

A Puff Here - A Puff There

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You sell a legal product that generates tax revenue for the government coffers. However, some people seem to dislike the fact that you still (legally) advertise your product, even if you include the mandatory health warnings on your packages and in advertising: Such are the woes of manufacturers of cigarettes these days.

In June 2007, forty-one members of the U.S. Congress asked 11 magazines targeted toward women to voluntarily refuse to accept advertisements for cigarettes. The 11 magazines in question include Vogue (<http://www.style.com/vogue>), Glamour, Lucky, W (<http://www.style.com/w>) (all Condé publications), Cosmopolitan, Marie Claire (Hearst Communications publications), Us Weekly (Wenner Media) In Style (Time Inc.) and Interview (Brant), Soap Opera Digest (Primedia) and Elle (Hachette Filipacchi Media).

In the letter sent by the members of Congress indicates that the public health consequences associated with smoking would not be considered stylish or glamorous. The letter also indicated that 54,000 women a year die because of cancer related to smoking.

Camel No. 9, a cigarette brand made by the R. J. Reynolds Tobacco Company, is one of the brands advertised in magazines. RJR does have a policy on placing print advertising.

Questions:

1. Identify all of the relevant marketing theories and concepts that relate to the identified issue.
2. Should companies that produce a “legal” product that can be “legally” advertised be afforded the right to decide whether or not to advertise their brands.
3. What arguments would the manufacturers of cigarette brands use to defend their position to advertise?
4. What arguments would the magazines that accept and those that reject such ads use to defend their positions?
5. Select one of the magazines identified. Is advertising such a product compatible with the image and focus of the magazine? with the needs of the target market of the magazine?
6. If you were the editor/publisher of one of the magazines, what would you do? If you were the senior marketing officer of the cigarette company, what would you do?

Reference

Ives, Nat (2007, June 8). Congress asks women’s mags to quit their smoking habit. *Advertising Age*, Retrieved June 8, 2007 from http://adage.com/mediaworks/article?article_id=117234