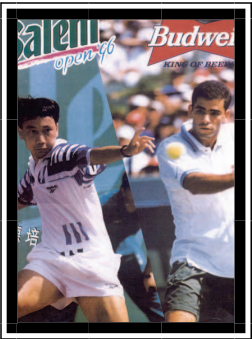


Why Take A Stand Against Tobacco Sponsorship and Marketing?



Asian Americans are a “potential goldmine:” Internal tobacco industry documents show that they target AAPIs. Philip Morris states that “Asian Smokers appear to be a key market to focus on” because of high smoking rates in their home countries.¹

Tobacco Industry is targeting us: The tobacco industry is targeting our community, our family and friends. They hire researchers to study our culture to find out our interests. One tobacco company said that, “First Generation’ Asians are important because they represent new smokers. However, they are....difficult to reach due to language and cultural factors – Later generations are...easier to reach.”



Big Tobacco try to buy their way into our communities: They give money to organizations and cultural events to promote their brand. In 1988, Philip Morris over thirty AAPI events where 100,000+ people attended and gave away over \$400,000. Tobacco companies give free promotional materials to store owners and are paid allowances to promote tobacco through strategic placement of products (next to the candy) and advertisements (below the counter at a child’s eye level).²

Big Tobacco plays to us urbanites: Studies found that in big cities billboard advertisements for cigarettes are 3 to 5 times more prevalent in minority communities than white communities. Tobacco industry documents indicate that cities with high AAPI concentrations make more efficient targeting.³

Loyalty to Joe Camel: In a RJ Reynolds study, they found that Asian Americans want to assimilate into mainstream American culture. They desire any products that they view as “American.” Joe Camel = American.

Big Tobacco uses religion to sell their product: RJ Reynolds has distributed promotional calendars featuring the Virgin Mary to appeal to Catholics in the Philippines.



¹ME Muggli, RW Pollay, R Lew, AM Joseph, Tobacco Control.

²APPEAL, Make Your Mark Mobilizing Youth Against Tobacco in AAPI Communities

³FraserSmith. Philip Morris USA Asian-American market development. Undated