

# **The Effects of Marketing and Media on Young Adult Health**

**Bonnie L. Halpern-Felsher, Ph.D.**

**Professor**

**Division of Adolescent and Young Adult Medicine**

**Department of Pediatrics**

**University of California, San Francisco**

**Institute of Medicine/National Research Council**

**Workshop on Improving the Health, Safety, and Well-Being of Young Adults**

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# Outline

- | **Define types of marketing and media**
- | **Discuss young adults' exposure to media and marketing**
- | **Understand the relationship between marketing and young adults' health risk and health promoting behaviors**
- | **Identify policy implications**

# Types of Media and Marketing

- | **Direct marketing**
  - Old media
  - New media
  - Promotional materials
- | **Indirect marketing**
  - Product placement

# “Old Media”

- | **Television**
- | **Radio**
- | **Print**
  - **magazines**
  - **newspaper**

# “New Media”

- | Internet
- | Facebook
- | Twitter
- | Instagram
- | Tumblr
- | Pinterest
- | Greater reach and relevance
- | Greater opportunity to interact with potential consumers
- | Can be changed in “real time”

# Marketing Promotions

- | Free samples
- | Low prices/sales
- | Hats, t-shirts and other materials

Kuo et al., 2003

# Adolescents' and Young Adults' (12-24) Exposure to Media: 2000 to 2010

	2000	2010
Listened to Radio	74%	41%
Watched TV	38%	42%
Read Newspaper	29%	8%
Used the Internet	16%	42%

Edison Research Report, 2010

# Money Spent on Marketing: 2009

- | **\$13 billion on tobacco ads and promotional materials**
- | **\$5 billion on alcohol ads**
- | **\$4 billion on prescription drugs**



# Effects of Marketing

- | **Shapes young adults' perceptions of risks and benefits**
- | **Increases beliefs in the acceptability of the product**
- | **Increases likelihood of initiation and continued engagement**

# Effects of Marketing

- | **Drinking**
- | **Sexual behavior**
- | **Risky driving**
- | **Smoking**

Fischer et al., 2011

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Fischer et al., 2011

# **Young Adults' Peer-to-Peer Reciprocal Marketing**

- | 85% of young adults put images of substances or sexual behavior on their publically visible social marketing sites**
  - Increases peer acceptance and interest in the behavior**
  - Can increase risk of cyber bullying, harm reputation, or influence career or educational opportunities**

Griffiths & Casswell, 2010; Morgan et al., 2010

# Industries Conduct Marketing Research

- | Study young adults' attitudes, social groups, values, aspirations, and role models
- | Use this information to develop marketing strategies that are most relevant to young adults

e.g., Ling & Glantz, 2002

# Examples from the Tobacco Industry

smokers from all backgrounds.

A concomitant theme is that of emulating friends and relatives.

Working class men not uncommonly report having learned to smoke from their father or grandfather as well as from other boys. They tend to hide their smoking from their mothers. Girls from the same class background are more

the anti-smoking atti-

tudes they have learned in school and elsewhere can be unlearned or replaced

by pro-smoking norms held by others their own age or a little older.

learn how and when to smoke from their older siblings and from their peers. They also learn from these younger role models, that the anti-smoking attitudes they have learned in school and elsewhere can be unlearned or replaced by pro-smoking norms held by others their own age or a little older.

Before the spread of new knowledge about the diseases associated with cigarettes, smoking as a form of rebellion was no doubt an effort to reject dependency by emulating grown ups as early as possible. Moreover, adult smoking was a positive trait to develop, certainly for most boys who wanted to smoke and for girls in special sectors of both white and blue collar classes.

1003291852

1972 study with support from Philip Morris

BEST COPY

RJR  
SECRET

February 2, 1984

No. 381 By dpc  
Declassification \_\_\_\_\_

TO: Mr. A. M. Curry  
FROM: ~~Mr. R. G. Warden~~  
SUBJECT: A PERSPECTIVE ON APPEALING TO YOUNGER ADULT SMOKERS

This memo provides some thoughts on developing a new cigarette brand targeted

adulthood. He is leaving the security and regiment of high school and his home.

