

# CANNABIS TAKES PAGE FROM TOBACCO PLAYBOOK

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Dr. Gary Kirkilas

# CANNABIS USE AND ADOLESCENTS

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Why does it even matter?  
Why do we care?

# CANNABIS USE AMONG ADOLESCENTS IS UBIQUITOUS

- 31% of 12 graders have used Cannabis
- Perceived risk has continued a steep decline since the mid 2010s
- Disapproval in trying cannabis has been on considerable decline since 2007

# CANNABIS EFFECTS ON THE DEVELOPING BRAIN

- Difficulty thinking and problem-solving
- Problems with memory and learning
- Difficulty maintaining attention
- Decreased high school graduation rates

# CANNABIS EFFECTS ON THE DEVELOPING BRAIN

- Increased risk of mental health issues
- Potential for addiction
- Impaired driving

# TOBACCO INDUSTRY PLAYBOOK

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Play #1:  
It's medicine



# TOBACCO PLAYBOOK:

## #1 IT'S MEDICINE

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

T for Taste...  
T for Throat...

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



© J. S. Sarnoff  
Washington, D. C.

# Viceroy

## FILTER

### the Smoke!

As your Dentist,  
I would recommend  
**VICEROYS**

Noted throat specialists report on 30-day test of Camel smokers...

## NOT ONE SINGLE CASE OF THROAT IRRITATION *due to smoking* CAMELS!



Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.



ELANA O'BRIAN, real estate broker, one of the hundreds of people from coast to coast who made the 30-Day Test of Camel Mildness under the observation of noted throat specialists.

... AND THOUSANDS MORE AGREE!



"CAMELS SMOKE with an unusual... and that cool, cool Camel mildness doesn't win you to Camels for keeps."




Start your own  
30-Day Camel  
MILDNESS  
Test Today!

It's fun—it's enlightening! All you do is smoke Camels, and only Camels, for 30 days. Camels come in your "T-Zone" (T for taste, T for throat). See if that rich, full Camel flavor and that cool, cool Camel mildness doesn't win you to Camels for keeps.

© J. S. Sarnoff  
Washington, D. C.

# TOBACCO PLAYBOOK: #1 IT'S MEDICINE



Why Physicians  
Call Our New Brand

**“A HEALTH CIGAR”**

“I recommend Thompson’s MELL-O-WELL cigars to any who are interested in regaining or keeping physical fitness.”

“I am convinced that irritants, such as nicotines, glycerides, albuminoids and carbons—dangerous when used to excess by those who are physically below par—are largely removed from Thompson’s MELL-O-WELL cigars.”

“Many former patients, friends and others who have consulted me, and who, ordinarily, would be obliged to greatly curtail smoking, are now enjoying their usual allotment of cigars in Thompson’s MELL-O-WELLS—with no loss of satisfaction or good health.”

(Signed) G. Edward Roehrig, M. D.  
715 South Bonnie Brae,  
Los Angeles, Calif.



# TOBACCO INDUSTRY: PLAYBOOK

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Play #2:

Celebrity endorsement/Product  
placement to "*make it cool*"

# TOBACCO PLAYBOOK:

## #2 CELEBRITY ENDORSEMENT



Smoke for Pleasure *today*

No Cigarette Hangover *tomorrow!*

**Remember:** PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you've ever wanted in a cigarette... tasty mildness, rich flavor, pleasant aroma... a clean, refreshing smoke... and NO CIGARETTE HANGOVER!

Try PHILIP MORRIS yourself. Your throat will note the difference!

Call for **PHILIP MORRIS**

You'll be glad tomorrow... you smoked PHILIP MORRIS today!

*"I LOVE LUCY"*  
smoking Lucille Ball and Desi Arnaz in America's most popular TV show. Back early to Sept. over CBS.

PHILIP MORRIS & Co. Inc.  
SPECIAL BLEND  
MADE IN U.S.A.





# TOBACCO PLAYBOOK:

## #2 CELEBRITY ENDORSEMENT



**"HAMMERIN' HANK" AARON...**

two-time National League batting champion... is again adding to his reputation as one of the greatest outfielders in baseball. Hank has already joined the all-time top ten in every batting department of the Milwaukee Braves!

You just know this young man is a Camel smoker.

"Can't beat 'em for flavor," says Hank. "And Camels sure smoke mild!"

**If you're smoking more now but enjoying it less...  
CHANGE TO CAMELS**

Quantity will never be a substitute for *quality*. And the Camel blend of costly tobaccos has never been equalled. So if you're smoking more these days, but enjoying it less—change to Camels. Today as always, *the best tobacco makes the best smoke.*

**Have a real cigarette — have a **CAMEL****



Why don't you settle back and have a full-flavored smoke?

