



Marketing : genre et tabac



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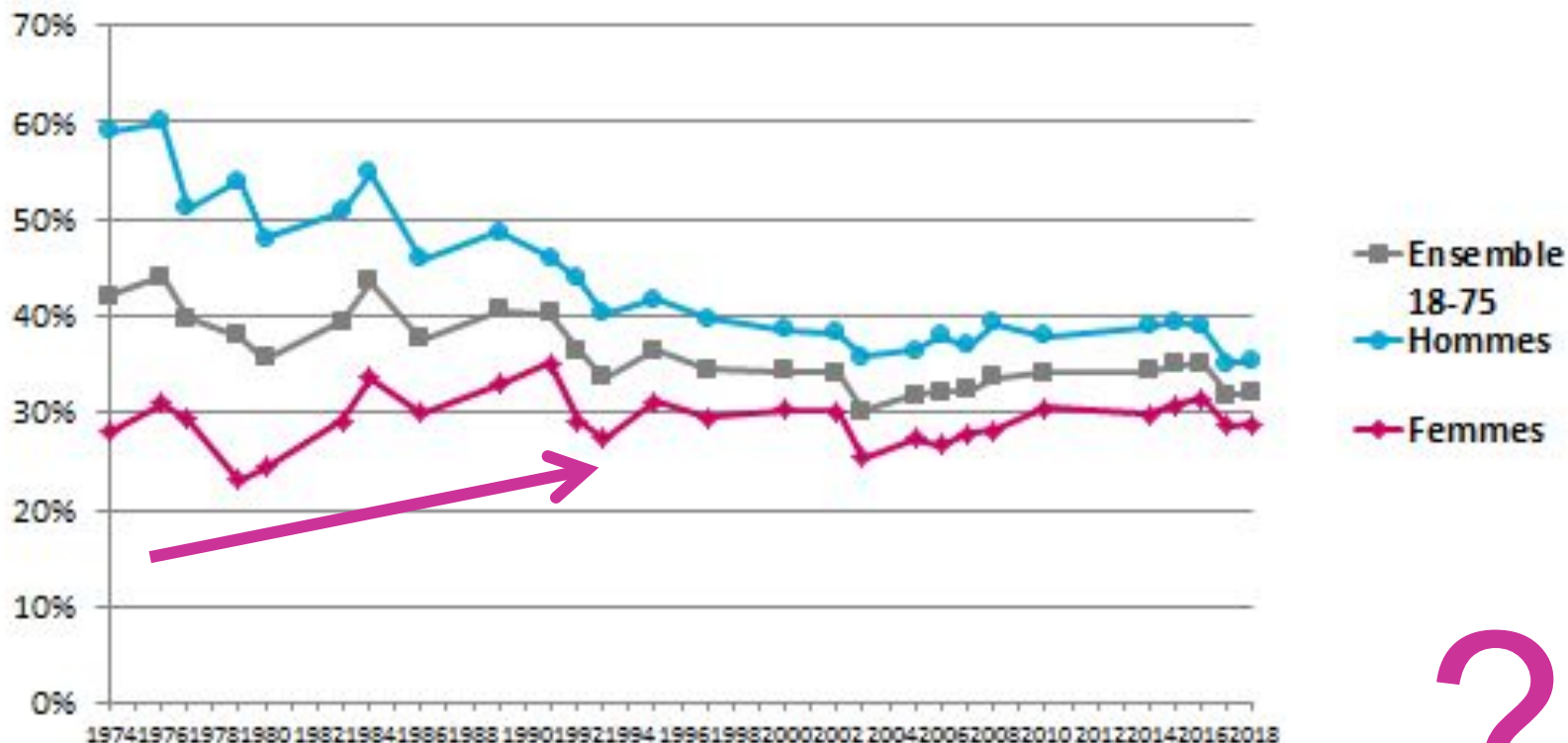
Professeure Honoraire à l'université de Stirling (Ecosse)

Ajaccio

22 novembre 2019

Conflit & lien d'intérêt : aucun

PRÉVALENCE DU TABAGISME SELON LE SEXE : TENDANCES DE LONG TERME



Sources : Baromètres de Santé publique France
Evolution sur le long terme différenciée selon le sexe

- Hommes : 1970 – 2000 **diminution** sensible, puis stabilité
- Femmes : 1970 – 1990 **augmentation**, puis stabilité



Jusque dans les années 1920

- Fumer = tabou

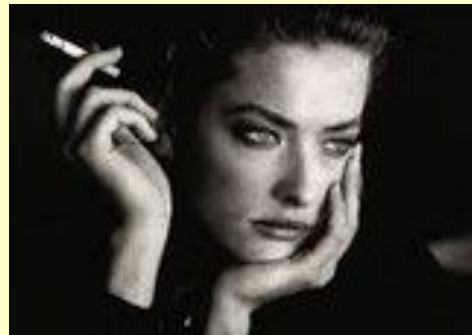


Lola Montez

George Sand

- USA = une femme arrêtée en 1908 à NY pour avoir fumé en public
- Femmes engagées dans les mouvements anti-tabac (mauvais comportement)

1/ La prise de conscience d'un marché...



**« It will be like
opening a new
gold mine right in
our front yard »**

M. Hill, Prst de American Tobacco, 1928



Les premières campagnes publicitaires sur la cigarette et les femmes (1920')



La première opération de relations publiques



Edward Bernays pour Lucky Strike:

recrutement de femmes pour défiler à la “Easter Sunday Parade” en 1929 à NY et revendiquer leur égalité



La cigarette est le
« flambeau de la liberté »

Les « cours » pour apprendre à fumer

1919: un manager d'un hotel à NY explique au NYT: les femmes ne savent pas quoi faire avec la fumée, elles ne savent pas non plus comment tenir leur cigarette



NEW WAY TO SMOKE BUT A CIGARET IS ONE OF MANY BAD SMOKING HABITS DEMONSTRATED BY MISS LINDBER

CLUBWOMEN GET LESSONS IN CIGARET SMOKING

2/ Passer d'un produit tabou à un produit désirable



 c'est bon pour votre ligne

 c'est pour ressembler aux hommes

 c'est pour être plus sexy

 c'est bon pour votre gorge

 c'est pour être plus libre

 c'est pour ressembler aux stars de cinéma

 c'est bon pour votre confiance

 les hommes vous encouragent à fumer !

