

# POINT OF SALE

MARKETING AND PROMOTING TOBACCO PRODUCTS IN RETAIL ENVIRONMENTS

## WHAT IS POINT OF SALE?

### PRIME PRODUCT AND ADVERTISING LOCATION

The “power wall” is the area of tobacco products displayed behind the counter of convenience stores and gas stations. They draw attention to these products and can prompt impulse purchases.



One study showed that youth exposed to a “power wall” were more susceptible to future cigarette smoking compared to those exposed to a tobacco display hidden by an opaque wall.



### HIGH CONCENTRATION OF TOBACCO ADVERTISEMENTS INDOORS AND OUTDOORS

Youth are more likely than adults to be influenced by promotions.

### PRODUCT DISCOUNTS

Pricing strategies that make tobacco products cheaper lead to increased youth initiation, experimentation and regular smoking.

## WHY DOES IT MATTER?



80% of retailer outlets feature tobacco product advertising inside.



More than two-thirds of teenagers visit a convenience store at least once a week.



Studies show that schools with a higher number of nearby tobacco retailers have higher smoking rates.



Tobacco companies target lower-income, minority communities with point-of-sale marketing.

## TOBACCO COMPANIES SPEND BILLIONS EACH YEAR ON PROMOTIONS AND ADVERTISEMENTS

THE TOBACCO INDUSTRY SPENT

**\$34.9**

BILLION  
on cigarette  
marketing at  
the point of sale  
in 2015.



THE TOBACCO INDUSTRY SPENT

**\$33.4**

BILLION  
on smokeless  
marketing at  
the point of sale  
in 2015.

**YOU CAN GET INVOLVED!**

CONTACT 850-595-6500 ext. 1830 FOR MORE INFORMATION.