**Marlboro**  
the filter cigarette with the unfiltered taste

**Paul Hornung:** Green Bay halfback and 1961 National Football League Player of the Year. Paul's a Marlboro man all the way.

**Marlboro**  
FILTER CIGARETTES

You get a lot to like—  
Filter, Flavor, Pack or Box.



**Get Lucky**  
the taste to start with... the taste to stay with

**FRANK GIFFORD IN ACTION IN 1957.** The young N. Y. Giant halfback was already a top star—and a Lucky Strike smoker.

**FRANK GIFFORD TODAY.** Now one of pro football's all-time greats, Frank's still a satisfied Lucky smoker.

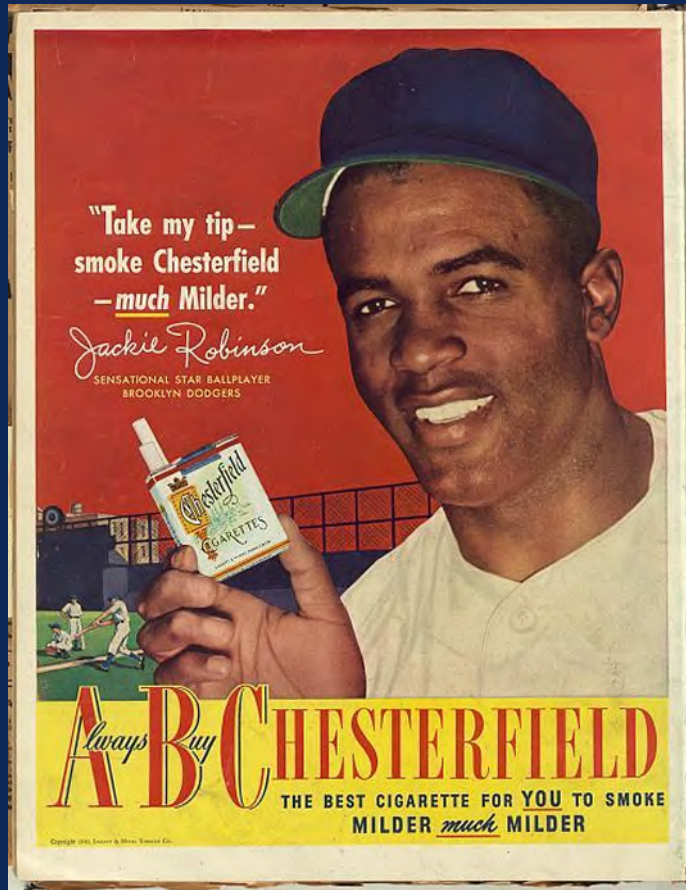
The taste of a Lucky spoils you for other cigarettes. "Taste is the reason I started smoking Luckies," says Frank, "and taste is the reason I'm still a Lucky man." How about you? Get the taste you'll stay with. Get the fine-tobacco taste of Lucky Strike.

Product of The American Tobacco Company — "Lucky" is our middle name



# TOBACCO PLAYBOOK:

## #2 CELEBRITY ENDORSEMENT



# TOBACCO PLAYBOOK: #2 PRODUCT PLACEMENT



Sylvester Stallone

April 28, 1983

Mr. Bob Kevoloff  
ASSOCIATED FILM PROMOTION  
10100 Santa Monica Blvd.  
Los Angeles, CA 90067

Dear Bob:

As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films.

It is my understanding that Brown & Williamson will pay a fee of \$500,000.00.

Hoping to hear from you soon;

Sincerely,

Sylvester Stallone

SS/sp





# TOBACCO PLAYBOOK:

## #2 PRODUCT PLACEMENT



### Dovemead Limited

Please reply to: PINWOOD STUDIOS, IVER HEATH, BUCKS.

Phillip Morris Europe, S.A.,  
Brillancourt 1006,  
Lausanne,  
Switzerland.

18th October 1979.

