

Product Placement: Tobacco

Tobacco Product Placement

In 1995, approximately \$5 billion was spent by tobacco companies to promote and advertise their products (American Lung Association). According to the ALA, "This represents an increase in spending of almost 14 times since 1970, when advertising on radio and television was banned" (American Lung Association).

([Source](#))



Actor James Dean influenced millions of young movie goers in 1956 when he starred in the film ["Giant."](#) (smoking as cool, sophisticated, rebellious)

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[Screen Out! A Parent's Guide to Smoking, Movies and Children's Health](#)

"Film is the single biggest recruiter of new young smokers."
(Dr. Stanton Glantz, quoted [here](#))

Click the graphic below to read more



[GLARING PRODUCT PLACEMENT FALLS TO NEW LOW IN NEW MOVIE "BOBBY"](#)



Suggested resources:

Listen to the PodCast “Smoking in the Movies” [here](#) (MP3 audio file).

[Smoke Free Movies](#)

[Personalities Who Advertised Tobacco](#)

[Something Stinks in Hollywood!](#) (curriculum)

[Blowing Away Big Tobacco’s Big Lies](#) (curriculum)

[Scene Smoking](#) (curriculum)

[Tobacco & Hollywood: Headed Toward A Breakup?](#)

[How the tobacco industry built its relationships with Hollywood](#)

[How Movies Sell Smoking](#)

[Smoking Up In PG-13 Movies](#)

[Smoking In Films: A Review](#)