

decode Marlboro

With predictions of harmful-effects from smoking hitting the news, the 1950's marked the first major decline in tobacco use.ⁱ To seek growth, Philip Morris embarked on a massive research investigation, which included America's youth.ⁱⁱ Their goal, to find the "perfect symbol of independence and...rebellion" that would "turn rookie smokers on to Marlboro."ⁱⁱⁱ They discovered what would become the No. 1 advertising icon of the 20th Century - The Cowboy, better known as the Marlboro Man.^{iv}

Judged by *Advertising Age*, the advertising industry's leading trade publication, the Marlboro Man ranked above Ronald McDonald, the Jolly Green Giant, Betty Crocker and the Energizer Bunny as the most effective, recognizable and powerful icon of the century.^v

Representing the "authentic American hero," Marlboro's Cowboy was the perfect lure for adolescents looking for a badge of adulthood.^{vi} Living in the wide-open, untamed terrain of "Marlboro Country," the Marlboro Man's role is to link smoking with independence, adventure, rebellion and masculinity.^{vii} Decades of scientific evidence reveal however, that smoking causes the opposite of independence and masculinity. Addiction, death and impotence are just a few of the negative health effects caused by smoking.^{viii}

Despite the contradiction between the promise of the ad campaign and the grim reality of tobacco use, the Marlboro Man turned around a declining market.^{ix} Marlboro's "phenomenal growth rate" came largely from 15 to 17 year-olds, according to an internal 1975 Philip Morris report.^x

While Philip Morris claims they no longer target youth, they still run the historic campaign that has been shown by researchers, government officials, advertising professionals, and even the tobacco giant itself, to attract youth. Marlboro remains the No. 1 cigarette brand among youth 12-17.^{xi}

LEADING A WORLDWIDE EPIDEMIC

Philip Morris is also seeking growth overseas – especially in third world countries that have limited restrictions. By exploiting images of the "American Dream" abroad, Marlboro has become the No. 1 cigarette brand in the world.^{xii} Each year, smoking kills over 4 million people worldwide.^{xiii}

HOOKING YOUTH

A 1969 report from Philip Morris explains their hook for youth: "Smoking for the beginner is a symbolic act...I am no longer my mother's child, I'm tough, I am an adventurer...As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit."^{xiv}

MISLEADING IMAGES

The Marlboro Man and Marlboro Country suggest that smoking offer an active lifestyle, with freedom and independence. In reality, smoking is an addiction that renders users dependent on nicotine and, sometimes, an oxygen tank.^{xv}

COWBOYS DIE FROM SMOKING

More than one actor who portrayed the Marlboro Man died from smoking. David Millar Jr., the original Marlboro Man, died from emphysema. David McLean and Wayne McLaren died from lung cancer.^{xvi}

FALSE HOPES OF MANHOOD

Although the Marlboro Man depicts a rugged and masculine lifestyle, smoking causes impotence.^{xvii}

THE DECEPTION OF LIGHT CIGARETTES

In March 2003, Philip Morris was found guilty of defrauding smokers by suggesting the “Light” cigarettes are less hazardous. They did this by manipulating tar & nicotine readings on government testing machines. Knowing that machines only hold the tip of the filter, tobacco companies poke tiny holes throughout the filters to allow toxins to escape before reaching the tar & nicotine reader. This results in low readings. Unsuspecting smokers block those holes with their lips or fingers when they smoke, preventing toxins from escaping before they inhale.^{xviii}

ⁱ Elmo Roper. A Look at the Cigarette Industry and Philip Morris' Role in it – in the Immediate Past, Present, and Future. 26 Feb 1957. Bates No. : 1001753346. <http://legacy.library.ucsf.edu/tid/zdh64e00> (Retrieved Nov 2003); U.S. Centers for Disease Control and Prevention. “Achievements in Public Health, 1900-1999: Tobacco Use – United States, 1900-1999.” *Morbidity and Mortality Weekly Report*, 5 November, 1999, Vol 48, No 43;986. <http://www.cdc.gov/mmwr/PDF/wk/mm4843.pdf>.