For the attention of Mr. P. McNally

Dear Sirs,

Re: "SUPERMAN II" - THE MOVIE

This letter confirms the agreement that has been reached between our two companies whereby we have agreed to include in our feature film currently entitled "SUPERMAN II" (the Film) exposure of the Marlboro brand name (the Material) on the following terms and conditions:-

1. The exposure of the Material referred to above shall be effected in a major scene in the Film involving "Ursa" (Sarah Douglas), "General Zod" (Terence Stamp) and "Superman" (Christopher Reeve) and will be filmed in accordance with the shooting script in scenes presently numbered 333 through 341, a copy of which is attached. The size of the billboard referred to in the relevant scenes will be approximately 20 feet by 10 feet and will be illuminated.
2. We shall have absolute discretion as to the final content of the Film and all artistic and technical decisions over all aspects of production and post production of the Film.
3. In consideration of our agreement set out above, you hereby agree and undertake that:-
  - (a) You will provide to us without any charge therefor and in due time as we shall notify you all necessary material and art work etc., that we may reasonably require to enable us to comply with our agreement hereunder provided that if production of the Film so requires we shall be entitled to reproduce at our expense other material using the Marlboro logo style as used on the samples of your Company's products and/or advertising material which you will supply to us.





# TOBACCO INDUSTRY: PLAYBOOK

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Play #3:  
Utilize childlike messaging

# TOBACCO PLAYBOOK: #3 UTILIZE CHILDLIKE MESSAGING



# TOBACCO PLAYBOOK:

## #3 UTILIZE CHILDLIKE MESSAGING



Every little Helps!  
"Don't be angry Daddy,  
it's for ST. DUNSTAN'S"

SMOKE  
**ST. DUNSTAN'S**  
VIRGINIA CIGARETTES

The quality is as excellent as the cause.

20 FOR 1/-      10 FOR 6<sup>D</sup>.

Issued by the British Soldiers and Sailors Aid and Comfort Committee. (Incorporated under the War Reliefs Act, 1916)

This advertisement shows a family (father, mother, and child) looking at a cigarette. The child is holding a cigarette and saying, "Don't be angry Daddy, it's for ST. DUNSTAN'S". The background is a simple line drawing of a room.

Guard Against Throat-Scratch  
enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**  
the cigarette whose mildness  
you can measure

**Study This Puff Chart:**  
PUFF BY PUFF...YOU'RE ALWAYS AHEAD WITH PALL MALL

1	2	3

**Outstanding**  
...and they are mild!

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU

This advertisement features Santa Claus holding a cigarette and a pack of Pall Mall cigarettes. The puff chart shows three stages of puffing, with the third stage showing the longest smoke length. The background is red with white text.



# TOBACCO PLAYBOOK:

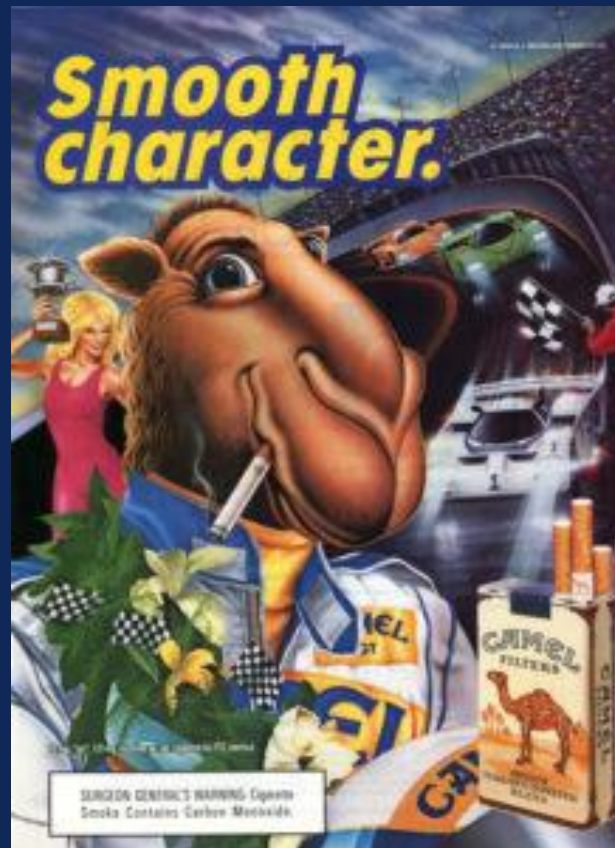
## #3 UTILIZE CHILDLIKE MESSAGING





# TOBACCO PLAYBOOK:

## #3 UTILIZE CHILDLIKE MESSAGING





# TOBACCO PLAYBOOK:

## #3 UTILIZE CHILDLIKE MESSAGING

**CHOICE OF YOUNG AMERICA**



Don't you want to try a cigarette with a record like this?  
*Smaller, firmer... Young People prefer*

**Chesterfield**  
REGULAR & KING-SIZE

- 1**  
**Chesterfield Quality Right!**  
Recent chemical analyses give an index of good quality for the country's selected cigarette brands.
- 2**  
**No adverse effects to nose, throat and sinuses from smoking Chesterfield.**  
From the report of a medical specialist who has been giving a group of Chesterfield smokers regular examinations every six months that will show a year.
- 3**  
**Find with previous quality in both regular and King-size.**  
Much study with an unusually good taste—and low tar content, Chesterfield is today's best cigarette buy.