"THE SHADOW
which pursues us all"

(John Greenleaf Whittier, 1807-1892)

"COMING EVENTS CAST
THEIR SHADOWS BEFORE"
(Thomas Campbell, 1777-1844)

**AVOID THAT
FUTURE SHADOW**

by refraining from over-indulgence, if you would maintain the modern figure of fashion

We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures. We only represent that when tempted to over-indulge in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

When Tempted
Reach for a LUCKY
instead

"It's toasted"

Your Throat Protection—against irritation—against cough.

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES



Augmentation de
200% des parts de
marché de la
marque

USA, « *Reach for a Lucky instead of a sweet* »

Consider your Adam's Apple!!*

Don't Rasp Your Throat With Harsh Irritants

"Reach for a
LUCKY instead"

Place your finger on your Adam's Apple. You are actually touching your larynx - this is your voice box - it contains your vocal chords. When you consider your Adam's Apple, you are considering your throat - your vocal chords.

What is the effect of modern Ultra Violet Rays upon tobacco? Dr. E. L. Fries, one of America's well-known scientists, who was retained by us to study Lucky Strike's manufacturing process, addressing the Illuminating Engineering Society, said:

"The essential effect of the Ultra Violet is the production of better tobacco and of cigarettes regarded by virtually all smokers who have tasted them as milder and with a lesser tendency to cause throat irritation."

Here in America LUCKY STRIKE is the only cigarette that employs Ultra Violet Rays in connection with its exclusive "TOASTING" Process - the only cigarette that brings you the benefits of the exclusive "TOASTING" Process which expels certain harsh irritants present in all raw tobacco.



LUCKIES are always
kind to your throat

"It's toasted"

Including the use of Ultra Violet Rays

Sunshine Mellowers - Heat Purifiers

Your Throat Protection - against irritation - against cough

Estelle Skinner
NEW YORK, N. Y.

*IVORY TIPS
protect the lips*

MARLBORO

*Mild
as May*



*A Cigarette
created by
Philip Morris*

WITH THE TOP
STARS OF HOLLYWOOD
CHESTERFIELD IS
BY FAR THE
FAVORITE
CIGARETTE

WITH THE TOP
STARS OF HOLLYWOOD
CHESTERFIELD IS
BY FAR THE
FAVORITE
CIGARETTE

A
ALWAYS Milder
B
BETTER TASTING
C
COOLER SMOKING

ALWAYS BUY **CHESTERFIELD**
ALL OVER AMERICA - CHESTERFIELD IS TOPS!

Ann Sheridan
starring in Warner Bros. Production
"NORA PRENTISS"

BELIEVE IN YOURSELF!



Don't test one brand alone ... compare them all!

TRY THIS TEST!

Take a PHILIP MORRIS—and any other cigarette. Then, here's all you do:

1 Light up either cigarette. Take a puff—don't inhale—and s-l-o-w-l-y let the smoke come through your nose.

2 Now do exactly the same thing with the other cigarette.

NOTICE THAT PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY Milder!



Unlike others, we never ask you to test our brand alone.

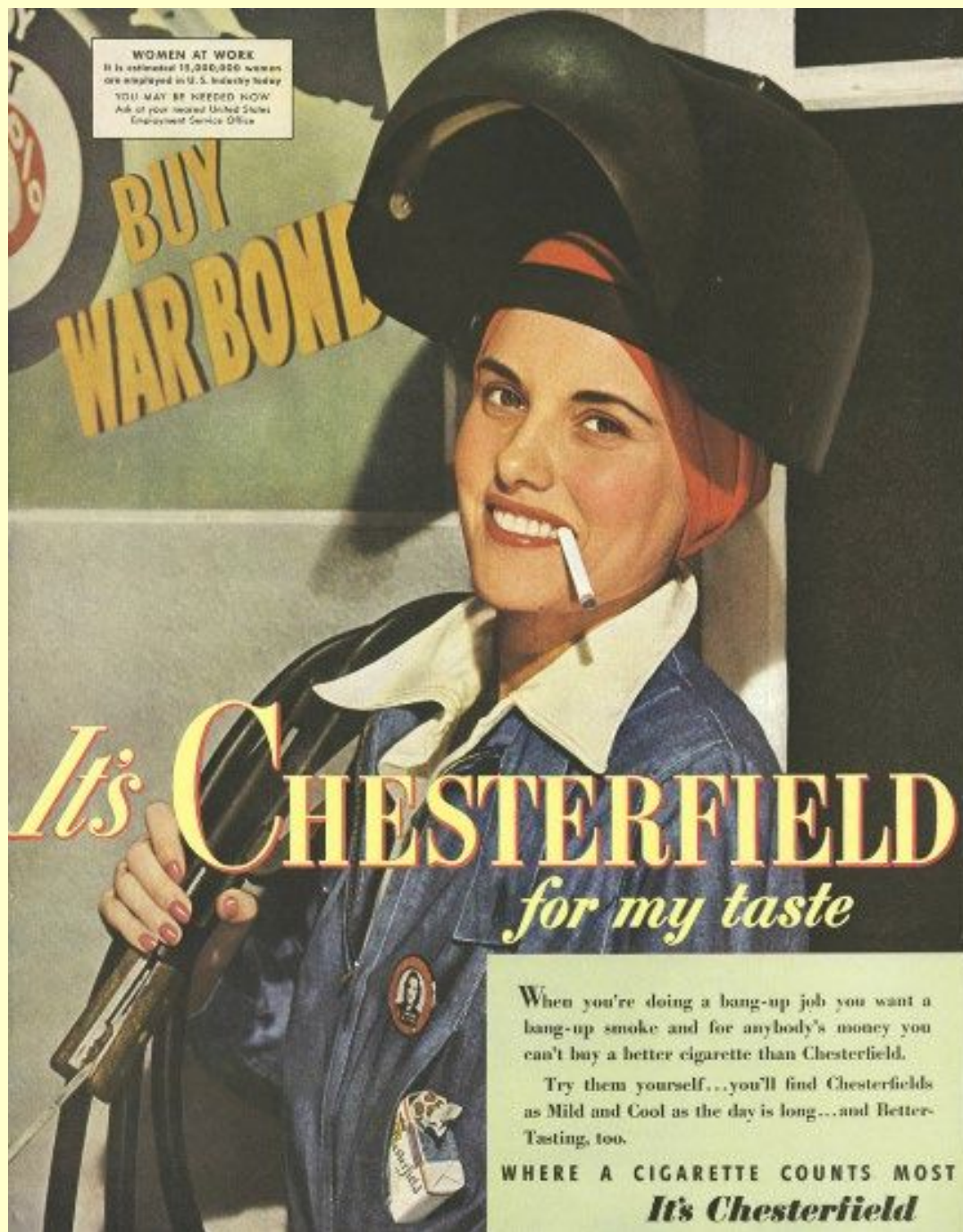
We say . . . **compare** PHILIP MORRIS . . . **match** PHILIP MORRIS . . . **judge** PHILIP MORRIS against any other cigarette! Then make your own choice! Remember

