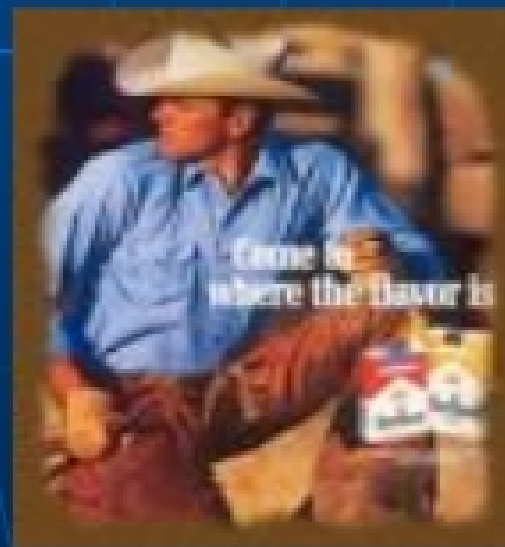


Marketing Tobacco



- Targeting youth
- Targeting women
- Targeting minorities
- Targeting consumers in developing countries

Targeting Youth: The Tobacco Settlement

- 1998 tobacco settlement
- \$100's of millions in damages
 - health costs paid by medicaid
 - smoking related illnesses
- Marketing practices
 - Focus on youth market