ⁱⁱ American Medical Association (AMA). *Tobacco Use in America Conference: final report and recommendations from the health community to the 101st Congress and the Bush Administration*. Chicago: American Medical Association, 1989; Elmo Roper. A Look at the Cigarette Industry and Philip Morris' Role in it – in the Immediate Past, Present, and Future. 26 Feb 1957. Bates No. 1001753346. <http://legacy.library.ucsf.edu/tid/zdh64e00> (Retrieved Nov 2003);

Elmo Roper and Associates. A Study Of Attitudes Toward Cigarette Smoking and Different Types of Cigarettes. Jan 1959. Bates No. 689314159/4224. <http://legacy.library.ucsf.edu/tid/imo01f00> (Retrieved Nov 2003);

Elmo Roper and Associates. Volume 1 A Study of Attitudes Toward Cigarette Smoking and Different Types of Cigarettes. Jan 1959. Bates No. 85871791/1807. <http://legacy.library.ucsf.edu/tid/agd70e00> (Retrieved Nov 2003);

Elmo Roper and B.W. Roper. A Study of Peoples' Cigarette Smoking Habits and Attitudes, Volume I. Aug 1953. Bates No. 2022239148/9333. <http://legacy.library.ucsf.edu/tid/tnv67e00> (Retrieved Nov 2003);

Elmo Roper. More From a Study of People's Cigarette Smoking Habits and Attitudes. Philip Morris. 11 Dec 1953. Bates No. 2022239080/9097. <http://legacy.library.ucsf.edu/tid/fqw74e00> (Retrieved Nov 2003);

Elmo Roper. A Study of Preferences Between Two Philip Morris Package Designs. Jun 1955. Philip Morris. Bates No. 1001751462/1603. <http://legacy.library.ucsf.edu/tid/tdh64e00> (Retrieved Nov 2003);

Elmo Roper. A Study of the Public's Attitudes Toward the “Mother and Baby” Cigarette Advertisement Prepared for Philip Morris, Inc. Jul 1955. Philip Morris Collection. Bates No. 2022239605/9666. <http://legacy.library.ucsf.edu/tid/gis71f00> (Retrieved Nov 2003);

Elmo Roper & Associates; RM Bruskin Associates; Canadian Gallup Poll; CRS. A study of attitudes toward cigarette smoking and different types of cigarette. Jan 1959. Bates No. 515717250/7484. R. J. Reynolds Collection. <http://legacy.library.ucsf.edu/tid/pfu61d00> (Retrieved Nov 2003);

Elmo Roper and Associates. A Study of Attitudes Toward Cigarette Smoking and Different Types of Cigarettes, Volume II. Jan 1959. Philip Morris Collection. Bates No. 2040066370/6648. <http://legacy.library.ucsf.edu/tid/nnc04e00> (Retrieved Nov 2003);

Hilts P. J. *Smokescreen - The Truth Behind the Tobacco Industry Cover-Up*. Addison-Wesley Publishing Company, Inc., 1996.

ⁱⁱⁱ AMA. *Tobacco Use in America Conference: final report and recommendations from the health community to the 101st Congress and the Bush Administration*. Chicago: American Medical Association, 1989;

InFact Staff. *Global Aggression: The Case for World Standards and Bold US Action Challenging Philip Morris & RJR Nabisco*. 1998. <http://infact.org/par98.html> (Retrieved Nov 2003).

