

Background Information

Marketing Methods

Advertising, through the use of mass media, delivers a persuasive message about a product, service, or idea to a large group of people at a single time. This message is intended to influence the attitudes and beliefs of those exposed to it with the hopes of resulting in a specific action. For advertising to be effective, it must be seen repeatedly and attract the attention of the target audience (The Centers for Disease Control and Prevention's Office on Smoking and Health, 1995).

Advertising encourages consumers to begin to use and continue to use a specific product. Advertisers use strategic marketing strategies to create an image of what the product represents and associates their products with positive experiences and personal appearances.

Advertising is about creating a relationship between subjects and objects. Messaging in advertising often promises that the product will improve some part of an individual's life (e.g., success, strength, masculinity, attractiveness, femininity) (Ad-Vantage, A Smoke Free Grad of 2000 Program, The Saskatchewan Lung Association, 2000).

Advertising can be effective and deceiving. Many companies portray unrealistic images related to appearances, body image and self-esteem. Tobacco companies have been deceiving consumers for years by claiming that tobacco products will make an individual healthy, attractive, successful, masculine, athletic, etc. Scientific and evidence-based research over the years has proven otherwise. Tobacco products cause disease and illness, as well as physical, emotional, social and financial consequences.

Note:

The Federal *Tobacco Act* restricts advertising and promotion in Canada.

Please refer to the background information on:

Tobacco and The Law – Canada's *Tobacco Act*