizes tobacco and alcohol.

Time:

45 minutes

Materials:

Handout 8: Sports and Performance Facts

Handout 9: Sports Track

"Branding" Health

Focus

Apply branding techniques to normalize and glamorize a tobacco/alcohol-free lifestyle.

Time:

90 minutes. (This can be a two-period activity.)

Materials:

Poster paper, colored markers, other production materials

Handout 4: Glamorization Appeals

Handout 7: Selling to Youth

Handout 10: Creating a Brand Identity

Video-Part II

Talking Points

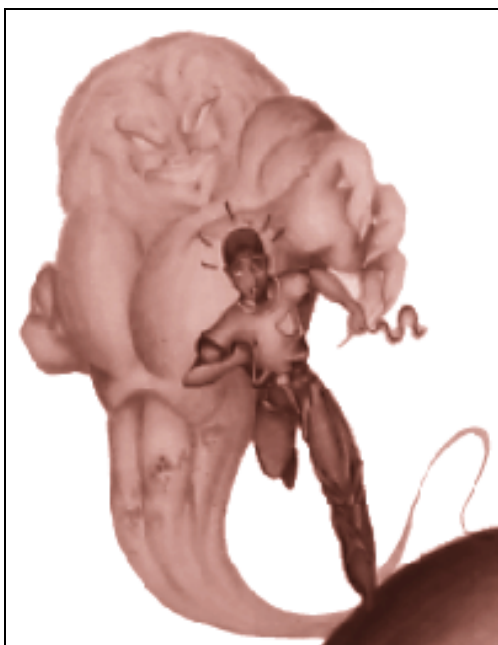
- In the last several meetings, we have explored how companies develop brands and how these help sell products. We have seen how brands can successfully influence our beliefs about and feelings for products.
- Some of the most recognized and successful brands are those for tobacco and alcohol products. Today we're going to apply our knowledge of branding strategies to develop messages that promote healthy rather than unhealthy behaviors.

Action Steps

1 If you have not already done so, show *Video-Part II*. This can provide youth with creative approaches and ideas for application in this activity. If you have already shown the video segment, conduct a brief discussion for purposes of review.

2 Have youth develop an ad (30 or 60 seconds) that promotes a tobacco- or alcohol-free lifestyle. They should select a target audience and apply the marketing techniques presented in previous activities, particularly *Handout 4: Glamorization Appeals* and *Handout 7: Selling to Youth*. They can choose to develop a print ad (see examples below and on the next page), radio ad, or storyboard for a TV ad, a promotional campaign, or an event to sponsor— whichever they think will help them reach their audience most effectively.

Youth can choose to emphasize techniques for normalizing and glamorizing behaviors that are inconsistent with tobacco and alcohol use (e.g., athletic ability such as speed, endurance, and strength; attractiveness; smelling good; being in control). Alternatively, youth may choose to **"spoof"** existing marketing messages for tobacco and alcohol. (See examples in *Video-Part II*.)



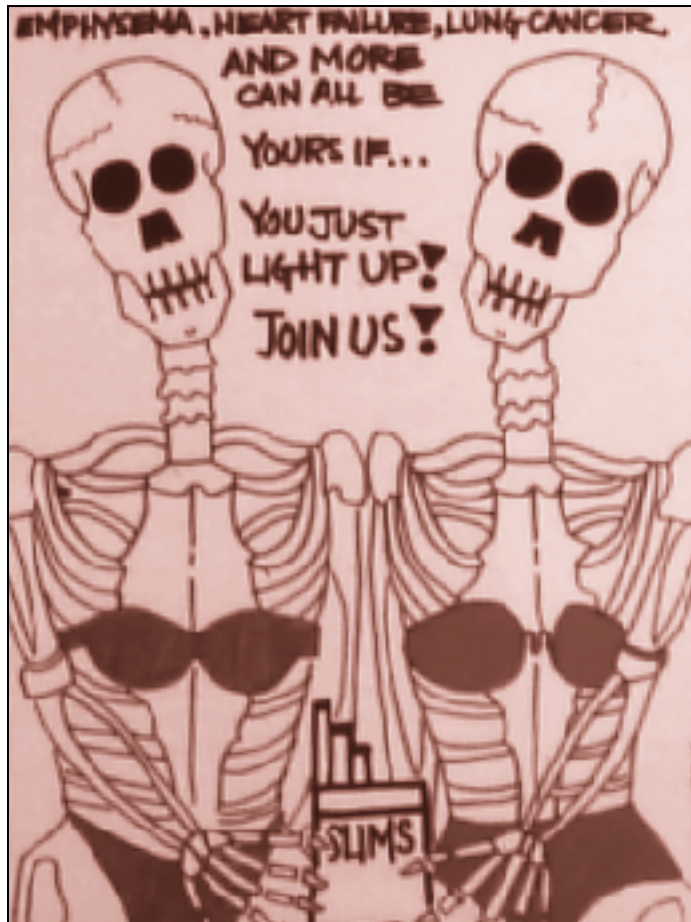
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"Keep Our World Tobacco Free"

3 Have youth present their messages to the class using the following questions:

- ? Who are you trying to reach?
- ? What message are you attempting to send? What do you want people to believe and do as a result of your message?
- ? How will you appeal to the target audience? (Use the information in *Handout 4* and *Handout 7*.)
- ? What media will you use to deliver your message? Why?

Have youth give one another feedback on how believable and effective these messages are and possible suggestions for improving them. Since you may not have time for full presentations from each group, you may wish to have each group provide a brief presentation that “pitches” the message to the rest of the class as a potential target audience. A message should always be tested with people from the target audience to ensure it is relevant and believable. The most promising concept can then be developed by the class or group as a whole and presented to peers or younger children in your community.

Following the activity, summarize the results of the youth’s *Media Mapping* activities.



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Notes