He is taking a new job; he is going to college; he is enlisting in the military. He is out on his own, with less support from his friends and family. These situations will be true for all generations of younger adults as they go through a period of transition from one world to another.

future is, therefore, very difficult, if not impossible, to predict. And yet, appealing to this group effectively on a long-term basis is a key to many industries. The cigarette industry is one of those industries. A cigarette brand's (and the associated company's) long-term vitality is strongly influenced by its ability to attract younger adult smokers. The evidence regarding the importance of younger adult smokers is made apparent if you look at brands like Marlboro. Marlboro share grows every year among younger adults. This growth, coupled with smokers' tendency to remain brand loyal over time, is able to fuel Marlboro's share growth despite the fact it has not switching losses in every age group every year.

Focus On Similarities:

The trick to appealing to younger adults may not be to try and anticipate what each successive generation will be like and adopt a brand's image and positioning to fit these changes. The key instead may be to focus on what is the same about each generation. By using similarities as a base for developing a brand, its positioning will always address the wants of smokers passing through this stage of life. To best understand what is the same about each generation of younger adults, it is important to look at where they are going and where they have been. A young adult is leaving childhood on his way to adulthood. He is leaving the security and regiment of high school and his home.

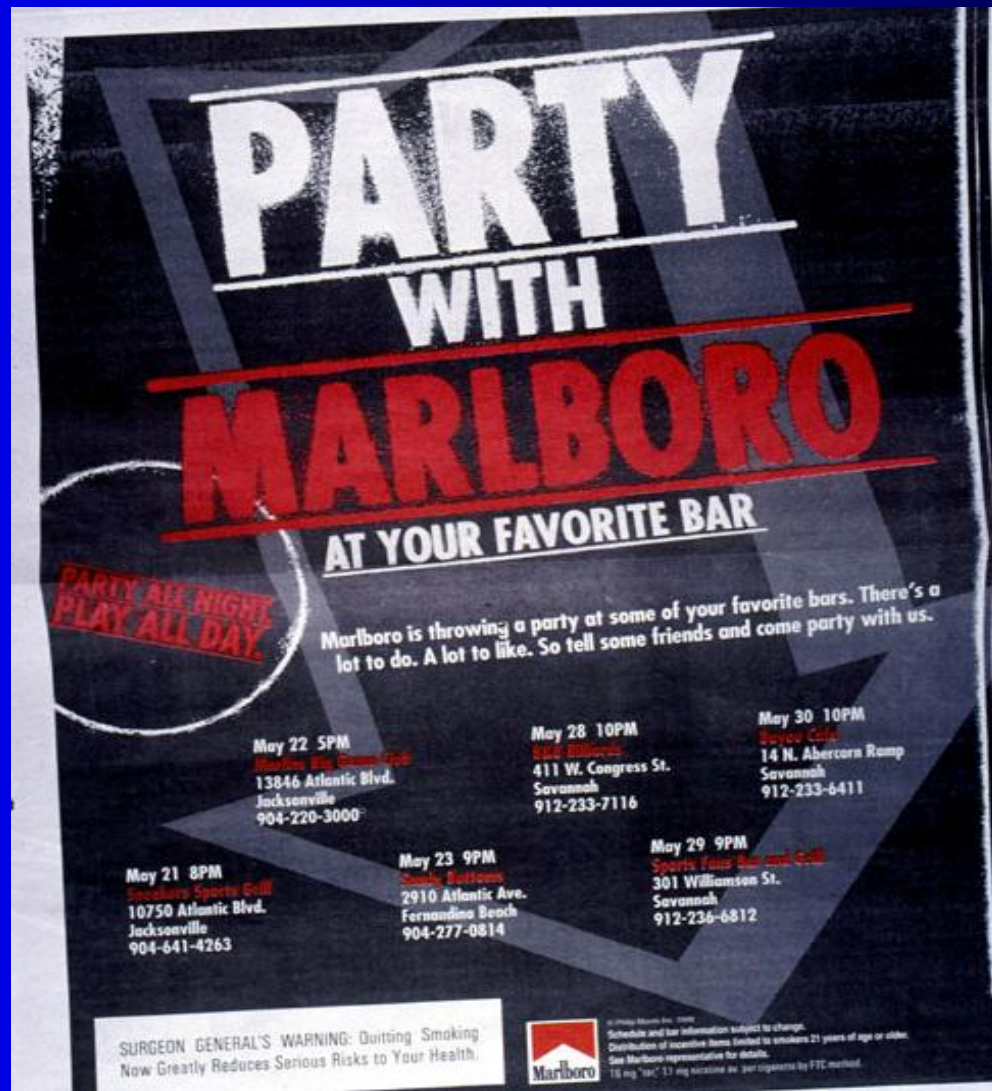
50103 4940



