

# SMOKESCREEN

October 2006

## LOCATION LOCATION LOCATION

– cigarettes sit in the most important retail space in the shop

Although it's common, it's no accident that cigarettes are located at the check-out. In marketing, placement is critical and the check-out is the hottest space in a retail environment. Companies simply would not pay the huge sums to get their products there if it didn't lead to sales increases. Cigarette displays at the check-out are considered the tobacco industry's "most important sphere of influence."

C-Store: The route trade and oil channel magazine. 2006. Putting a squeeze on cigarettes. 8(2): 6.



THE PLACE WE'RE MOST EXPOSED TO SMOKING IS INDOORS.

## Good placement triggers IMPULSE PURCHASING

One of the critical reasons that location at the check-out works, is that people get stalled there with money in their hands. When they look around they are confronted with a glut of cigarette packages strategically placed at eye level. Any product in that location benefits, and unfortunately the product that most often sits in this prime retail location is highly addictive and causes lethal cancers.

McCarville, R. & Bee, C. 1999. Point of purchase techniques and their influence on tobacco consumption: A review of literature in private sector journals. Report prepared for Centre for Behavioral Research and Program Evaluation, University of Waterloo, Waterloo, Ontario.

## Displays can trigger ex-smokers to relapse

By encouraging impulse purchasing, cigarette displays can undermine efforts by people to quit smoking or remain smoke-free. It is not rocket science to recognise that confronting a person struggling with nicotine cravings with cigarettes every time they fill up their car, buy groceries or pop down to the dairy is going to undermine their quit attempt.

Paynter, J., Freeman, B., Hughes, B and Collins, D. 2006. Bring down the powerwall: A review of retail tobacco displays. A report prepared for ASH NZ and the Cancer Society of New Zealand Inc.

### Cigarettes

Two years ago I went through the agony of giving up a 35-year addiction to cigarettes.

The hardest part was standing at the checkout of the supermarket, the local store, the local take-away, newsagency, looking at the display of cigarettes urging me to buy them.

While I waited, I was fighting my addiction, and drooling over the displays at "the till" and resisting the temptation to give in and buy the damned things.

A ban on "point of sale display" would have helped me. I gave up too late, I got lung cancer.

I now ignore the displays at checkouts. I'm too busy trying to live with one lung and becoming one of the 10% who survive lung cancer.

No excuses for advertising death at checkouts for me, no excuses.

INA McBRIDE  
Dodges Ferry

LETTERS  
TO THE  
EDITOR

# NZ BEING LEFT BEHIND

The current NZ regulations on cigarette displays are overly complicated, contrary to the spirit of the legislation and badly implemented. Partial bans such as restricting the size of displays simply don't work. A complete ban is needed and internationally there is growing momentum to do exactly that.

## ICELAND

- In August 2001 Iceland became the first jurisdiction in the world to implement a law banning all retail displays of tobacco. The tobacco industry challenged the law but lost the case.

## CANADA

- In March 2002 the Canadian province of Saskatchewan became the second jurisdiction to ban cigarette displays. Again the tobacco industry challenged the law but lost the case. Seven of Canada's 13 provinces and territories have now passed laws banning cigarette displays and there is now a real chance that before too long the whole of Canada will be free of cigarette displays.

## THAILAND

- In Thailand, the ban on retail displays occurred through the new application of existing legislation. Enforcement of the ban began September 24, 2005.

## NORWAY, SCOTLAND, AUSTRALIA

- Other jurisdictions considering banning retail displays of tobacco are Norway, Scotland and the Australian states of Tasmania and New South Wales.

Ban Displays, FAQ's, Canadian Council for Tobacco Control website. Online at: <http://www.cctc.ca/cctc/EN/bandisplays/faq>

Cigarette displays affect everyone because everyone – including children - needs to go through the check-out. No matter what we teach our children in schools they are confronted with cigarettes everywhere they go and this undermines health messages and makes smoking seem normal and desirable.

## Cigarette Displays Influence Children

Research in Australia found that school students shown photos of cigarette displays thought it would be easier to get cigarettes than students shown photos of tobacco-free displays. This perception increases the risk of smoking.

Wakefield, M. et al 2006. An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays. Health Education Research (Advance Access May 15).

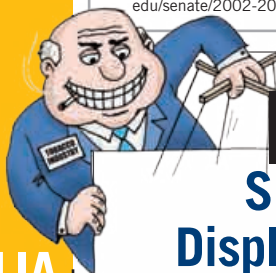


## Cigarettes are under-regulated

**SERIOUSLY**

Cigarettes are the only consumer product that kills when used as the manufacturer intended. Whilst there are risks associated with many activities, smoking is unique because it is addictive, toxic, and lethal to half of its long-term users. Other dangerous legal products such as guns and pharmaceuticals have retail restrictions – why do we not do the same thing for cigarettes?

'Accepting Tobacco Industry Funding for Research: An Overview of the Issues', Tobacco Funding and Scientific Research Workshop, February 22-23, 2003, New Orleans. [www.ucsf.edu/senate/2002-2003/Tobacco-MoneyBrief.pdf](http://www.ucsf.edu/senate/2002-2003/Tobacco-MoneyBrief.pdf), Accessed 29/9/2006.



## Tobacco Companies Spend Big on Cigarette Displays Because They Work

As governments restrict other types of marketing and promotion, cigarette displays have become a crucial part of the tobacco industry's marketing strategy as the following industry quotes attest.

"New government restrictions are rapidly increasing the importance of retail marketing as a part of the overall marketing mix." -Philip Morris

"Retail marketing is therefore no longer the support mechanism, [but] the primary communication vehicle." -Philip Morris

Philip Morris. [Presentation notes-slides 1-73 Australian retail market: notes for a NY Marketing Meeting]. 1992. Philip Morris. Bates No.2504107172A/7192. <http://legacy.library.ucsf.edu/tid/dii29e00>

## HEALTH GROUPS CALL ON THE GOVERNMENT TO:

- Completely ban cigarette displays.
- License cigarette retailers, and give the Ministry of Health the power to revoke the license if retailers fail to comply with legislation.
- Investigate movement toward limiting tobacco retailer licenses to outlets inaccessible to under 18's.