Digital Marketing, Tobacco, Alcohol, Food and Beverage

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Introductions/Presenters

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C.Phil, Media Researcher, leads the research team at BMSG by designing research projects, media analysis and social science

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Tobacco Control & Media Advocacy Consult at BMSG, including obesity and other public health issues
How familiar are you with the concept of Digital Marketing?
Objectives

• Learn the basic tenets of marketing tobacco, alcohol, and unhealthy food in the digital age.

• Understand how these industries use digital media to target youth.

• Analyze similarities and differences between marketing for tobacco compared to alcohol, food and beverages.

• Discuss the state of current digital marketing regulations, and how Vermont Community coalitions can address the challenges caused by the industry digital media practices.
• Importance of digital marketing
• Context: examples from food, beverage, and alcohol marketing
• Digital tobacco marketing: examples & open questions
• Discussion
The Problem: Children as Media Consumers

Among all 8- to 18-year-olds, total media time consumed on each platform:

- 32% On a TV
- 25% On a computer
- 20% On a mobile device
- 6% On a console video game player
- 6% On a radio
- 4% Movie theater
- 3% Print
- 4% CDs
Mobile Technology Enables Geo-Targeting

- Location and place targeting
- Real-world behavioral targeting
- Time of day
- Weather

- Brightkite.com
Advergames
Social Media: From In-Store to Apps

Use the innovative scope feature to scan physical Captain Morgan bottles to unlock valuable in-game rewards.

Use the innovative scope feature to discover virtual loot in the physical world.
Originally applied only to websites

Extended to include new data:
- Geolocation, photographs, videos and audio files with a child’s image or voice
- User names, e.g. an email address, an instant message identifier, etc
- Persistent identifiers, such as IP addresses and mobile user IDs
Regulatory Protections:
Children’s Online Privacy Protection Act

• Extended to include new *hosts*:
  • Websites that host ad networks and plug-ins like Twitter’s “tweet” button that collect personal information for their own use.
Other Protections:
Industry Self-Regulation

- Interactive Advertising Bureau & consumer opt-out
- Aboutads.info
Alcohol Website Age Verification

Welcome to MillerCoors.

You must be of legal drinking age (21 or older) to enter our site.

You are being redirected to www.thecoalspot.gov - a place for teens to find info on alcohol and resisting peer pressure.
Alcohol Website Age Verification

The Cool Spot

What's On This Site

Reality Check
- Facts About Alcohol
  - How Much Alcohol is in a Drink?

Alcohol: Too Much, Too Soon, Too Risky
- Mood Swinger
- Deep Digging
- More...

Peer Pressure
- Why Peer Pressure Can Work
- Peer Pressure Bag of Tricks
- More...

Meet Your Expectations
- Well, What Did You Expect?

The Right to Resist
- Resisting Spoken Pressure
- Know Your No's
- More...

Real Life
- For Help
- Healthy Body and Mind
- More...

The Young Teen's Place for Info On Alcohol and Resisting Peer Pressure

Reality Check
How much drinking is going on?

Nationwide, how many kids ages 12 to 17 drank alcohol in the past month, on average?
- Most: 8 out of 10
- Half: 5 out of 10
- A few: Less than 2 out of 10

Search [ ] Go!
Alcohol Website Age Verification
Outside Tactics: Pressure can be Effective
Outside Tactics: Pressure can be Effective
Question 1

How can you raise awareness about industries’ Digital Marketing tactics?
What similarities or differences have you noticed between tobacco marketing and marketing for other products?
Total Internet Spending

Tobacco Company Spending on Internet Marketing and Company Websites

Source: FTC, 2011
Main Brand Advertising

- Not too creative
- Age restricted
Tobacco Sales on the Internet

- Has been way for sellers to avoid taxes and age restrictions
- No link to major manufacturers
- PACT Act of 2010 aimed at correcting some of these problems
Cigarettes For Sale Saves YOU UP TO 60%
Order today - No tax and no shipping fees!
View Products & Score Extra Savings
E-Cigarettes and Other Products

- Scope of e-cigarette sales
- Status of FDA jurisdiction over e-cigarettes
- FDA authority over other products
Smokers’ Rights

• National
• Local
• Limited Success
• Some Tobacco Industry Connections
Welcome to Forces International's Liberty News Network

Search the Forces News database

Search the News Portal

Search results (3)

Burlington, Vermont
Date: 23rd January 2012
* We had previously reported on a outdoor smoking ban of downtown Burlington. The ban smoking was between the hours of 9 a.m.