NO CIGARETTE HANGOVER
means MORE SMOKING PLEASURE!



CALL
FOR

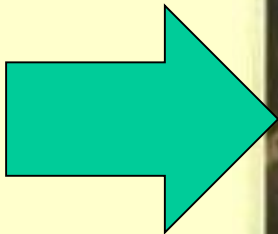
PHILIP MORRIS



Seconde guerre mondiale, USA



Rosie the Riveter



Who is she?

She prefers her clothes original...
her interests worldly...
her companions handsome...
and her cigarettes Kent.

The Filter Cigarettes from America... preferred around the world.



Be Happy- Go Lucky!

Come join me at the Mardi Gras
In dear old New Orleans,
When Kings who know tobacco best
Give Luckies to their Queens!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by
three independent consulting laboratories, prove that
Lucky Strike is milder than any other principal brand.
Rich taste? Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness and
rich taste. And Lucky Strike means fine tobacco. So en-
joy the happy blending that combines perfect mildness
with a rich, true tobacco taste. Be Happy-Go Lucky!

**L.S./M.F.T.-Lucky Strike
Means Fine Tobacco**



I do right off the highest jump.
And never take a puff.
But I prefer a Lucky Strike
To make get a thrill!

I sink my stuff upon a stage
And thousands praise my name.
But yours for Lucky Strike, I fear,
Put all my praise to shame!





GITANES

ambiance de bonheur

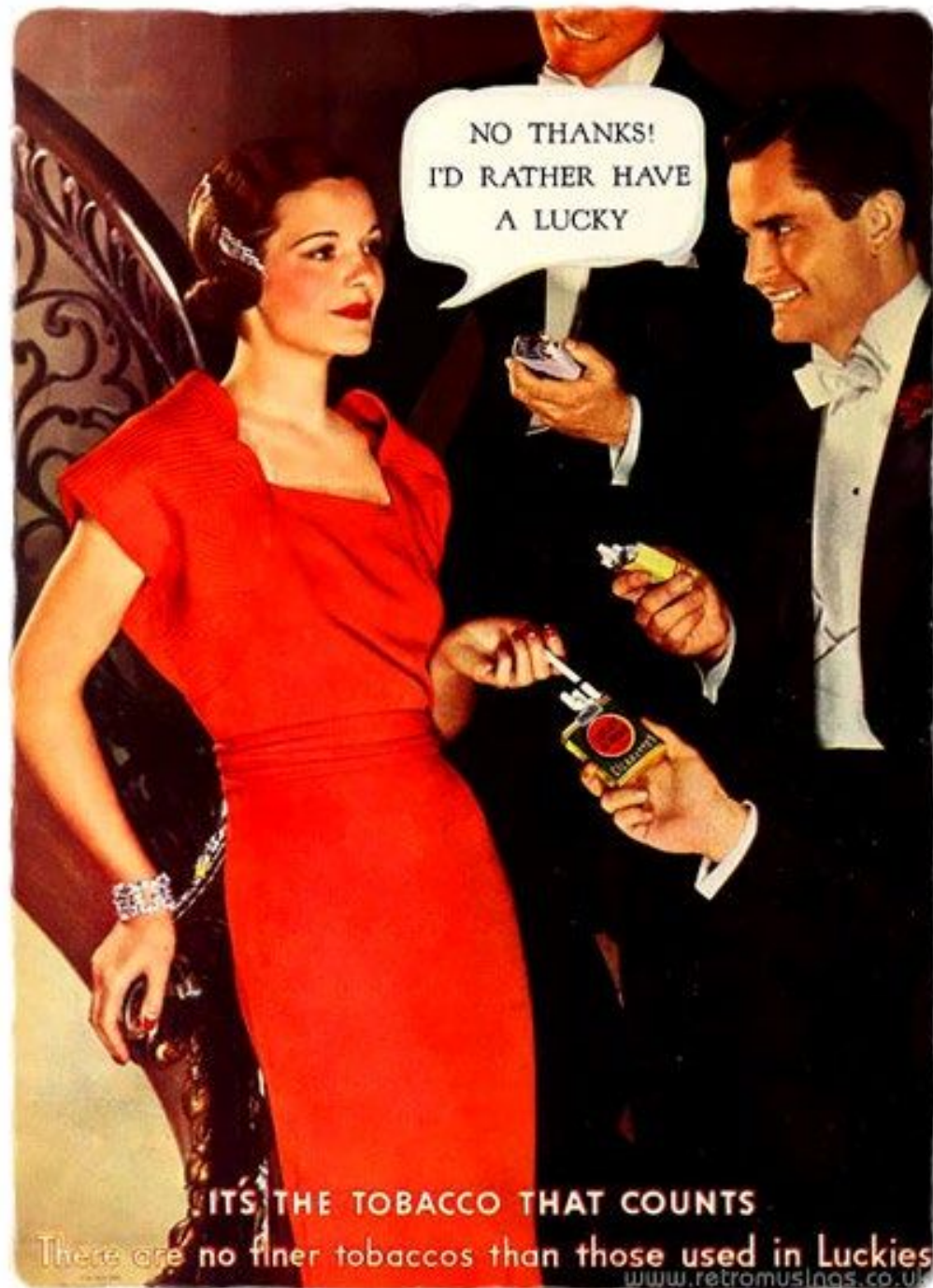
Les lumières de vos GITANES
s'unissent en de gracieuses
volutes bleues.