# Key Tobacco Marketing Message: Social Acceptability

TELL ME IT IS ALL RIGHT FOR A PERSON LIKE ME TO SMOKE  
TELL ME I AM NOT PERSONALLY OFFENSIVE OR UNLOVABLE BECAUSE  
I SMOKE  
TELL ME I AM NOT A SOCIAL OUTCAST BECAUSE I SMOKE  
TELL ME SMOKING IS NOT THE MOST CRUCIAL CHOICE IN MY LIFE  
TELL ME I AM NOT DIFFERENT FROM EVERY ONE ELSE JUST BECAUSE  
I SMOKE  
GIVE ME POSITIVE ROLE MODELS

# Bar and Club Promotions



**PARTY WITH MARLBORO AT YOUR FAVORITE BAR**

**PARTY ALL NIGHT. PLAY ALL DAY.**

Marlboro is throwing a party at some of your favorite bars. There's a lot to do. A lot to like. So tell some friends and come party with us.

Date	Time	Bar/Club	Address	City	Phone
May 21	8PM	Smokers Sports Grill	10750 Atlantic Blvd.	Jacksonville	904-641-4263
May 22	5PM	Marlboro Big House	13846 Atlantic Blvd.	Jacksonville	904-220-3000
May 23	9PM	Smoke Bottoms	2910 Atlantic Ave.	Fernandina Beach	904-277-9814
May 28	10PM	Red Billiards	411 W. Congress St.	Savannah	912-233-7116
May 29	9PM	Sports Fair Bar and Grill	301 Williamson St.	Savannah	912-236-6812
May 30	10PM	Bayou Cafe	14 N. Abercorn Ramp	Savannah	912-233-6411

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

**Marlboro**

© 1999 Philip Morris Inc. 100%  
Tobacco and tar information subject to change.  
Contributions of nicotine and tar limited to smokers 21 years of age or older.  
See Marlboro representative for details.  
16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

Sepe et al., 2002

DETROIT - LOS ANGELES

SPECIAL ADVERTISING SECTION

# KOOL<sup>®</sup>

## PLACES TO PARTY

Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit [www.bwtarnic.com](http://www.bwtarnic.com)

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

IF YOU GOT GAME, BRING IT

For more information visit [www.bwtarnic.com](http://www.bwtarnic.com)