The index of good quality reflects a ratio of high ester to low nicotine—shown Chesterfield quality lighter—11% higher than its nearest competitor and Chesterfield quality 11% higher than the average of the five other leading brands.

**CHESTERFIELD**  
BEST FOR YOU

AND WITH THE FANS AT THE HOME GROUNDS OF THE RED SOX AND THE BRAVES CHESTERFIELD IS BY FAR THE LARGEST SELLING CIGARETTE

JIM BRITT—FAMOUS FOR HIS PLAY-BY-PLAY RADIO REPORTS OF THE BOSTON RED SOX AND BRAVES' GAMES



**A** ALWAYS Milder  
**B** BETTER TASTING  
**C** COOLER SMOKING  
All the Benefits of Smoking Pleasure

**ALWAYS BUY CHESTERFIELD**  
RIGHT COMBINATION WORLD'S BEST TOBACCOS • PROPERLY AGED

When he offers you a low tar cigarette, tell him you've got one of your own.



**VIRGINIA SLIMS**  
*Lights*

Only 9 mg tar







# NICOTINE PLAYBOOK: #3 UTILIZE CHILDLIKE MESSAGING



# TOBACCO INDUSTRY PLAYBOOK

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Play #4:  
Free giveaways/prizes



# TOBACCO INDUSTRY PLAYBOOK:

## #4 FREE GIVEAWAYS



**CAMEL CASH**

**It Pays To Be Smooth**

If you're smooth enough to collect Camel Cash C-Notes, they'll pay off in Camel mugs, lighters, jackets, t-shirts and other stuff in our Limited Edition Catalog. Get C-Notes on all filtered packs. Get catalogs where you buy Camels. But get 'em now, 'cause this stuff is too smooth to last forever. C-Notes run out April, 1992.

Offer good while supplies last. Supplies are limited, so act quickly.

ULTRA LIGHTS HARD PACK: 6 mg. "tar," 0.5 mg. nicotine. ULTRA LIGHTS, ULTRA LIGHTS 100'S HARD PACK: 6 mg. "tar," 0.5 mg. nicotine. LIGHTS HARD PACK: 9 mg. "tar," 0.6 mg. nicotine. LIGHTS 100'S: 10 mg. "tar," 0.8 mg. nicotine. LIGHTS: 11 mg. "tar," 0.8 mg. nicotine. FILTERS: 14 mg. "tar," 1.0 mg. nicotine. FILTERS 100'S: 16 mg. "tar," 1.0 mg. nicotine. FILTERS HARD PACK: 17 mg. "tar," 1.2 mg. nicotine. REGULAR: 22 mg. "tar," 1.4 mg. nicotine, av. per cigarette by FTC method.

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



**HAVE YOU SEEN THIS CAMEL?**

No one knows where Joe Camel will show up next. Have you seen him lately? Lots of people have. But this smooth character doesn't stay in one place for too long. So we've created some souvenirs to commemorate these famous sightings.

**09. POOL PLAYER CAP**  
"After a game of 8-ball with Joe, I realized he was a shark, not a winner!"  
Imprinted graphics. Solid hat. Adult use. Fully adjustable.  
\$5 C-NOTES

**10. JOE POP-ART T-SHIRT**  
"I didn't know Joe was an artist. What subject should he paint? Enough for you to wear!"  
Camel logo on front pocket. Adult use. \$5 C-NOTES

**11. JOE CAMEL WHITE TUX ZIPPO®**  
"My car couldn't break down. Joe rode up. Given me a light. The smoothest Zippo!"  
Camel Zippo. 100% Silver. Limited edition. Adult use only. \$15 C-NOTES

**12. POOL PLAYER WALL CLOCK**  
"Time goes when you hang out with Joe!"  
Quartz analog clock with unique, multi-plate face and 3-dimensional balls. 12" diameter. 120° limited warranty. AA battery included.  
\$10 C-NOTES