Vos pensées se rejoignent.

GITANES Caporal "avec ou sans filtre"
des cigarettes racées à l'arôme fin et vigoureux.

AVEC FILTRE 115' - SANS FILTRE 110'







22

3/ Un marketing de plus en plus sophistiqué



- Respondents made particular reference to the "image"/"personality" of an individual as it was communicated by the brand of cigarette they tended to prefer. It seems extremely worthwhile noting that virtually all the respondents seemed to be placing a good deal of importance on how they were perceived by others based on their brand of cigarette. That is:

I don't want to be rough or masculine. I like to smoke a long, thin cigarette. It's a lot more

- Respondents made particular reference to the "image"/"personality" of an individual as it was communicated by the brand of cigarette they tended to prefer. It seems extremely worthwhile noting that virtually all the respondents seemed to be placing a good deal of importance on how they were perceived by others based on their brand of

« je ne veux pas avoir l'air masculin ou dur....
Je préfère fumer des cigarettes
longues, minces parce que c'est beaucoup plus féminin »

- The majority of these participants were currently smoking Lights, Benson & Hedges. There were a few smokers of these three brands. which appeared at the Lights, Kent Golden Lights, Koal full-flavor.

B. Primary M2 Introductory Associations and Perceptions

- The "Green Scarf" (i.e. to be extremely on target probing whatever, the in each of the groups such as:

She's cute, feminine but very alive-looking.

cigarettes are trying to act kind of tough ... Smoking is sort of masculine to begin with ... At least if you smoke a very feminine cigarette -- Virginia Slims -- there's no question of where your head is at.

I like to be thought of as feminine, womanly ... I think I smoke a long, thin-looking cigarette partly for that reason ... I really like the way it looks -- it's sexy-looking.

50352 630



new product insights, inc.

6901 w. 63 st., overland park, kansas 66202 (913) 831-2772

R. J. REYNOLDS TOBACCO COMPANY

PROJECT PLANNING

PREMISES AND POSITIONING HYPOTHESES

APPETITE SUPPRESSANT

Une marque qui évoque le contrôle du poids...

A brand which contains a natural appetite suppressant (in tobacco or tipping) will be perceived as controlling weight.

Research Collection (1982)

<http://legacy.library.ucsf.edu/tid/dzq46b00>

MEMORANDUM

January 23, 1985

TO: D. I. FALK T. F. RIEHL
A. G. FORSYTHE W. S. ROBINSON
R. H. HONEYCUTT M. A. SCHREIBER
J. N. JEWELL N. E. STEINSCHULTE
B. L. MCCAFFERTY L. K. TEMPLETON
A. MCMURTRIE P. S. WESSEL
A. J. MELLMAN J. F. WILHELM
M. L. REYNOLDS E. A. WILLETS

CC: T. E. Whitehair
D. S. Johnston

FROM: B. A. SPROULE/smc

SUBJECT: REVIEW OF RESEARCH - FLAVOR AREA

BACKGROUND

As background to the meeting on Long Range New Product Committee on flavor development, I have compiled the highlights of recent consumer research in this area. The research came from two studies.

- . Inexperience smokers, especially fad-conscious young people, would be interested in flavored cigarettes.

Beaucoup plus que les hommes,
les jeunes femmes aimeraient
fumer des cigarettes aromatisées

- . Real smokers like the tobacco taste of cigarettes; flavored cigarettes are for people who are not serious smokers.
- . Flavored cigarettes are a novelty idea that might be smoked on an occasional basis.

370042

Brown & Williamson (1985)

<http://legacy.library.ucsf.edu/tid/hhe23f00>

smoking, or as poofy.

When we talk to women about smoking, it is quite surprising how many of them are so much more defensive about their smoking habits than men.

Many women are angry at the suggestion by those around them that they should not smoke. For these women smoking represents an independant and defiant stance. As women are reacting increasingly to the constraints put upon them by

However, because of women's nurturing role in society, they are naturally more involved with low tar cigarettes than men (70% of low tar smokers are female). They do not want to stop smoking, yet they are guilt-ridden with concerns for their

**Les femmes culpabilisent de fumer
eu égard à leur famille.**

stereoc
have t
This
which is ideally suited to a cigarette of low tar potential,
but one which does not compromise its user into the
stereotype of a low tar smoker (i.e. someone who doesn't dare
have the real thing).