SPECIAL ADVERTISING SECTION

# KOOL

## *Hot Night Out*

# Atlanta

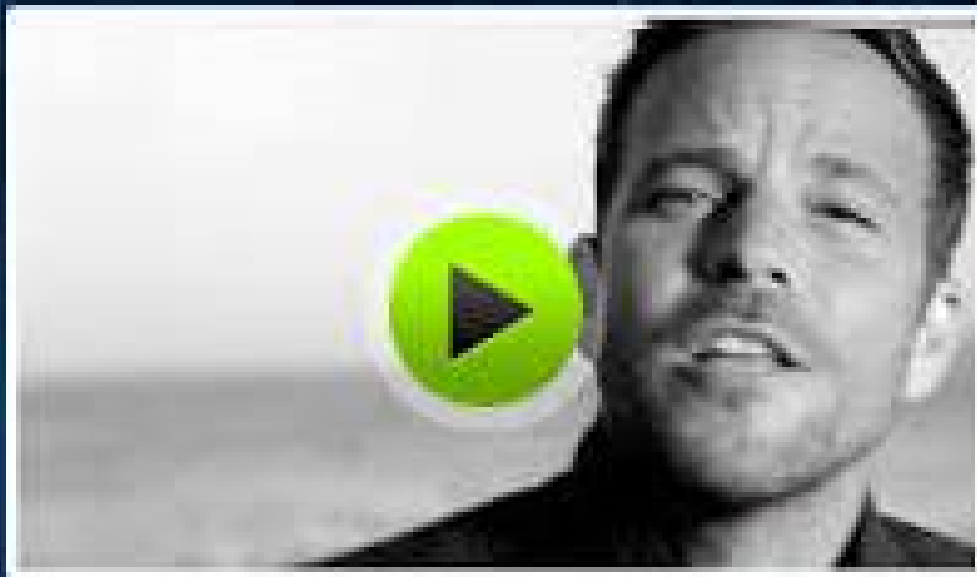
THERE'S A REASON WHY ATLANTA IS OFTEN REFERRED TO AS "HOTLANTA." THE CITY'S SOUTHERN FRIED MIX OF CULTURE AND ENTERTAINMENT PUTS ATLANTA AT THE TOP OF YOUR LIST OF PLACES TO VISIT. FROM COPPING THE LATEST GEAR AT THE LOCAL SHOPPING SPOTS TO ROLLING TO THE TRENDIEST CATERIES AND HITTING THE CRINKEST CLUBS, ATLANTA IS AN ESSENTIAL DESTINATION TO EXPERIENCE ITS ONE-OF-A-KIND FLAVA. SO KOOL AND KING GIVE YOU THE BLUEPRINT FOR HAVING THE HOTTEST NIGHT IN ATL.

[www.trinketsandtrash.org](http://www.trinketsandtrash.org)

# Appeal to the “Adult”

NEW!

Take Back Your Freedom  
with Stephen Dorff

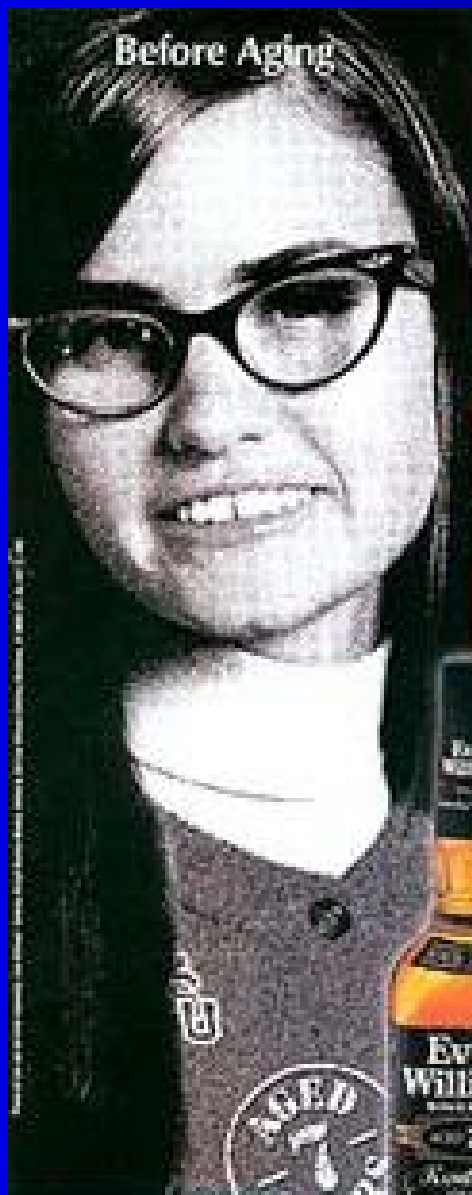


WATCH THE VIDEO ▶

“Blue e-  
cigarettes...we’r  
e all adults here.  
It’s time to take  
our freedom  
back.”

