CANNABIS TAKES PAGE FROM TOBACCO PLAYBOOK

Dr. Gary Kirkilas
CANNABIS USE AND ADOLESCENTS

Why does it even matter?
Why do we care?
CANNABIS USE AMONG ADOLESCENTS IS UBQUITOUS

- 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
Play #1:
It’s medicine
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

According to a recent Nationwide survey:

DOCTORS in every branch of medicine -- 113,097 in all -- voted in the nationwide study of cigarette preferences. Their ballots ranked the CAMEL 5th. CAMEL out of 200. When asked why, 136 doctors wrote: "I smoke Camel because I'm a doctor, and I can't break an established habit.

Viceroy's FILTER the Smoke!

As your Dentist, I would recommend Viceroy.

CAMELS Costlier Tobacco
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 nicotine, 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-WELL—without loss of satisfaction or good health.”

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

Play #2: Celebrity endorsement/Product placement to “make it cool”
Tobacco Playbook: #2 Celebrity Endorsement
Tobacco Playbook: #2 Celebrity Endorsement

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

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 1956 National Football League Most Valuable Player, a Marlboro man all the way.

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

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.
TOBACCO PLAYBOOK: #2 CELEBRITY ENDORSEMENT
TOBACCO PLAYBOOK: #2 PRODUCT PLACEMENT

April 28, 1983

Mr. Bob Kovaleff
ASSOCIATED FILM PROMOTION
10140 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

Dear Sirs,

Ref: "SUPERMAN III" - OUR NOTE

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

1. The exposure of the Material referred to above shall be afforded in a major scene in the Film involving Superman (Christopher Reeve) and Superman (Christopher Reeve) and will be filmed in accordance with the shooting script in areas presently numbered 353 through 374, a copy of which is attached. The size of the Hillwood referred to above shall be approximately 10 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 therethrough and in due time as we shall notify, all necessary material and art work etc., that we may reasonably require to make an advertisement of the Material(s) referred to above.

(b) You will ensure that all production of the Film as required and which is the subject of this agreement shall be exhibited in the manner of your Company's products and/or advertising material which you will supply to us.
TOBACCO INDUSTRY: PLAYBOOK

Play #3: Utilize childlike messaging
TOBACCO PLAYBOOK:
#3 UTILIZE CHILDLIKE MESSAGING
TOBACCO PLAYBOOK: #3 UTILIZE CHILDLIKE MESSAGING
Tobacco Playbook: #3 Utilize Childlike Messaging
TOBACCO PLAYBOOK:
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#3 UTILIZE CHILDLIKE MESSAGING
NICOTINE PLAYBOOK: #3 UTILIZE CHILDLIKE MESSAGING
Tobacco Industry Playbook

Play #4: Free giveaways/prizes
TOBACCO INDUSTRY PLAYBOOK: #4 FREE GIVEAWAYS
TOBACCO INDUSTRY PLAYBOOK: #4 FREE GIVEAWAYS
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

Play #1:
It’s medicine
CANNABIS PLAYBOOK: #1 IT’S MEDICINE
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#1 IT’S MEDICINE
Play #2: Celebrity endorsement/Product placement to “make it cool”
CANNABIS PLAYBOOK: #2 CELEBRITY ENDORSEMENT
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#2 CELEBRITY ENDORSEMENT
CANNABIS PLAYBOOK: #2 CELEBRITY ENDORSEMENT
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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CANNABIS INDUSTRY PLAYBOOK

Play #4:
Free giveaways/prizes
CANNABIS PLAYBOOK: #4 FREE GIVEAWAYS

FREE TACOS + PREROLL
NO PURCHASE NECESSARY
NOV. 25TH 12PM-8PM
ALL LOCATIONS - DJ ON SITE

TIMELESS ICE CREAM TRUCK TAKEOVER
3pm-7pm

MINT CANNABIS
FRIDAY, SEPT. 23
AT TEMPE
520 S PRIEST DR, GUADALUPE, AZ 85283

ZIGGY’S MAGIC PIZZA SHOP
FREE CAR GIVEAWAY
420
VISIT MINTDEALS.COM FOR OFFICIAL RULES & REGULATIONS

FREE CAR GIVEAWAY
420
FREE CAR GIVEAWAY
420
CANNABIS PLAYBOOK: #4 FREE GIVE AWAYS
CANNABIS ADVERTISING IMPACT ON ADOLESCENTS

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.
Study in 2014 and 2015 of 8th, 10th, and 12th 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