Rita Mosley confesses she smoked
April 16 or 17, 1911, out in the country
where only a squirrel and a bird could see her.



**Years ago a woman couldn't even
smoke in public.**

**Now there's a slim cigarette for
women only.**

New Virginia Slims.

Virginia Slims are slimmer
than the fat cigarettes
men smoke. They're tailored
slim to fit your hands and
your purse. And blended
with the kind of flavor
women like. Rich, mild
Virginia flavor. Extra long.
Light one up.



**You've come
a long way.**



Les cigarettes menthol

- Rassure (moins dangereux, antiseptique, gorge)
- Réduit l'âcreté du goût de la cigarette
- Augmente l'acceptabilité sociale de la tabagie (odeur, haleine)
- Favorise l'initiation, décourage l'arrêt





КТ&Г

*Все в твоей
власти*



Товар зарегистрирован



ДАЕТ:
ОВЬЮ



Soyez dans la course!

Joie de vivre, joie de savourer l'existence. Plaisir de fumer une cigarette généreuse, comme seule la Marlboro peut l'être. Parce qu'à chaque bouffée, elle prouve ce qu'elle est: une authentique américaine.

Une vie exaltante — une cigarette exaltante!

La cigarette de prestige signée Philip Morris



Marlboro

Son goût en a fait un succès mondial

Représentant des Tabacs pour la France Philip Morris Inc. (S.A.)

185



There's a man's world of flavor in Marlboro Country and women love it



Test

West

THE POWER OF NOW.

West

Der EG-Gesundheitsminister: Pauchen gefährdet die Gesundheit. Der Rauch einer Zigarette stinkt.

My pleasure!

私の愉快。

Be You

いつも、あなたらしく。

VIRGINIA SLIMS

1997

あなたの健康を損なうおそれがありますので吸いすぎに注意しましょう。

タバコは有害なヤニを吐き出し、がんや心臓病の原因となります。

4/ S'adapter aux évolutions des marchés



- Nouvelles lois
- Nouveaux médias
- Nouveaux produits
- Nouveaux marchés

« les femmes
reconnaissent
qu'elles achètent
Virginia Slims,
Benson & Hedges etc.
quand elles sortent le soir
pour compléter leur look:
féminin et stylé»

Philip Morris, 1992,
2060037883-7936

CORSET
Superslims

6,10 €

NOUVEAU

Menthol
CORSET
20 Superslims

Lilas
CORSET
20 Superslims

Pink
CORSET
20 Superslims

Fumer nuit gravement à votre santé et à celle de votre entourage

Fumer nuit gravement à votre santé et à celle de votre entourage

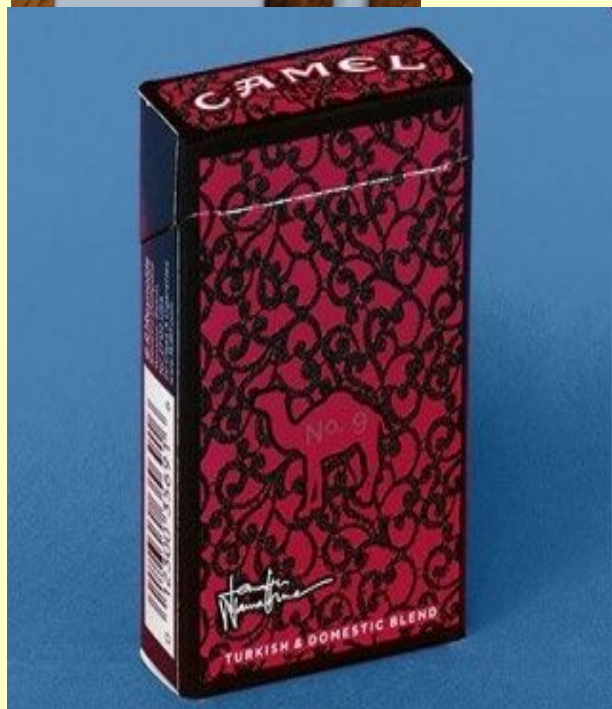
Fumer nuit gravement à votre santé et à celle de votre entourage

Menthol (0,6 mg)
Lilas (0,6 mg)
Pink (0,3 mg)

Codes ADF: 071691 071680 071676

Disponible en distribution Altadis
PTF, 6 rue du Maine - 68 273 Wittenheim -
Tel: 03 89 35 62 22 - Fax: 03 89 35 62 21
www.ptf.fr

Faites-vous aider pour arrêter de fumer,
téléphonez au 0825-309-310 (0,15 EUR/min)



It has style and grace.
It's neat. Somenow it's very
flattering, distinctive.