**13. POOL PLAYER "ELBOW" MUG**  
"Joe might use a mug, but he'll use his elbow!"  
12 oz. mug. 4 1/2" x 4 1/2" x 4 1/2".  
Joe's elbow is the handle of this unique mug.  
14 oz. mug. 4 1/2" x 4 1/2" x 4 1/2".  
\$5 C-NOTES

**14. JOE CAMEL WHITE TUX WATCH**  
"Joe asked me if I had the time. I said no. He gave me his watch. What a gift!"  
This quality timepiece features quartz analog display, double-etched leather band and 3-year limited warranty.  
\$10 C-NOTES

**15. JOE CAMEL KEY CHAIN**  
"I was waiting past dark, looking for my keys. I found them just as I could pick up Joe!"  
Tuxedo key chain. 100% Silver. Limited edition. Adult use only. \$5 C-NOTES

**16. JOE CAMEL KEY CHAIN**  
"I was waiting past dark, looking for my keys. I found them just as I could pick up Joe!"  
Tuxedo key chain. 100% Silver. Limited edition. Adult use only. \$5 C-NOTES

**17. POOL PLAYER ZIPPO® & TIN SET**  
"Joe is Joe Camel Zippo. I've been waiting for it for years!"  
Camel Zippo. Comes in special collector's tin. 100% Silver. Limited edition. Adult use only. \$15 C-NOTES

**18. COLOSSAL CAMEL MATCHES**  
"I don't know how to bid it. The price was packed. But Joe is smooth. Truly one of a kind. Contains 100 matches. Perfect for when you're with a lot of smooth characters." \$5 C-NOTES

**19. HOT TUB NOTEPAD**  
"Joe looked so smooth in his hot tub. I had to get a notepad!"  
100 sheets of full-color printed paper on recycled card. 11" x 17". \$5 C-NOTES

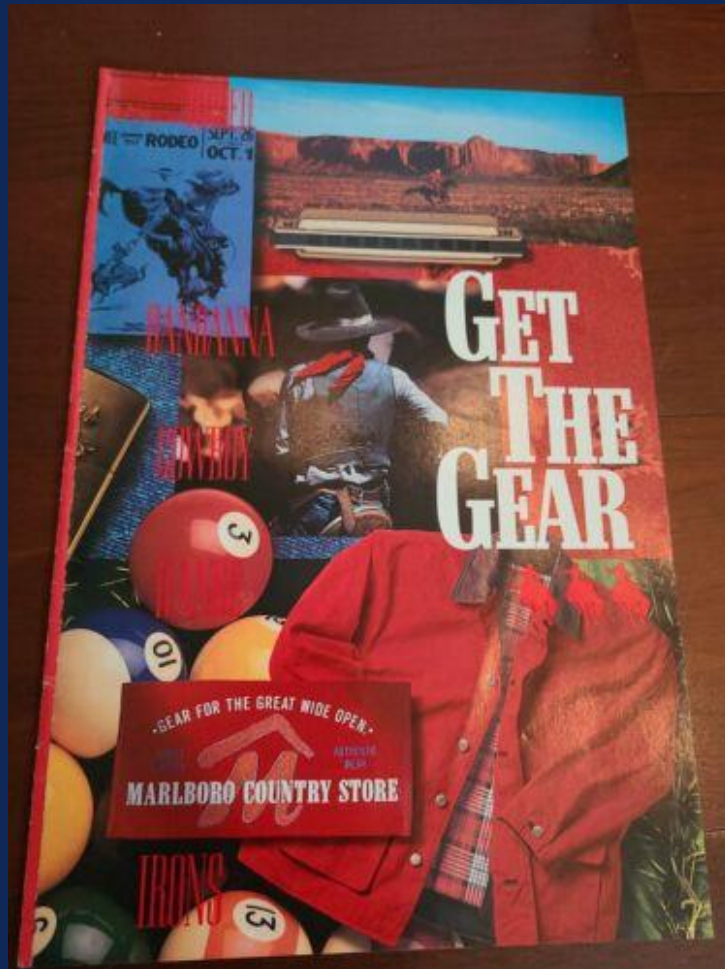
**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

