“Interviewer: Was that an ad-libbed moment or do you have some sort of brilliant product placement deal in place with the Famous Amos cookies people? **Steven Antin:** [Laughs] Gosh, we so didn’t! There are so many things in this movie that make me wonder if I’m going to benefit from any of it.”**

Does that include the twenty other national brands mentioned or showcased in *Burlesque*?

How about Stanley Tucci’s gruff-but-endearing character smoking in half his scenes, reinforcing tobacco industry campaigns targeting the LGBT community?

Isn’t it enough that California taxpayers will shell out $7.2 million to subsidize this PG-13 movie’s production, according to the California Film Commission?

Publicity around *Burlesque* makes clear that its writer-director and his team paid obsessive attention to detail, from the dancing to the brand-name dropping dialogue.

Producers and distributors, in this instance De Line and Sony, also pay attention if someone else’s intellectual property shows up on screen. Did they make exceptions for a flashed Famous Amos or a quickie Camel logo?

Other movies have displayed tobacco trademarks this year: *The Sorcerer’s Apprentice* (Newport: PG, Disney) and *For Colored Girls* (Marlboro R, Lionsgate). And leasing tobacco brands is nothing new. The tobacco industry’s own documents show it has a history of spending millions to get its products and signage into hundreds of American films.

The difference in 2010? State taxpayers across the country are now forced to foot the bill for films that recruit new young smokers — and even spotlight tobacco brands.

This could put all film tax credits at risk. Encourage regulators to take a harder look at product placement. And lead national advertisers to question if they want to keep getting upstaged by smoking in kid-rated movies.

Solutions are simple. Studios know it. Time for action.

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**SMOKING IN MOVIES KILLS IN REAL LIFE:** Smoke-free movie policies—the filming, certification of no-paffs, anti-tobacco spots, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, AMA Alliance, American Academy of Pediatrics, American Heart Association, American Lung Association, American Cancer Society, and many others. Visit our website or write Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-2200.