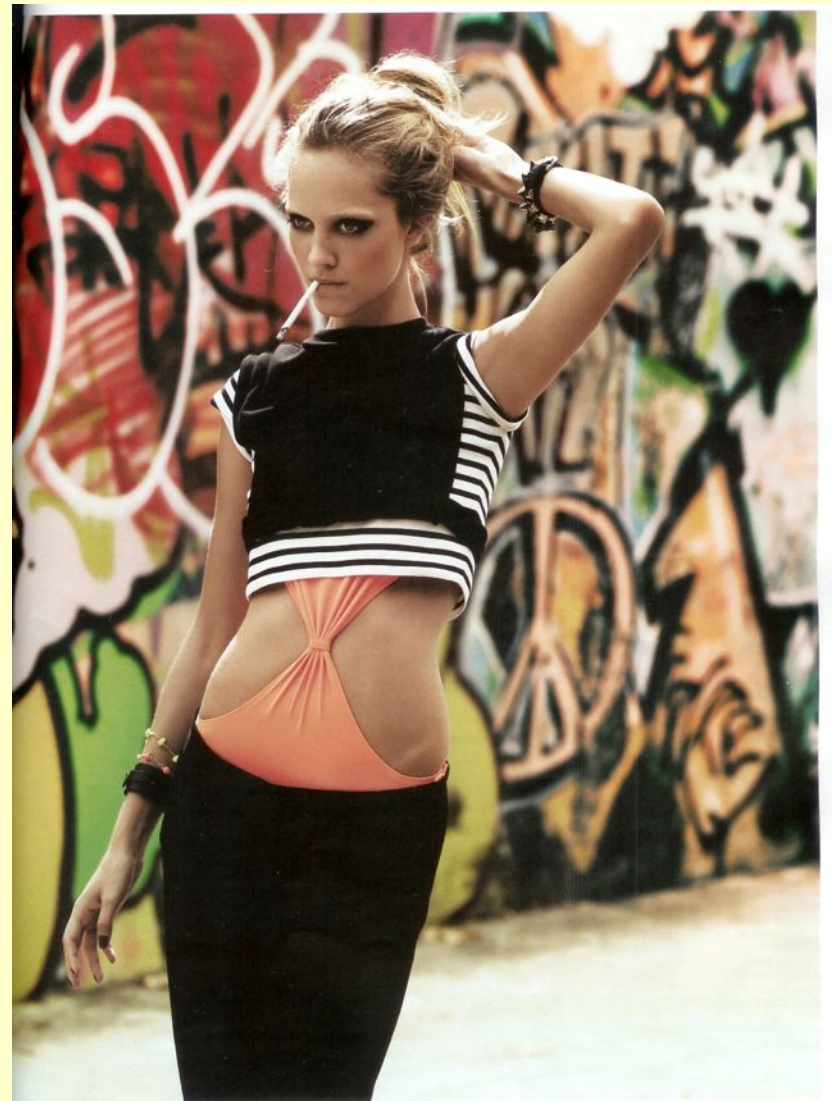


ashes. Seven respondents mentioned advantages of less smoke from the lit end including less odor on the hands and in the air and greater social acceptability. However low smoke from the ashes.

Burning less tobacco also means less ash. Less ash means less mess and less cleaning. It also reinforces the notion of smoking less. One



It's a look. It's more attractive in my hands. I do my nails, and I like my hands to look nice because I talk with my hands.





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Smoking is cool, says DSquared: Cigarettes on the catwalk and the front row at Milan show

By [LAUREN PAXMAN](#)

UPDATED: 07:49 GMT, 28 February 2012



© AFP/GETTY IMAGES



Winona Ryder who stars **Stranger Things** frequently smokes cigarettes on the series



You've come a long way, baby.

According to the **THEORY OF EVOLUTION**, men evolved with fat, stubby fingers and women evolved with long, slim fingers. Therefore, according to the **THEORY OF LOGIC**, women should smoke the long, slim cigarette designed just for them. And that's the **THEORY OF SLIMNESS**.

VIRGINIA SLIMS

Slimmer than the fat cigarettes men smoke.

© Philip Morris Inc. 1994

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar 94

Fashion: Gertjan Rijk

SMOKE IN STYLE
With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.

SCAN FOR A CHANCE TO WIN A STARTER KIT

Like us on Facebook
facebook.com/blucigs

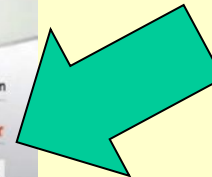
blucigs.com

Available at these fine retailers:
KROGER HEBBARD'S meijer

* Introducing the World's First Smart Pack (www.blucigs.com)

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

E-cigarettes



Мысли в стиле Kiss

Люблю все новое, вкусное и круглое!

ВРЕМЯ ОПАСНО ДЛЯ ВАШЕГО ЗДОРОВЬЯ

© 2008 Wm. W. Brown Co.

