COUNTER-MARKETING
TOBACCO AT BARS & CLUBS
A HIPSTER YOUNG ADULT
CASE STUDY

Jeff Jordan, MA
San Diego, CA USA

Dr. Pam Ling
Center for Tobacco Control Research & Education, University of California, San Francisco, USA
YOUNG ADULT BAR & CLUB-GOERS

- Longtime tobacco industry target
- At a life transition point
- Are exposed to tobacco industry marketing

- What are their tobacco use patterns?
- What are their tobacco social norms?
- How can we address YA tobacco use in these venues?
METHODS

- Quasi-experimental study
- Cross sectional surveys in four States
  - San Diego, CA (N=1105)
  - Portland, ME (N=1043)
  - Albuquerque, NM (N=1178)
  - Tulsa, OK (N=1076)
- Venue based random sampling
  - Enumerate all bars and times frequented by YA
  - Randomly selected survey venues and times
  - 18-26 years old bar attendees all eligible
  - 80-90% participation rates at all sites

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**YOUNG ADULT SMOKING IN BARS**

<table>
<thead>
<tr>
<th></th>
<th>CA</th>
<th>ME</th>
<th>NM</th>
<th>OK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide YA Prevalence</td>
<td>18.0</td>
<td>25.0</td>
<td>25.4</td>
<td>27.0</td>
</tr>
<tr>
<td>(BRFSS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Smoking</td>
<td>56.3</td>
<td>51.5</td>
<td>46.8</td>
<td>57.2</td>
</tr>
<tr>
<td>Young Adult Bar-Goers</td>
<td></td>
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<td>Regular Smoking</td>
<td>28.2</td>
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<td>21.0</td>
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<tr>
<td>(20+ Days in Past 30)</td>
<td></td>
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<tr>
<td>Non-Daily Smoking</td>
<td>60.9</td>
<td>72.0</td>
<td>66.4</td>
<td>48.3</td>
</tr>
<tr>
<td>Among Current Smokers</td>
<td></td>
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</tbody>
</table>
ARE YOU PEPSI OR COKE?

IDENTITY AND DESIRE IN COMMERCIAL BRANDING
BAR AND CLUB PROMOTIONS

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Welcome to Camel on Tour—an exclusive concert program with the sole purpose of rewarding loyal Camel smokers. Late this summer and into fall, Camel is sending Dinosaur Jr. on tour, followed by a series of shows with The Flaming Lips. Also look for Dr. Dog and Band Of Horses, who will be appearing at many of the Dinosaur Jr. shows.

Stay tuned for more dates with more great bands to be announced soon.

NEXT EVENT
G Love and Special Sauce
Thursday September 20, 2007
Chicago, IL
A Special Event

No. 9

MisShapes

w/ Special Guests

An evening to partake and
enjoy your madness and,
featuring an exclusive beauty
lounge to answer the rumors
in the fashion.

Sat March 10

Stop by

TICKETS:

General Admission $20
Dance Floor Admission $40

Mix Master Mike

Thurs March 15

The Recreto

9PM–2AM

TICKETS:

General Admission $18
Dance Floor Admission $40

3.307

SAN DIEGO

BELO
The field representatives of OPERATION GREEN APPLE will be recruited from within the local scene, thus they will acquire the respect and trust of these “trend-setters.” They will speak their language, dress their dress, and walk their walk. Projecting the proper image, our field reps will easily approach and influence this essential group of people. Once our relationship is solidified with the nightclub owners, management, and staff, we will begin to subtly train the employees on how to influence smokers of competitive brands to try Salem with the goal of eventually switching brands. The process of generating trial and name generation amongst patrons will appear totally natural.

“The field representatives...will be recruited from within the local scene, thus they will acquire the respect and trust of these “trend-setters.” They will speak their language, dress their dress, and walk their walk....Once our relationship is solidified with the nightclub owners, management, and staff, we will begin to subtly train the employees on how to influence smokers...”

KGA for RJR, 1998, 518819663/9766

WHO YOU ARE
MOTIVATES BEHAVIOR
MORE POWERFULLY THAN
WHAT YOU KNOW
SEGMENTATION

The process of classifying a market into distinct segments that behave in similar ways or have similar needs.
Philip Morris segmentation of young adult male smokers (age 18-24) by attitudes/goals, social circles, activities, smoking attitudes.