**Check it out! Smooth Stuff Inside.**



# TOBACCO INDUSTRY PLAYBOOK:

## #4 FREE GIVEAWAYS



## GET THE GEAR

<p>THE COWBOY by Stearns® 2.05 MILES</p>	<p>CANVAS COAT 1.00 MILES</p>	<p>WESTERN RED SWEATSHIRT 0.50 MILES</p>	<p>WOODEN BLOCK ASHTRAY 2.00 MILES</p>	<p>NEW MOON KEY RING FLASHLIGHT by Coleman® 0.50 MILES</p>	<p>TIME TRACKER by Swiss Army® 2.00 MILES</p>
<p>KICKIN' BACK DARTBOARD 2.00 MILES</p>	<p>TRAIL RIDER'S POUCH 1.00 MILES</p>	<p>HILL COUNTRY DAY PACK 0.50 MILES</p>	<p>TRAIL COOK'S IRON SKILLET by Lodge® 0.50 MILES</p>	<p>BUNKHOUSE BBQ TOOLS 1.00 MILES</p>	<p>BIG ROUNDUP SHIRT 0.50 MILES</p>
<p>TRAIL'S END TUB 2.00 MILES</p>	<p>CARGO POCKET SHORTS 0.50 MILES</p>	<p>FIRE STOKER TOOLS 0.50 MILES</p>	<p>FIRE STOKER LOG RACK 0.50 MILES</p>	<p>BLUE HAIR® by Helmer® 0.50 MILES</p>	<p>OUTPOST LANTERN by Dier® 0.50 MILES</p>
<p>DELEKE OUTDOORSMAN TENT by Coleman® 2.00 MILES + 0.50</p>	<p>OUTFITTER'S CAMP TABLE 1.00 MILES + 0.50</p>	<p>OUTFITTER'S CAMP BENCH 0.50 MILES</p>	<p>WOMEN'S SUEDE SHIRT 1.00 MILES</p>	<p>MEN'S SUEDE SHIRT 1.00 MILES</p>	

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.  
The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.

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

# LEGAL ASPECT OF TOBACCO ADVERTISING

1. 1970 Public Health Cigarette Smoking Act
  - A. Prohibited advertising on Radio and TV
  - B. Required health warning labels
2. 1998 Master Settlement Agreement
  - A. Prohibited advertising on transit and billboards
  - B. Prohibited use of cartoons and other marketing practices that targeted individuals under 18
  - C. Prohibited sponsorships of sporting events and concerts
  - D. Prohibited paid product placement
3. 2009 Family Smoking Prevention and Tobacco Control Act
  - A. Gave the FDA control of marketing of Tobacco





Those who cannot  
remember the past are  
condemned to repeat it.



-George Santayana

# CANNABIS INDUSTRY PLAYBOOK

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Play #1:  
It's medicine

# CANNABIS PLAYBOOK: #1 IT'S MEDICINE



# CANNABIS PLAYBOOK: #1 IT'S MEDICINE



# CANNABIS INDUSTRY PLAYBOOK

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Play #2:

Celebrity endorsement/Product  
placement to "*make it cool*"



# CANNABIS PLAYBOOK: #2 CELEBRITY ENDORSEMENT





# CANNABIS PLAYBOOK:

## #2 CELEBRITY ENDORSEMENT



# CANNABIS PLAYBOOK:

## #2 CELEBRITY ENDORSEMENT



# CANNABIS PLAYBOOK:

## #2 PRODUCT PLACEMENT



- Snoop: "He's got a blossoming cannabis line called Khalifa Kush, which I use personally."



# CANNABIS PLAYBOOK: #2 PRODUCT PLACEMENT



# CANNABIS INDUSTRY PLAYBOOK

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Play #3:  
Utilize childlike messaging