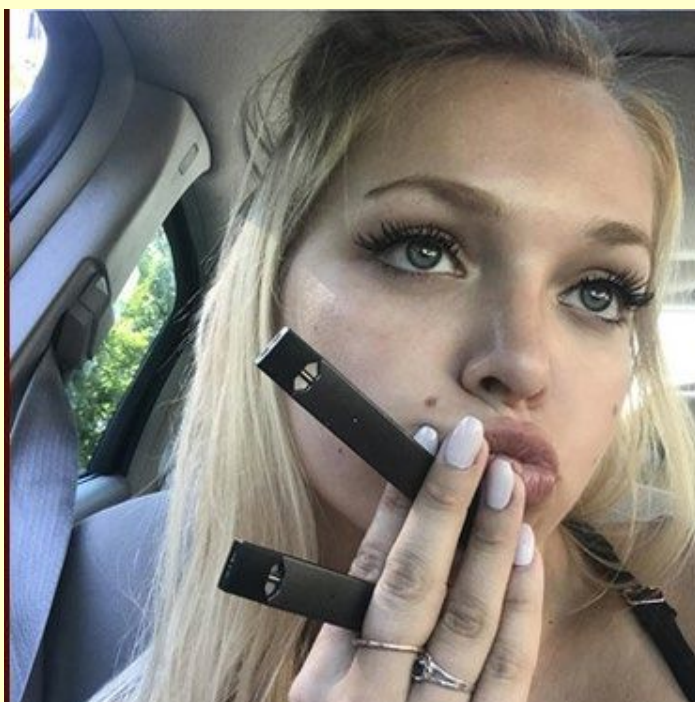
LOVELY BUBBLY

ecigwizord

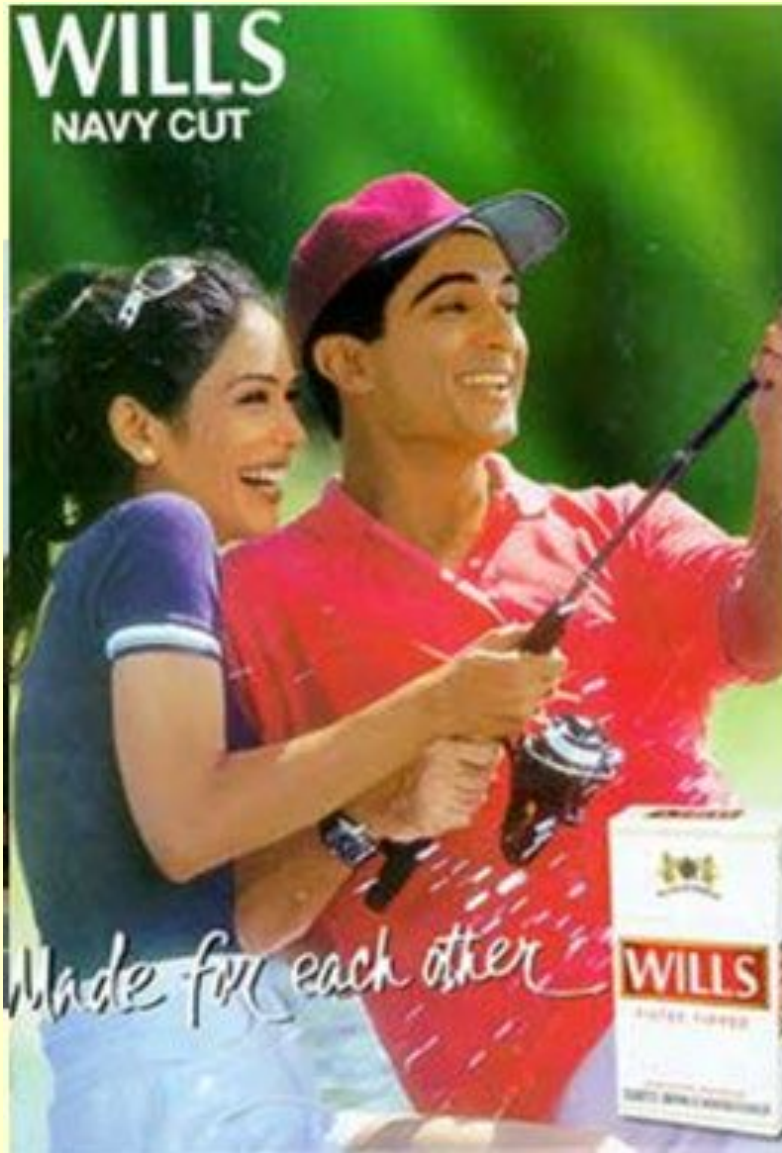


Tabac à chauffer





Nouveaux pays

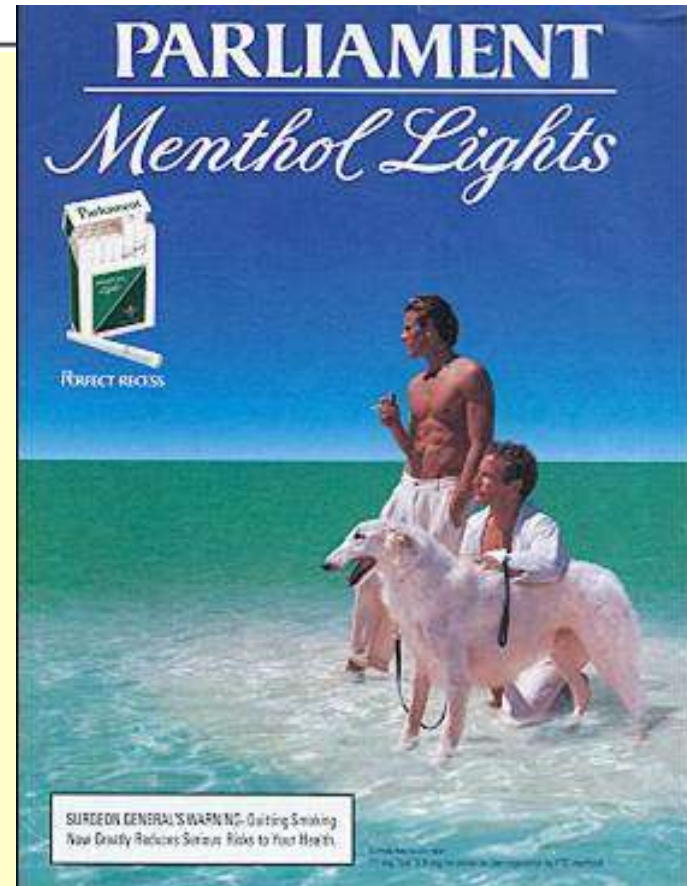
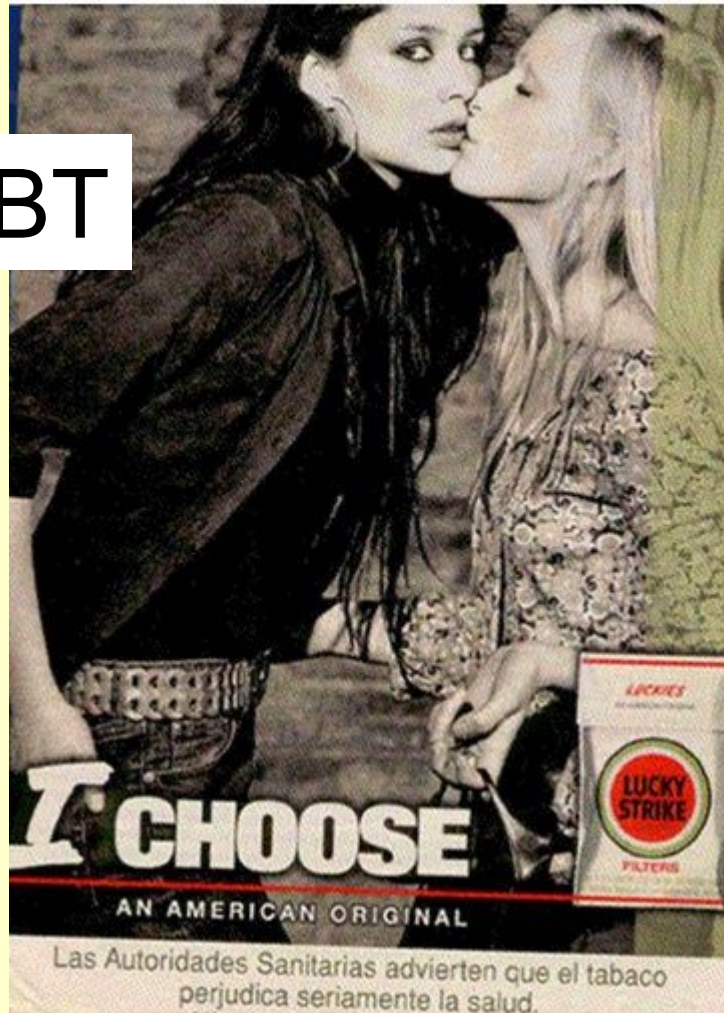


