

MARKET ALERT



KOOL MIXX SPECIAL EDITION PACKS

Materials Included:

- KOOL Mixx Hip Hop Cigarettes Market Alert
- Talking Points re: KOOL Mixx Campaign

FOR MORE INFORMATION CONTACT US AT:
FIGHTKOOL@NAATPN.ORG , OR CALL (888) 4-NAATPN.

KOOL MIXX SPECIAL EDITION PACKS



“Mural” Of Limited Edition Cigarette Packs

PRODUCT NAME: KOOL MIXX SPECIAL EDITION PACKS
COMPANY: Brown and Williamson Tobacco (website: www.bw.com)

(Courtesy of: George Crawford, Consultant, Paragon Foundation, North Carolina.)

PRODUCT INFORMATION:

- Limited time availability
- Unique packaging, developed by artist familiar with Hip Hop culture
- Consumers are encouraged to collect the four different packs which, when put together, make a hip hop “mural”
- Images include familiar hip-hop images: a rapper, 2 DJs, dancers, concert/partygoers.
- Package messaging: each of the four different packs contains information about the influence of Hip Hop culture on American Society
- Available in king size: Full Flavor and Milds

PRODUCT MARKETING:

- National Advertising Campaign
- Targets ASU30: Adult Smokers Under 30 (according to B&W)
- Website: www.houseofmenthol (includes a retail locator)
- Promotional Materials (Point of Sale)
 - Poster, Dangler, Store Window Decal, Counter Top Display
- 2004 NATIONAL KOOL MIXX DJ BATTLES IN 13 US CITIES
Chicago, IL, Detroit, MI, St. Louis, MO, Cleveland, OH,
Atlanta, GA, New Orleans, LA, Houston, TX,
Philadelphia, PA, Brooklyn, NY, Manhattan, NY, Miami,
FL, Los Angeles, CA, San Francisco, CA, and Washington, D.C.



Point of Sale Poster



*** Retailer Promotion

TAKE ACTION

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COUNTER-MARKETING CAMPAIGN: KOOL MIXX SPECIAL EDITION PACKS

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'.*

Why are you calling the KOOL campaign "sinister?"

- *The KOOL MIXX DJ Competition and its thematic cigarette packs are a slick scheme by KOOL to exploit black culture and music in order to market deadly tobacco products which are known to kill.*
- *This campaign is just a slick scheme by the Brown & Williamson Tobacco Company to escalate its targeting of black youth and urban hip-hop culture by sponsoring a nationwide Hip-Hop DJ Competition, and creating a special cigarette package to market that event which by design appeals to youth.*

Are you attacking Hip Hop?

- *No. We embrace Hip Hop and appreciate its influence in the urban community. We are trying to prevent the exploitation of Hip Hop by tobacco companies as a means to market its deadly products.*

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

- *The relationship between tobacco and communities of color has been developing for centuries. Much of the early success of "Big Tobacco" comes from years of hard labor by communities of color on tobacco plantations. Today, we no longer pick the tobacco, we're smoking it and tobacco companies are still riding our backs to the bank.*
- *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*

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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.*

Why are menthol cigarettes worse than the others?

- *Recent studies tell us that 75 percent of African American adults and 90 percent of African American youth prefer mentholated cigarettes. Knowing this, tobacco companies have invested a significant amount of money into new product development and marketing with the African American consumer in mind.*

Is the KOOL campaign breaking any laws?

- *The KOOL campaign violates the 1998 Master Settlement Agreement (MSA) which affords communities some protections from the marketing of tobacco products to youth by the tobacco companies.*

How are you planning to attack this campaign?

- *We will pursue every means necessary to educate and mobilize our communities to stop this effort.*

How many people die annually from tobacco-related illnesses?

- *More than 47,000 African Americans die annually from tobacco related illnesses.*

How will this impact our youth?

- *If current trends continue, an estimated 1.6 million African Americans who are now under the age of 18 years will become regular smokers. About 500,000 of these smokers will die of a smoking-related illness.*

Who is behind this campaign to stop the KOOL promotion?

- *Concerned citizens from communities across the country are banding together to confront this issue. In addition, local and national tobacco control groups, pro-health organizations, civil rights, public health, religious, civic, youth, and hip hop/rap groups are speaking out against the campaign.*

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.*

Who are your efforts targeting?

- *Our primary targets are the Brown & Williamson Company (the manufacturer of KOOL brand cigarettes) and the sponsors of the KOOL MIXX 2004 events.*
- *We also want other tobacco companies to know that the African American community will not tolerate the exploitation of our culture or the direct targeting of our youth.*

How can people find out more about efforts to stop this campaign?

- *For more information, feel free to call 888-4naatpn, or visit www.NAATPN.org*

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