

Tobacco Marketing Works...



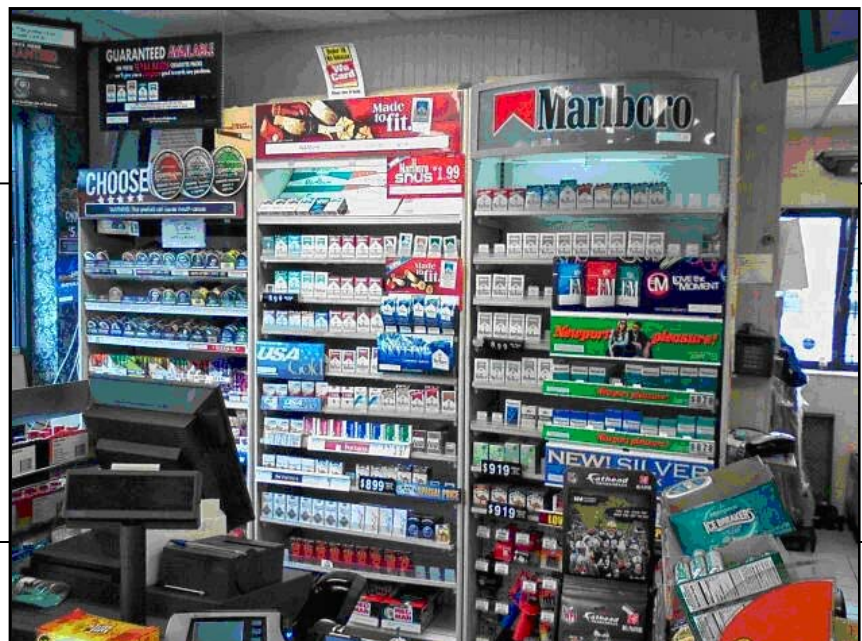
The tobacco industry spends billions of dollars to market its deadly products in our stores including...

- Paying retailers to prominently display tobacco products
- In-store advertising
- Price discounts and
- Other in-store promotions.

Exposure to tobacco marketing in stores is a primary cause of youth smoking.

Every day, our kids are exposed to a tremendous amount of tobacco marketing in our convenience stores, pharmacies and grocery stores.

To protect our kids, we must reduce youth exposure to in-store tobacco marketing.



Tobacco Marketing Works...

It's not an accident that tobacco product displays are placed directly behind the counter in most retail stores¹:

“Primary Cigarette Merchandising Area” or “PCMA” means the area in Retailer’s store located either entirely behind a Selling Counter or entirely within the Line of Sight of a Selling Counter within a Transaction Area designated by PM USA to be the main area in which cigarettes are merchandised on Fixtures. To constitute the PCMA, an area, if located behind the Selling Counter, must consist of (i) one Fixture or (ii) two or more Fixtures entirely behind the Selling Counter that are placed contiguously or in close proximity to each other and, if located within the Line of Sight of a Selling Counter, must consist of (i) one Fixture or (ii) contiguous Fixtures, all as determined by PM USA. There may only be one PCMA in a Retailer’s store.

It's not an accident that the most popular cigarette brands are displayed at eye level²:

This means, in fact, that shelves at eye level are the best selling shelves. Hence the merchandising phrase **“Eye Level is Buy Level”**, because items placed at eye level are more likely to be purchased than those on higher or lower shelves.

1. Philip Morris Retail Leaders 2005 Plan Group F merchandising contract, <http://legacy.library.ucsf.edu/tid/rdu07a00>
2. “What do you do?” British American Tobacco, <http://legacy.library.ucsf.edu/tid/wih08a99>