Within the general population of young adult male smokers, the profile of the “Macho Hedonist” was distinct from the “50’s Throwbacks” or the “New Age Men”, including different brand preferences, peer norms about smoking, and motivation for smoking.

A FUNCTIONAL ANALYSIS FOR CULTURAL INTERVENTIONS (FACI™)

RSCG’S PROPRIETARY RESEARCH PROCESS

6-STEP QUANTITATIVE & QUALITATIVE RESEARCH PROCESS

QUALITATIVE: ID-PROJECTION GROUPS™ DISCUSS PICTURES UNKNOWN OTHERS TO REVEAL UNDERLYING CULTURE-BEHAVIOR ASSOCIATIONS

QUANTITATIVE: IBASE SURVEY™ TESTS THE HYPOTHESES FORMED WITH SURVEYING THAT MEASURES BEHAVIOR PREVALENCE AND CULTURAL AFFILIATION
San Diego Young Adult Subcultures

Four Distinct Subcultures Were Identified:

- Hipsters: 21%
- Urban: 17%
- Pop: 10%
- LGBT: 52%
Smoking by Subculture

<table>
<thead>
<tr>
<th>Subculture</th>
<th>Subculture Size</th>
<th>Current Smoking</th>
<th>Regular Smoking</th>
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<tbody>
<tr>
<td>Urban</td>
<td>21%</td>
<td>30%</td>
<td>15%</td>
</tr>
<tr>
<td>Hipster</td>
<td>17%</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>Pop</td>
<td>13%</td>
<td>32%</td>
<td>10%</td>
</tr>
<tr>
<td>LGBT</td>
<td>10%</td>
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Young Adult Smoking in Bars

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**Hipsters and Smoking Attitudes**

Compared to the other bar subcultures:

- Hipsters significantly less likely to support action against tobacco industry
  - 28% of Hipsters, 35% of others
- Hipsters equally agree SHS dangerous
  - 58% agreement among both Hipsters and others
- Hipsters equally agree smoking “useful”
  - 33% of Hipsters, 35% of others agree

**Social Concern & Risk Behaviors**
Social Branding is a behavioral change strategy that utilizes certain commercial marketing tactics to change the social image associated with certain behaviors within specific peer group populations.
The Social Branding Process

Step 1: Seeking
Step 2: Finding
Step 3: Learning
Step 4: Refining
Step 5: Reusing

Introduction of Social Brand

Innovators
Early Adopters
Early Majority
Late Majority & Laggars
SAN DIEGO HIPSTER SUBCULTURE

FOCUS ON BAR NIGHTS WITH BANDS AND DJS

WORKS WITH LOCAL ARTISTS TO COMMUNICATE MESSAGE THROUGH ART, CLOTHING, AND DISPLAYS
Commune:
A Social Branding Program
To Prevent Young Adult Tobacco Use

How is Social Branding Different?

- Meaningful Segmentation
- Direct Experience Vs. Information
- Social Image & Identity vs. Knowledge
- Diffusion of Innovations
- Selective Empowerment
- Cultural Authenticity & Relevance
METHODS

- Series of cross sectional surveys using randomized venue-based sampling
  - Enumerated all Hipster bars and clubs and most popular nights for Hipsters
  - Randomly selected venues and times for intercept surveys
  - Cross sectional surveys at four time points:
    - Baseline N=1198 collected over 14 weeks
    - FU1 (10m) N=1174
    - FU2 — collected in three parts, with a goal of 1200 surveys total over the year: part 1 (22m)
      - N=336, part 2 (28m) N=542, part 3 (pending) N=450
  - Respondents age 18-29 present in or around bars at randomly selected time were eligible to participate
“Likes” Campaign

- Total Sample
- Hipsters
- SC Hipster

Baseline: n = 1,200
10 Months: n = 1,200
22 Months: n = 300
28 Months: n = 450

CURRENT SMOKING

- Total Sample
- Hipsters
- SC Hipster

Baseline: n = 1,200
10 Months: n = 1,200
22 Months: n = 300
28 Months: n = 450
32 Months: n = 450
BINGE DRINKING

- Total Sample
- Hipsters

60% Baseline 10 Months 22 Months 28 Months
n = 1,200 n = 1,200 n = 300 n = 450

SIGN-UP FOR MAILING LIST
Addressing the major behavioural challenges of our time

ENGAGE! EMPOWER! INSPIRE!

The 2nd World Non-Profit & Social Marketing Conference

11-12 April 2011 Citywest Hotel, Dublin, Ireland