

Deconstructing Philip Morris

Have you read their latest ads? Nick Naylor would be proud. Below, an insider's guide to PR for the shameless corporate racketeer.

In mid-August, a federal judge ruled in *U.S.A. v. Philip Morris U.S.A. et al* that the company had violated anti-racketeering laws and defrauded the public for half a century.

Brands are trademarks; trademark holders say "cease and desist," not "please."

Other companies have written studios protesting brand display; but only after they were pushed to do so by California's Attorney General. The 1998 Master Settlement Agreement bars paid tobacco brand placement in any medium. Most tobacco in films is now unbranded. Smart.

Actually, more than 60 studies on four continents, taken together, show that exposure to screen smoking leads teens to start smoking.

Research also finds that PM USA's youth campaign makes kids more likely to smoke.

Notice that this statement comes from PM USA. Does it apply at all to PM International, the much larger Altria division actually on the record paying for product placement? And if PM USA is diving for legal cover, isn't Hollywood left twisting in the wind?

"G" rating is for "general audiences." PM brands have shown up in more than two dozen PG and PG-15 films since 1990.

These ads give cynicism a bad name. They appear to suggest that Hollywood is now more pro-tobacco than the world's largest tobacco company. The remarkable thing is, Big Tobacco doesn't care how preposterous this sounds.

Philip Morris USA Asks "Please Don't Give Our Cigarette Brands a Part in Your Movie"

RICHMOND, Va. -- (BUSINESS WIRE) -- Philip Morris USA (PM USA) is asking entertainment industry decision-makers to voluntarily eliminate the use of its products from their productions with a new trade print advertising campaign. Designed to raise awareness of PM USA's positions on product placement and the use of its brand imagery, the campaign also encourages the industry to reduce or eliminate smoking scenes in movies directed at youth.

"Movies have the power to amuse, delight, teach and inspire. However, some studies suggest they may also influence a child's decision to smoke,"^{1,2,3} said Jennifer Hunter, vice president, Youth Smoking Prevention and Cessation Support for Philip Morris USA.

The ads will appear in *Daily Variety*, *The Hollywood Reporter*, and other trade publications beginning the week of November 13th.

Philip Morris USA does not want its brands or brand imagery depicted in movies and television shows. Since 1990, Philip Morris USA's policy has been to deny all requests for permission to use or display its brands in movies and television shows intended for general audiences.

Philip Morris USA is an operating company of Altria Group Inc (NYSE: MO). For more information about Philip Morris USA, our programs and positions on tobacco-related issues, please visit us at www.philipmorrisusa.com.

To view the ads, please go to the address below: http://www.philipmorrisusa.com/en/downloads/about_us/pressroom/_general/pdf/smoking_in_movies_ads.pdf ...

¹ Sargent, J.D., Beach, M.L., et al. (2005)...

² Sargent, J.D., Dalton, M.A., et al. (2002)...

³ Pechmann, C., and Shih, C. (1999).

71% of brands in top box office films since 1990 are Philip Morris; mostly Marlboro, which has 41% market share in reality.

The AMA and others first tried to bar tobacco placement 20 years ago.

Four times in the past four years, the U.S. Centers for Disease Control and Prevention have cited on-screen tobacco as an important reason why the historic decline in teen smoking has stalled. Globally, an unexpected rise in smoking by girls is forcing scientists to revise death projections.

Same line used by tobacco companies for decades...

Altria still makes most of its money from tobacco. On-screen smoking's value to tobacco company sales exceeds \$4 billion a year (NPV).

The scientific evidence from scores of studies is conclusive: movies sell smoking. Philip Morris was right about the movies.

Now prove them wrong about the film community.

Soon after the U.S. banned TV commercials for tobacco, Philip Morris and its competitors began systematic product placement programs costing millions of dollars. Despite public pledges and legal agreements, 75% of PG-15 films and 88% of R-rated live-action films since 1998 have featured tobacco.

Leading health authorities in the U.S., and the World Health Organization, endorse four policy solutions that can effectively make G/PG/PG-15 movies smokefree and avert 60,000 future tobacco deaths a year in the United States alone. The question is no longer "Why?" but "When?"

Accepted policy solutions at smokefreemovies.ucsf.edu



**SMOKE
FREE
MOVIES**