

## Operation Storefront Report 2

On Sunday, April 29, 2007 a group of high school students visited 20 youth accessible tobacco retailers in Reno County. The purpose of this activity was to raise awareness of the tobacco industry's successful marketing strategies using retail advertising and promotions and its impact on youth.

We look at cigarette ads, promotions, and any other type of tobacco advertisement outside and inside the store. These are the results of our visit:

9 stores sold bidis

7 stores sold single cigarettes

14 stores had exterior age of sale or We Card signs

29 total age of sale signs in the exterior or 1 per store

12 stores had exterior cigarette ads

82 total cigarette ads on the exterior or about 4 ads per store

The top three advertisers were Camel, Marlboro, and Kool. All 20 stores had age of sale or We Card signs inside the store. All 20 stores had tobacco ads inside.

55 total age of sale or We Card signs or 3 per store

129 total tobacco ads inside the store or 7 per store

## **Operation Storefront**

### **Store type:**

Convenience –

Gas only –

Pharmacy/Drug – **1**

Tobac Discount –

Restaurant –

Conv/Gas – **15**

Grocery – **2**

Department – **1**

Bar/Lounge –

Other –

Are bidis sold in the store? **9**

Are single cigarettes available? **7**

Are cigarettes & chew self serve? **1**

### **Store Exterior:**

Exterior age of sale signs – **14**

# of age of sale signs – **29**

We Card (Phillip Morris) **20**

Other **8**

Tobacco Advertising – **12**

**Total of ads by brand:**

Camel 20	Marlboro 18	Kool 21	GPC	Newport 3
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Winston 4	Copenhagen	Skoal 3	Other 16
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**Offers for special price:**

Camel 7	Marlboro 7	Kool 4	GPC	Newport 1
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Winston 2	Copenhagen	Skoal	Other 5
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**Offers for multi-pack discounts:**

Camel 2	Marlboro 4	Kool	GPC	Newport 1
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Winston	Copenhagen	Skoal	Other 1
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**Offers for free gifts:**

Camel	Marlboro	Kool	GPC	Newport 1
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Winston	Copenhagen	Skoal	Other 1
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**Ads at below 3ft:**

Camel 3	Marlboro 1	Kool 1	GPC	Newport
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Winston 1	Copenhagen	Skoal 1	Other 3
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**Ads w/ cartoons:**

Camel 3	Marlboro	Kool	GPC	Newport
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Winston	Copenhagen	Skoal	Other
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**Ads greater than 14 sq. ft:**

Camel 3	Marlboro 3	Kool	GPC	Newport
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Winston	Copenhagen	Skoal	Other
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Total # of exterior ads – **82**

Total window and door coverage:

0% **10**      10% **4**      25% **3**      50% **1**      75% **1**      100%

**Store Interior:**

Does the store have interior tobacco ads? **19**

Age of sale signs – **19**

# of age of sale signs – **55**

We Card (Phillip Morris) **41**

Other **14**

**# of ads within 6ft of the register:**

Camel <b>39</b>	Marlboro <b>37</b>	Kool <b>22</b>	GPC	Newport
Winston <b>12</b>	Copenhagen <b>5</b>	Skoal <b>11</b>		Other <b>21</b>

**# of ads beyond 6 ft:**

Camel <b>13</b>	Marlboro <b>14</b>	Kool <b>6</b>	GPC	Newport <b>1</b>
Winston <b>4</b>	Copenhagen <b>2</b>	Skoal <b>4</b>		Other <b>4</b>

**Total # of ads by brand:**

Camel <b>50</b>	Marlboro <b>47</b>	Kool <b>20</b>	GPC	Newport <b>1</b>
Winston <b>15</b>	Copenhagen <b>6</b>	Skoal <b>11</b>		Other <b>24</b>

Offers for special price:

Camel <b>7</b>	Marlboro <b>3</b>	Kool <b>9</b>	GPC	Newport <b>1</b>
Winston <b>8</b>	Copenhagen	Skoal <b>3</b>		Other <b>7</b>

**Offers for multi-pack discounts:**

Camel 5                  Marlboro 6                  Kool 3                  GPC                  Newport

Winston 2                  Copenhagen                  Skoal                  Other 3

**Offers for free gifts:**

Camel 1                  Marlboro                  Kool 1                  GPC                  Newport

Winston                  Copenhagen                  Skoal                  Other

**Ads at below 3ft:**

Camel 1                  Marlboro 3                  Kool 2                  GPC                  Newport

Winston 1                  Copenhagen 2                  Skoal 2                  Other 1

**Ads near Candy:**

Camel 1                  Marlboro 1                  Kool                  GPC                  Newport

Winston                  Copenhagen                  Skoal                  Other 1

**Ads w/ cartoons:**

Camel 1                  Marlboro                  Kool                  GPC                  Newport

Winston                  Copenhagen                  Skoal                  Other

**Ads greater than 14 sq. ft:**

Camel                  Marlboro                  Kool                  GPC                  Newport

Winston                  Copenhagen                  Skoal                  Other

Total # of interior ads – 129

**Types of advertising methods**

**Gear catalogues/promotions:**

Camel                  Marlboro                  Kool                  GPC                  Newport

Winston                  Copenhagen                  Skoal                  Other

**Clerk wearing tobacco gear:**

Camel	Marlboro	Kool	GPC	Newport
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Winston	Copenhagen		Skoal	Other
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**Lighted/moving tobacco display:**

Camel	Marlboro 1	Kool	GPC	Newport
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Winston	Copenhagen		Skoal	Other 1
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**Other (holiday display, sampling, etc.);**

Camel	Marlboro	Kool	GPC	Newport
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Winston	Copenhagen		Skoal	Other
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**# of self serving displays:**

Camel	Marlboro	Kool	GPC	Newport
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Winston	Copenhagen		Skoal	Other 1
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