SITUATION ANALYSIS

A large percentage of Gays and Lesbians are smokers. In order to increase brand share and brand awareness for the Benson & Hedges brand, it is imperative to identify new markets with growth potential. Many Gay and Lesbian adult smokers also have a preference for menthol brands.

Philip Morris, 1997

LGBT



San Francisco : **Project SCUM** (Project Subculture Urban Marketing)

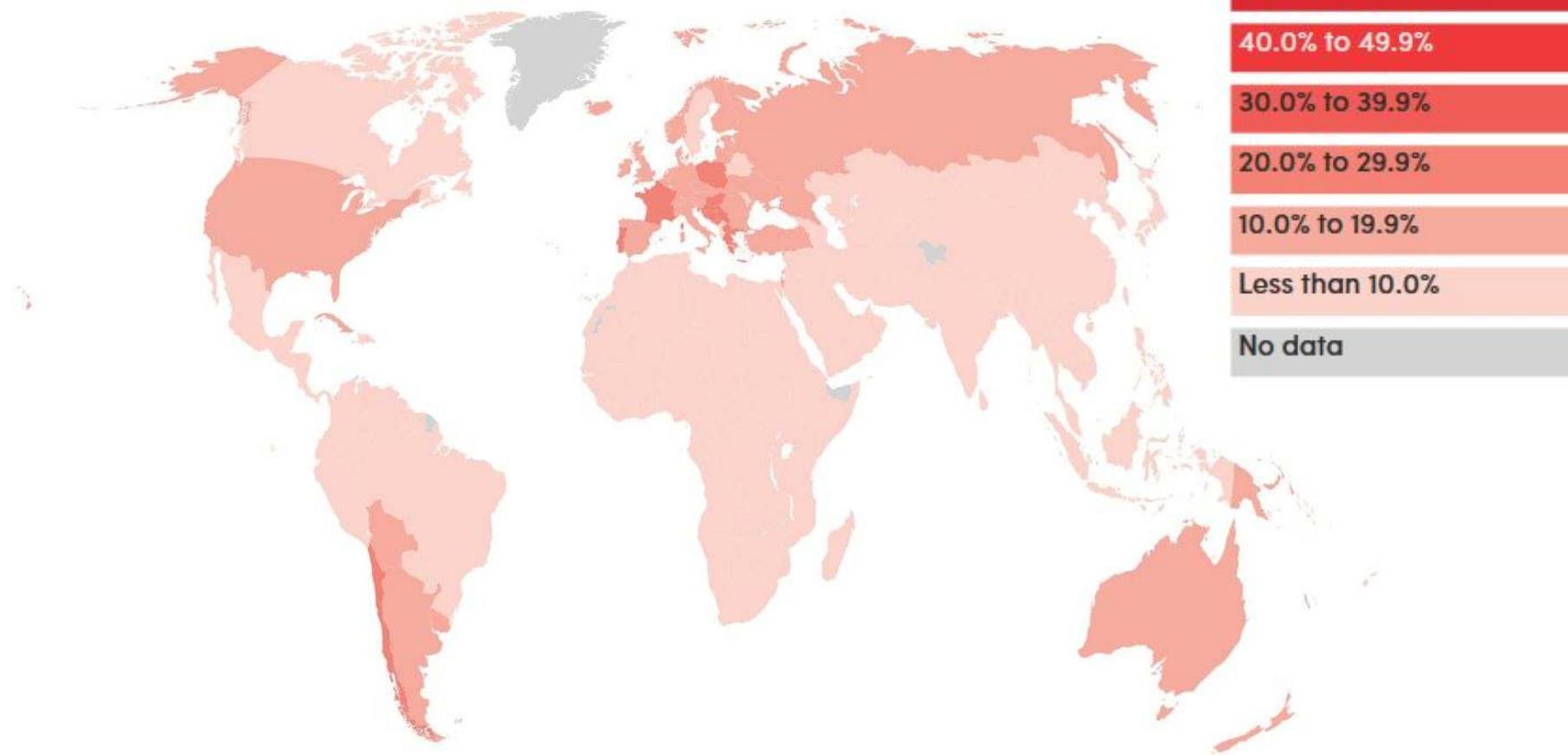
Résultat (conclusion)

Male and Female Smoking

Percentage of adult males and females who smoke daily: age ≥ 10 , 2015 or latest data available



Filters: ☐ Male ☒ Female



Merci pour votre attention

Karine.gallopel-morvan@ehesp.fr

