

Lisa Lagasse, Marela Kay Minosa, Meghan Moran, Joanna Cohen

## Background

- In the Philippines, 28% of adolescents ages 13-15 have ever smoked cigarettes, and 1 in 10 non-smoking adolescents report intention to start in the coming year
- Tobacco advertising is a powerful tool to promote smoking initiation and use among vulnerable youth
- Marlboro is a popular brand in Metro Manila in part led by aggressive marketing campaigns by Philip Morris International (PMI)

**Objective:** To examine the influence of Marlboro advertisements, as compared to a local cigarette brand, Mighty, on intention to smoke among Filipino youth using a mixed-methods design

## Methods

### Survey

- Participants: 13 to 17 year-old adolescents in Metro Manila, Philippines (N=626)
- Measures included three index indicators of appeal: 1) identification with, 2) likeability, and 3) perceived effectiveness of Marlboro and Mighty brand ads
- Multivariable logistic regression evaluated influence of appeal on reported youth intention to smoke in the next year

### Focus Group Discussions

- Six groups of 13 to 17 year-old adolescents living in Metro Manila, homogeneous by socioeconomic status (SES), heterogeneous by sex and smoking status (N=51)
- Thematic analysis examined how youth interpret and respond to the ads

## Findings

### Survey

- Marlboro ads rated as more appealing than those for Mighty brand cigarettes
- Influence of ads on youth intention to smoke differed by smoking status
  - For never and former smokers, increasing likeability approximately doubled the odds of intention to smoke
  - For former and current smokers, higher perceived effectiveness was associated with increased odds of intention
- No significant effects were found for Mighty ads

### Focus Group Discussions

- Marlboro ads were described by youth as promoting adventure and decisiveness
- Mighty ads were perceived by non-smoking youth as being for adults and current smokers



Figure 1. Marlboro ad

What does the ad promote?  
"Adventure."  
(Smoker, Group 4, mid-SES)

Who is the target audience?  
"Many young people." (Chorus, Group 6, high-SES)

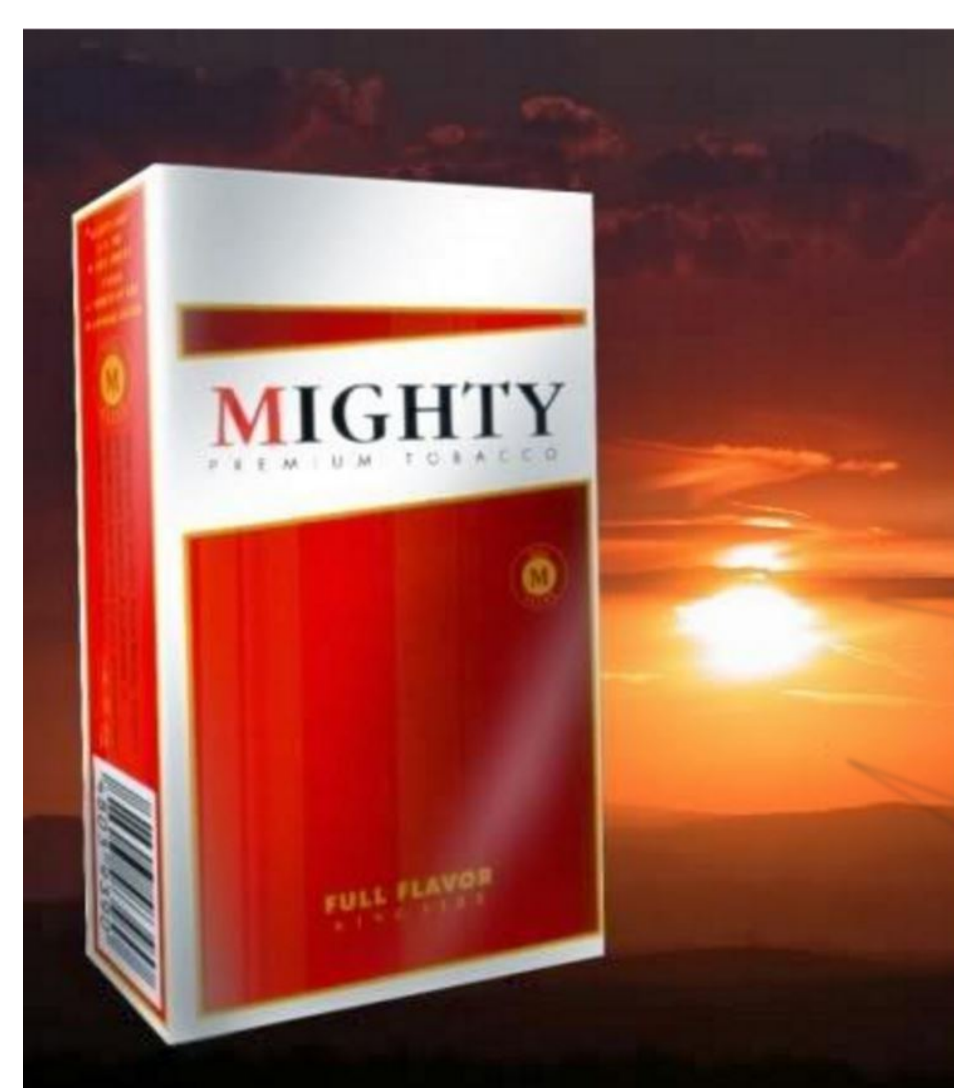


Figure 2. Mighty ad

What does the ad promote?  
"When you smoke you also feel relaxed."  
(Smoker, Group 4, mid-SES)

Who is the target audience?  
"Mostly cigarette users."  
(Smoker, Group 6, high-SES)

Table 1. Brand advertisement differences in advertising appeal indicators

	Range	Marlboro	Mighty
		M (SD)	M (SD)
Overall Sample			
Identification*	1-7	3.05 (1.24)	2.70 (1.33)
Likeability*	1-5	2.84 (1.04)	2.53 (1.14)
Perceived Effectiveness*	2-11**	5.03 (2.06)	4.87 (2.18)

\*P values  $\leq 0.05$

\*\* Scale range: 2-14

Table 2. Multivariable logistic regression analyses of Marlboro ads on the odds of youth smoking intention

	Marlboro		
	Never Smokers	Former Smokers	Current Smokers
Youth appeals	Odds Ratio (95% CI)	Odds Ratio (95% CI)	Odds Ratio (95% CI)
Identification	0.68 (0.38, 1.21)	0.46 (0.20, 1.04)	0.62 (0.37, 1.03)
Likeability	<b>1.94 (1.02, 3.70)</b>	<b>2.24 (1.00, 4.99)</b>	1.66 (0.84, 3.28)
Perceived Effectiveness	1.13 (0.78, 1.63)	<b>1.70 (1.08, 2.69)</b>	<b>1.47 (1.07, 2.04)</b>

† Bolded meet statistical significance of  $\leq 0.05$

## Conclusions

- Results support concerns regarding the influence of Marlboro marketing in emerging markets
- Greater likeability towards and perceived effectiveness of the Marlboro ads were associated with increased odds of youth reporting intention to smoke in the next year
- Tobacco control efforts in the Philippines may benefit from integrated policy and educational efforts that focus on countering positive images of smoking as portrayed through tobacco advertising