

## **ACTION ALERT #3**

***Call KOOL "800" Number***



### **KOOL MIXX SPECIAL EDITION PACKS**

Attached Materials include:

- Alerts
- Talking Points

## **KOOL MIXX SPECIAL EDITION PACKS**

**CALL KOOL (800/811-6961)**

### **ACTION ALERT #3**

As you know, the KOOL DJ Mixx Special Edition menthol packs are out on store shelves.

- PLEASE TAKE A MOMENT, CALL KOOL @ 800-811-6961, and EXPRESS YOUR OUTRAGE about this product that we know is aimed at our young people.
- [NOTE: To speak with an operator, DO NOT ENTER your date of birth as requested....after the system requests that you enter your information again, your call will be forwarded to an operator.]
- Please let us know of any comments/responses that you receive from KOOL by emailing them to [fightkool@naatpn.org](mailto:fightkool@naatpn.org), or fax them to (407) 708-1809.....please circulate and many thanks for your help with this effort.....

Again, we want Brown & Williamson tobacco to stop this campaign, remove the hip hop products from the shelves, and end the exploitation of our youth and communities. And we know that such a campaign can only be successful when all segments of the community are represented.

Many thanks for taking part in "fightKOOL."

If you need more information, feel free to contact us at (888) 4-naatpn.

**COUNTER-MARKETING CAMPAIGN:  
KOOL MIXX SPECIAL EDITION PACKS  
'800' NUMBER TALKING POINTS**

**Why are national tobacco control advocates so upset with the KOOL MIXX campaign?**

- *The National African American Tobacco Prevention Network (NAATPN) and other groups denounce the release of a special limited edition of KOOL MIXX cigarette packages that target black youth and urban hip-hop culture.*
- *KOOL is sponsoring a nationwide Hip-Hop DJ Competition, and has created the special cigarette packages to market the event which, by design, appeal to youth.*
- *The community is outraged at KOOL's new development of the thematic cigarette packs colorfully depicting various images of hip-hop culture as well as the development of a line of new cigarette flavors, such as 'Caribbean Chill' and 'Midnight Berry'.*
- *KOOL is exploiting black culture, music, and our youth in order to market deadly tobacco products which are known to kill.*

**What is some of the history behind your contempt with the tobacco industry?**

- *Historically, tobacco companies have manipulated African American culture, particularly our music and art, to attract the African American consumer market to its brands.*
- *In the 1980s, Brown & Williamson launched the "KOOL Jazz Festival," which brought leading Black musical acts to African Americans while promoting its products and winning points for its perceived cultural awareness. The KOOL MIXX campaign is just the industry's latest scheme.*

**How does the KOOL MIXX DJ Competition target youth?**

- *We know that African American and other youth are the heart and soul of the hip hop culture. The KOOL MIXX marketing campaign uses trendsetting advertising vehicles including DJ competitions in the nation's trendiest urban communities and "limited edition" cigarette packs showcasing images of popular hip-hop culture: DJs, MCs, graffiti art, and dance. This kind of blatant targeting of children is a bold and shameful exploitation of hip hop culture.*
- *The new colorful KOOL cigarette packs feature images of hip-hop DJ's, performers and dancers designed to attract the attention of young black and other hip hop and rap fans.*
- *In addition, KOOL has also announced that it will market and distribute other "point of sale" hip-hop products and material.*
- *Previous studies have shown that 75 percent of adolescents shop at convenience stores at least once a week, and they are more likely than adults to be influenced by convenience store promotions.*

**Why do you think that the tobacco industry tries to market to kids?**

- *The tobacco industry is trying to beef up sales by targeting kids.*
- *With tobacco-related illnesses depleting its consumer base, tobacco companies must nurture its future consumer (today's youth) to maintain its market share.*

**What do you want to happen as a result of your efforts?**

- *We want KOOL to end the sponsorship of the DJ Competition and immediately suspend the sale of thematic packs and flavored cigarettes aimed at young consumers.*