-
- ^{iv} Leo Burnett Agency. [This is the Marlboro Story]. 1974. Philip Morris Collection. Bates No. 2045214144/4153. <http://legacy.library.ucsf.edu/tid/sas92e00> (Retrieved Nov 2003); Klein D, Donaton S. *The Advertising Century: Top 10 advertising icons of the century*. http://www.adage.com/century/ad_icons.html (Retrieved Nov 2003).
- ^v Klein D., Donaton S. *The Advertising Century: Top 10 advertising icons of the century*. http://www.adage.com/century/ad_icons.html (Retrieved Nov 2003).
- ^{vi} AMA. *Tobacco Use in America Conference: final report and recommendations from the health community to the 101st Congress and the Bush Administration*. Chicago: American Medical Association, 1989; Action on Smoking and Health (ASH). *Tobacco Explained: The truth about the tobacco industry...in its own words*. Chapter 3: Marketing to Children & Chapter 4: Advertising. 25 June, 1998. <http://www.ash.org.uk/html/conduct/html/tobexpld0.html> (Retrieved Nov 2003).
- ^{vii} AMA. *Tobacco Use in America Conference: final report and recommendations from the health community to the 101st Congress and the Bush Administration*. Chicago: American Medical Association, 1989; ASH. *Tobacco Explained: The truth about the tobacco industry...in its own words*. Chapter 4: Advertising. 25 June, 1998. <http://www.ash.org.uk/html/conduct/html/tobexpld0.html> (Retrieved Nov 2003).
- ^{viii} National Institutes on Drug Abuse (NIDA). "Nicotine Addiction." *National Institute on Drug Abuse Research Report Series*, Reprinted August 2001. <http://www.drugabuse.gov/PDF/NicotineRR.pdf> ; (Retrieved Nov 2003); Tengs T, Osgood N. "The Link Between Smoking and Impotence: Two Decades of Evidence." *Preventive Medicine*. 2001, 32:447-452.
- ^{ix} AMA. *Tobacco Use in America Conference: final report and recommendations from the health community to the 101st Congress and the Bush Administration*. Chicago: American Medical Association, 1989.
- ^x Johnston M. *The Decline in the Rate of Growth of Marlboro Red*. 21 May 1975. Philip Morris Collection. Bates No. 2022849875/9880. <http://legacy.library.ucsf.edu/tid/zmf78e00> (Retrieved Nov 2003).
- ^{xi} U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration (SAMHSA). *2002 National Household Survey on Drug Abuse & Health*. Chapter 4: Tobacco. 2002. <http://www.samhsa.gov/oas/nhsda/2k1nhsda/vol1/chapter4.htm#4.smoked> (Retrieved Nov 2003).
- ^{xii} ASH. *Tobacco Explained: The truth about the tobacco industry...in its own words*. Chapter 7: Emerging Markets. 25 June, 1998. <http://www.ash.org.uk/html/conduct/html/tobexpld0.html> (Retrieved Nov 2003); Hammond R. *Addicted to Profit: Big Tobacco's Expanding Global Reach*. <http://essentialaction.org/addicted/country.html> (Retrieved Nov 2003); Mackay J, Eriksen M. *The Tobacco Atlas*. Geneva: World Health Organization, 2002.
- ^{xiii} World Health Organization (WHO). *The World Health Report 1999, Making a Difference*. Geneva: World Health Organization, 1999.
- ^{xiv} Philip Morris. *Why One Smokes*. 1969. Philip Morris Collection. Document Bates No. 1003287836/7848. <http://legacy.library.ucsf.edu/tid/pds74e00>(Retrieved Nov 2003);
- ^{xv} NIDA. "Nicotine Addiction." *National Institute on Drug Abuse Research Report Series*, Reprinted August 2001. <http://www.drugabuse.gov/PDF/NicotineRR.pdf> (Retrieved Nov 2003).
- ^{xvi} Associated Press. "Marlboro Man dies at age 51," 25 July, 1992; Lovell G. *You are the target. Big Tobacco: Lies, Scams – Now the Truth*, Chryan Communications; 1 October, 2002. http://you-are-the-target.com/truth_and_consequences_page_two.html. (Retrieved Nov 2003).
- ^{xvii} Tengs T. et al. "The Link Between Smoking and Impotence: Two Decades of Evidence." *Preventive Medicine*, 2001, 32:447-452.
- ^{xviii} National Cancer Institute. *The FTC Cigarette Test Method for Determining Tar, Nicotine, and Carbon Monoxide Yields of U.S. Cigarettes, Report of the NCI Expert Committee*. Smoking & Tobacco Control Monograph No. 7, Chapter 1: Cigarette Testing and the Federal Trade Commission: A Historical Overview. U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, NIH Pub. No. 96-4028. August 1996; National Cancer Institute. *Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine*. Smoking & Tobacco Control Monograph No. 13, Chapter 2: Cigarette Design & Chapter 3: Compensatory Smoking of Low-Yield Cigarettes. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, NIH Pub. No. 02-5074, October 2001; Pollay R, Dewhirst T. "The dark side of marketing seemingly "Light" cigarettes: successful images and failed fact." *Tobacco Control* 2002;11:i18-i31.