

12. Coordinated global action: Challenging PMI's youth-targeted "Be Marlboro" ad campaign

Thursday, 19 March 2015, 14:00 - 15:30



Type	Symposium
Track	Demand side: FCTC Art. 6 14, Art. 20
Topic	TAPS
Description	In 2011, PMI launched "Be Marlboro", a youth oriented marketing campaign designed to replace the Marlboro Man. In response, advocates launched a global campaign calling on PMI to end BM and urging governments to implement TAPS bans. Using the BM case study, this symposium will describe elements of industry-focused discrediting campaigns and demonstrate that such campaigns can help advance tobacco control policies. Panelists will discuss BM campaigning in Latin America, Eastern Europe and ASEAN. The session will end with recommendations for pursuing industry campaigns.
Target audience	Advocates, experts and researchers interested in successful campaigning through global alliances and using corporate campaigning tactics to challenge the tobacco industry.
Objectives	<ol style="list-style-type: none"> 1. Expose PMI's youth-targeted "Be Marlboro" advertising campaign to spur civil society and governments action 2. Describe components and coordination of a global campaign to discredit the tobacco industry 3. Highlight the impact of global actions challenging a specific industry abuse
Keywords	Philip Morris International; Article 13; Be Marlboro; tobacco industry interference; civil society; tobacco advertising, promotion, and sponsorship; advocacy; partnerships
Coordinator(s)	Cloe Franko (USA), Johanna Birckmayer (USA)
Chair(s)	Irene Reyes (Philippines)
Presentations	<p>14:00 - 14:10» Overview of "You're the Target" campaign strategies Johanna Birckmayer (USA)</p> <p>14:10 - 14:20» Legal and communications strategies to exert pressure on PMI in Colombia Yul Francisco Dorado Mazorra (Colombia)</p> <p>14:20 - 14:35» Grassroots strategies to build support for comprehensive TAPS bans Irene Reyes (Philippines), George Bakhturidze (Georgia)</p> <p>14:35 - 14:45» Comprehensive strategies to challenge PMI's 'Tal Vez' campaign in Brazil Anna Monteiro (Brazil)</p> <p>14:45 - 14:55» The Swiss experience</p> <p>14:55 - 15:05» Evaluation of campaign impact - recommendations for a way forward Shuo Yang (USA)</p> <p>15:05 - 15:30» Discussion</p>