

# Data Facts

## Tobacco and Alcohol Advertising and Promotion

### Advertising Directed Toward Youth

Generally, new tobacco and alcohol customers come from three groups: children, people who formerly smoked or drank, and young women. To maintain their sales, both industries must keep current consumers and continually generate new customers. The industries do this by advertising smoking and drinking as socially attractive, acceptable, and economical. Here are some facts about tobacco and alcohol advertising and kids:

- Tobacco companies spent an estimated \$600 million on promotional items in 1993.
- Research showed that the "Joe Camel" logo was recognized by six-year-old children as frequently as the "Mickey Mouse" logo was.
- Children who smoke overwhelmingly choose Marlboro, Camel and Newport, the three most heavily advertised brands.
- 39% of students surveyed can name something they like about advertisements for alcoholic beverages. The most common response from kids was that advertisements spotlight attractive people and make drinking look like fun.
- More than half of all children surveyed can link Spuds Mackenzie with Budweiser Beer.

Marin Institute For the Prevention of Alcohol and Other Drug Problems  
[www.marininstitute.org](http://www.marininstitute.org)

• [How to Assess Alcohol Advertising and Promotions](#)

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