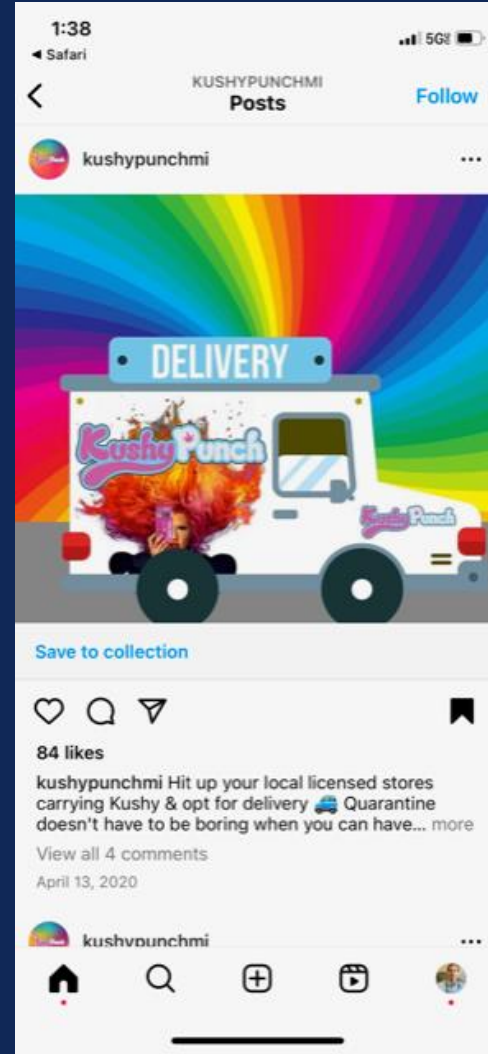
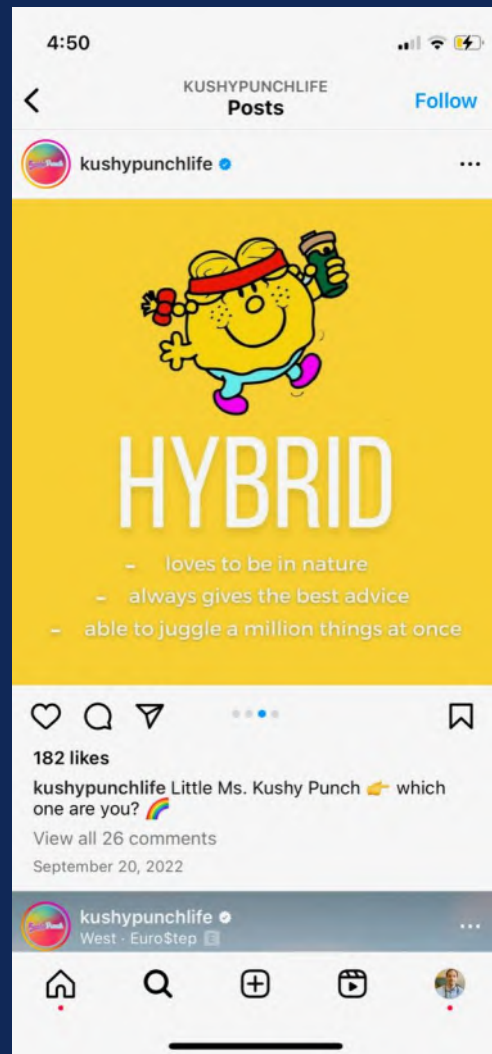
# CANNABIS PLAYBOOK: #3 UTILIZE CHILDLIKE MESSAGING





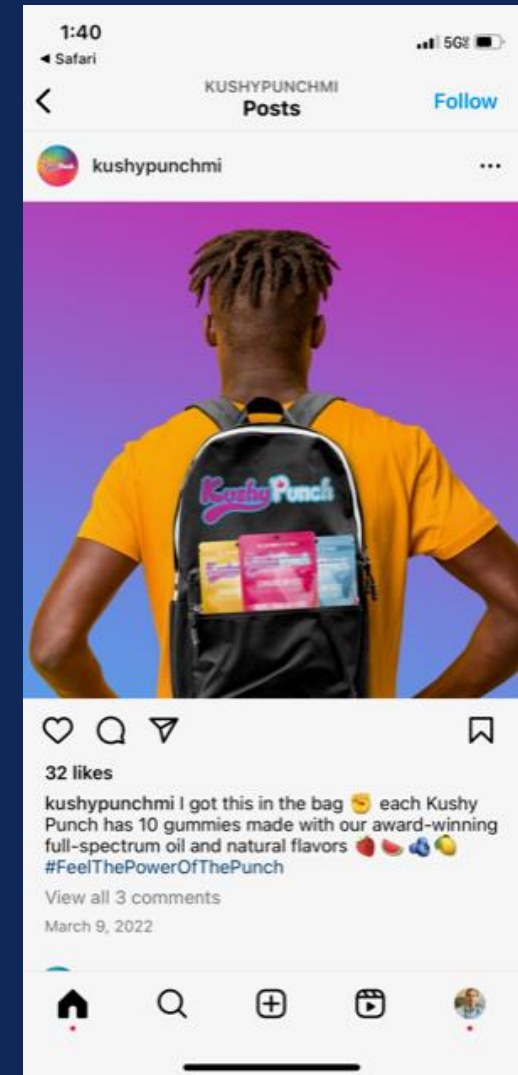
# CANNABIS PLAYBOOK:

