

# How long has Big Tobacco bought its way on screen?

Count the decades. This timeline shows how the tobacco industry has exploited entertainment to sell smoking worldwide.

1920

1930

1940

1950

1960

1970

1980

1990

2000

**CROSS PROMOTION**

1929: FTC probes tobacco "testimonials"

1942: FTC opens new Hollywood ad investigation

**298** Hollywood ads for twenty different tobacco campaigns

Tobacco ads plugged Hollywood, 1928-1951

Paramount	53
Warner Bros.	34
Fox	29
MGM	28
RKO	21
Columbia	19
United Artists	28
Universal	13
Others (8)	19
Ads with star but no studio identified	64

Cross-promotion of movies and smoking tied Hollywood and Big Tobacco together for a generation.

Tobacco companies ranked among America's biggest advertisers.

**MADISON AVENUE**

1964: Surgeon General concludes smoking causes lung cancer

**26%** A quarter of the audience for tobacco commercials were kids. Children saw 845 a year, while the average teen saw 1,350.

TV is the "greatest cigarette vending machine ever devised." —CBS, Ad Age, 1962

The Flintstones (ABC) Fred and Barney smoked Winston, the sponsor's brand.

Humphrey Bogart is slapped around until he sings Lucky Strike's jingle on a 1953 *Jack Benny* Program. American Tobacco was the show's sole sponsor.

**PRODUCT PLACEMENT**

1971: US bars tobacco ads on TV and radio

1980: Capitol Hill hearing on tobacco product placement

**600** US movies with product placement listed in tobacco company files, from *The Group* (1965) to *The Shawshank Redemption* (1994).

1981 | Lois Lane smokes and Superman leaps out of a Marlboro truck in *Superman II*. Philip Morris paid \$42,000 (\$110k today).

1986 | Warner Bros. offers to place Lucky Strike cigarettes in its "upcoming Madonna film" for \$50,000 (\$109k today).

1965-94 films with tobacco placement

MGM	145
Sony	88
Time Warner	85
Fox	68
Universal	68
Paramount	62
Disney	22
Others (21)	72

(Current film library ownership)

1989 | Japan: For \$350,000, Philip Morris places Lark brand in the James Bond film *License to Kill*, launching a decade-long ad campaign in Japan with ex-'007 stars Roger Moore, Timothy Dalton and Pierce Brosnan.

1971 Tobacco sponsorship ends. Smoking in TV dramas declines **70%**

2004: Senate hearing on smoking in kid-rated films

2007: House committee urges film studios to limit smoking

2008: Global treaty calls for nations to halt screen smoking

2012: Surgeon General concludes movies with smoking cause kids to smoke

2014: CDC reports movies will recruit 6.2 million kids to smoke in this generation

**750+** Youth-rated movies with smoking were released in the United States, 2002-15.

US: Under public pressure, fewer PG/PG-13 films are including tobacco imagery.

2002	65%
2015	38%

2005-11 | India: After tobacco ads are banned, brands are seen in films. New rules bar placement and require anti-tobacco warnings on screen.

2011 | China: Public directives discourage scenes with smoking in films and on TV.

2001-13 | France: Paid tobacco placement uncovered in French film productions.

The best-kept secrets are the ones about money. But the tobacco industry's own files tell the story. Big Tobacco has spent millions of dollars for more than eight decades to promote its addictive products in and around entertainment accessible to kids. Tobacco has killed twenty million Americans since 1964. It's time to stop movies from addicting and killing even more.

## One little letter **R** will save a million lives.

Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, Truth Initiative, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143. View the ad's sources at [bit.ly/sfm113cities](http://bit.ly/sfm113cities)