# **Other Examples of Marketing Strategies Appealing to Young Adults**

Before Aging



After Aging



The longer you wait,  
the better it gets.

Evan Williams.  
Aged longer to taste smoother.

Before Aging

After Aging

The advertisement is split into two vertical panels. The left panel, labeled 'Before Aging', shows a woman with dark hair, glasses, and a white turtleneck under a grey cardigan. The right panel, labeled 'After Aging', shows the same woman with long, wavy brown hair, wearing a white halter-neck top with a large bow, and a more youthful appearance. In the center, between the two panels, is a bottle of Evan Williams 7 Year Old Kentucky Straight Whisky. The bottle has a black label with white text and a gold seal. At the bottom of the advertisement, there is a circular logo that says 'AGED 7 YEARS' and a tagline.

AGED 7 YEARS

Evan Williams  
7 Year Old  
Kentucky  
Straight  
Whisky

The longer you wait,  
the better it gets.

Evan Williams.  
Aged longer to taste smoother.







**Whipped cream's not just for kids anymore, it's all about style & sophistication. Try our latest adult flavors - Hazelnut Espresso, Caramel Pecan & German Chocolate.**



Whipped cream's not just for kids anymore. It's all about style & sophistication. Try our latest adult flavors - Hazelnut Espresso, Caramel Pecan & Caramel Pecan & Caramel Pecan.

**FOURTHMEAL**

THE MEAL BETWEEN  
DINNER & BREAKFAST.

YOU'RE OUT. YOU'RE HUNGRY.

**YOU'RE DOIN' FOURTHMEAL.**



**GOOD MUSIC,  
GREAT FOOD**  
THAT'S FEED THE BEAT™

[JOIN THE TOUR](#)

**CRUNCHY**

**SPICY**

**MELTY**

**GRILLED**





# **Public Policies: Regulation of Marketing**



**"Which do you want, the tobacco company account or the stop smoking campaign?"**

# Alcohol Industry

- | **Voluntary Regulation:** refrain from advertising or marketing where audience is expected to have greater than 30% adolescents, < 18
- | **Yet, marketing continues**
- | **Nothing restricting advertisement to those age 18 and over**

# 1998 Master Settlement Agreement

## | Section III.a. (a) Prohibition on Youth Tobacco Targeting.

No Participating Manufacturer may take any action, directly or indirectly, to target Youth within any Settling State in the advertising, promotion or marketing of Tobacco Products, or take any action the primary purpose of which is to initiate, maintain or increase the incidence of Youth smoking within any Settling State.

| Youth: < 18



# 2009 Family Smoking Prevention and Tobacco Control Act

- | **Restricted marketing and packaging**
  - **Black and white or plain packaging**
  - **No mention of “light” cigarettes or other modified risk claims without evidence**
  - **Warning labels**
- | **Held up in court**



# Media and Health Promotion

- | 42% of young adults (18-29) look up health information on their mobile phones
- | Few receive text updates regarding health or medical issues
- | Exercise, diet and weight applications are most popular
- | Other applications: smoking cessation, first aid
- | Not much research specifically on young adults

# Future Research and Recommendations

- | **Additional research on marketing of other products to young adults**
  - Better breakdown of age groups
- | **Policy recommendations**
  - Focus on the images
  - Restrict misleading ads
  - Other regulatory efforts?
  - Counter-marketing efforts

# Thank You!

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