Hysteria in Vermont
Date: 11th January 2012
* City councils passed the outdoor smoking ban on a vote of 8-6. It extends beyond Church Street; there could be no lig

New York
Date: 16th March 2011
Senate Bill 5, 2983 would add an additional $1.65 tax to the already staggering $4.35 the state levies in taxes on a pack of cigarettes. The tax hike last year saw sales increase in Vermont and Pennsylvania. New Jersey, New Hampshire and Rhode Island are considering reducing their cigarette tax to raise revenues.
ELECTION DAY IN VIRGINIA
IS TUESDAY, NOVEMBER 5TH!

As an adult tobacco consumer, you know as well as anyone how the decisions made by legislators impact your daily life. Don't miss your chance to make a difference in state and local elections this year!

Visit www.tobaccorights.com/Vote to learn how to vote on Election Day or to sign-up to receive text messages about tobacco related issues.

Provided by Phillip Morris USA, U.S. Smokeless Tobacco Company and John Middleton.
If you do not wish to receive future election-related mailings, call (877) 514-8883.
How many of you have noticed a tobacco presence on Social Media?
Tobacco & Social Media

- Facebook
- YouTube
- Other sites
Smoking

Interest

Smoking is a practice in which a substance, most commonly tobacco or cannabis, is burned and the smoke is tasted or inhaled. This is primarily practised as a route of administration for recreational drug use, as combustion releases the active substances in drugs such as nicotine and makes them available for absorption ...

1.186,142 people like this
10,114 people are talking about this

Smokers' Rights Party
6,049 likes - 227 talking about this
Search Results

Sponsored Links

Smokers Rights

Smokers Rights

Smokers Debate
LibertyMutual.com/Responsibility - Would You Prefer Non-Smoking Coworkers? Should They Be Banned?

thesmokersclub

Smokers Rights Newsletter mailed once a week. That's it... no other email...

Members: 1782
Archive: Membership required
Latest Activity: yesterday
Moderated: No
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illinoissmokers

..., taxes and other topics relating to smokers and smokers' rights. WELCOME NEW MEMBERS!! I'M SURE ...

Members: 227
Archive: Membership required
Latest Activity: 1 week ago
Moderated: No
Created: 8 years ago

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...’s Club, Inc. You will get a copy of the Smokers Rights Newsletter each week. Please ask your friends to also join...
Apps and New Technology

Cigar News and Reviews

About Cigar News and Reviews
Get the latest cigar news and reviews formatted exclusively on your iPhone or iPod Touch. If you enjoy cigars, then you will want to bookmark this app to your home screen or send to a friend that enjoys cigars as well! Updated daily with best cigar news on the Internet. Bookmark or send to a fellow cigar smoker!

What's New in this Version
- Updated url
- Updated company url

Details
Company: Crossgates AC
URL: Cigar News and Reviews
Post Date: December 12, 2008
Tobacco Digital Marketing

- Age-verification is strong on branded tobacco sites but weak on other sites
- Lots of non-branded tobacco presence online
- Ample opportunity for stealth marketing from “private citizens”
- Every incentive to do it, but every incentive to not get caught
Investigate and Monitor

- Are tobacco companies using mobile and GPS-targeted marketing?
- What tobacco exposures exist online from games, movie promotions, downloads, and other movie tie-ins?
- Do online videos violate the ban on TV advertising?
- What age-verification are social media using when they sell “smokers” as a target group to advertisers?
• Please use the “raise hand” function to speak. We will unmute you in the order that you appear.

OR

• Type your question in the question box.
What are you taking away from this webinar?
Thank You!

Look out for the evaluation we will email shortly after the webinar has been completed.

This webinar has been recorded and will be available on the Healthy Vermont Training Center via the CAI project website.

Thank you for your participation!