## #3 UTILIZE CHILDLIKE MESSAGING



# CANNABIS PLAYBOOK:

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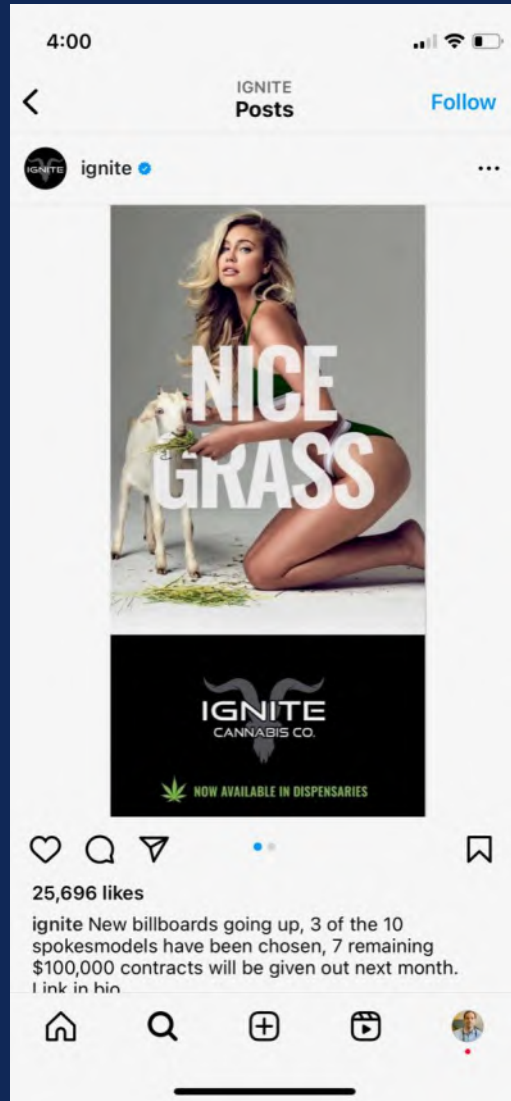
# CANNABIS PLAYBOOK: #3 UTILIZE CHILDLIKE MESSAGING





# CANNABIS PLAYBOOK:

## #3 UTILIZE CHILDLIKE MESSAGING



# CANNABIS INDUSTRY PLAYBOOK

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Play #4:  
Free giveaways/prizes



# CANNABIS PLAYBOOK:

## #4 FREE GIVEAWAYS





# CANNABIS PLAYBOOK: #4 FREE GIVE AWAYS



# CANNABIS ADVERTISING IMPACT ON ADOLESCENTS

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Exposure equals use

# WHY DOES ADVERTISING MATTER?



The cannabis industry spent \$661 million U.S. dollars in 2018 and estimate 3.89 billion in 2028.

**Why?**



Exposure equals use.



# CANNABIS ADVERTISING RESEARCH IN YOUTH

- Study in 2014 and 2015 of 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> graders looked at cannabis use and exposure to advertisements on storefronts, magazines or newspapers, billboards, internet. Adolescents who reported exposure from:
  - 1 channel had a 60% increase in odds of being current marijuana users
  - 2 types of channels increased the odds by 70%
  - 3 or more types of channels more than doubled the odds

# CANNABIS ADVERTISING RESEARCH IN YOUTH

- Study from followed 7th and 8th graders from 2010 until 2017 and looked at their exposure and use over 7 years. Adolescents that reported higher than average exposure to cannabis ads also tended to report:
  - Greater cannabis use
  - Stronger intentions to use cannabis in the future
  - Stronger positive expectancies about cannabis use
  - More negative consequences from use (trouble concentrating,, missed school, did something you later felt sorry for, got into trouble at school or home)

# CANNABIS ADVERTISING RESEARCH IN YOUTH

Study in 2018 in 6 states that legalized recreational use looked at adolescent users 15-19 years old:

- Frequent exposure to cannabis billboards, liking/following cannabis promotions on social media, and cannabis brand engagement were strongly associated with **problematic cannabis use**, these teens meet criteria for a diagnosis of Cannabis Use Disorder.
- Among adolescent lifetime cannabis users, seeing cannabis billboards most of the time/always was uniquely associated with **7.3 times the odds of frequent cannabis use** (vs a control of never seeing these billboards).



# CANNABIS ADVERTISING RESEARCH IN YOUTH

Study in 2019 in Washington State looked at a sample of teens (13-17) and college students and their exposure to pro-cannabis messages in advertising on social media.

- Exposure to pro-cannabis social media messages was positively associated with teens' intentions to use cannabis and perceptions of cannabis, as well as college students current use.
- Participants reported seeing posts about:
  - a celebrity or song that positively portrayed cannabis (80.9%)
  - cannabis being harmless (79.4%)
  - cannabis helping to relieve stress (78%)
  - people using cannabis or being high (77.7%).

# WHO ARE WE FIGHTING FOR?





THANK YOU