How E-cigs (and the Vape Movement) will Repair the Tarnished Image of Big Tobacco

E-cigarettes and Vaping may be the best paradigm shift for the cigarette industry in 40 years. On December 31, 1970, the Johnny Carson showed the last cigarette commercial on network television; a promo for Virginia Slims and since then it’s been all downhill. As a lifelong smoker, he no doubt had mixed feelings about losing a lucrative advertiser, but acknowledged that he was an addictive smoker, which eventually contributed to his emphysema and cause of death. As Virginia Slims slogan proclaimed: “You’ve come a long way, baby.”

Since 1987 cigarettes have been restricted in many places, including airplanes (later expanded significantly in 1998), restaurants, public and government buildings, bars, and even outdoors. Many cities and municipalities have tried to restrict smoking outside personal residences and cigarette smokers have become pariahs in the publics’ eyes.

Fast forwarding several decades, statistics show that the number of cigarette smokers are stable to dropping in many areas and e-cigarettes and Vapers/ Vapor shops are the new rage.

Is this good, or is it bad??

If we look at other industries that have come from lofty highs to the bottom of the economic or societal ladder, Big Tobacco (a less than flattering name given to the tobacco industry in general) primarily consists of the largest tobacco growers in the nation including Philip Morris, RJ Reynolds and Lorillard and has other “Bigs” to follow as many before them have fallen from grace.

In the auto world we have the Big Three, which includes General Motors (GM), Ford, and Chrysler. Once upon a time anyone owning stocks in these mega-factories was buying a good, solid product and as important, helping to “buy American.” Detroit, once the lap of luxury with a solid local economy is now in bankruptcy and is in need of its own American Revolution to save it.
Big Oil most commonly describes the world's largest publicly owned oil and gas companies, and usually includes BP (British Petroleum), Chevron, Exxon Mobil, Royal Dutch Shell and Conoco. These are the companies that most drivers love to hate since they rally back and forth between keeping us happy by fueling our cars, while playing price manipulation games that cause us to winch whenever we fill up at the tank.

New to the “Fall from Grace” category of Big Industry have been some of the perpetrators of the economic downturn which began in 2007-2008: Big Banks, including Bank of America, Citigroup, Chase and Wells Fargo. The greed within this industry has been a rallying cry for banking reform and forever changed the way that Americans looked at their banking relationships.

Since 1965 the percentage of smokers in the United States has fallen from 42% of the population to 18.9% in 2011 (per CDC). Anyone that watches the hit AMC TV show “Mad Men” either recall or have a hard time believing that smoking was as prevalent as the show presents. Ash trays were everywhere, including bedside, bathrooms, every public building, and certainly most restaurant, bars and eating establishments in the United States and sections of airplanes. The Surgeon General’s Reporting history goes back to January 11, 1964, when Luther L. Terry, M.D., then Surgeon General of the U.S. Public Health Service, released the first report on Smoking and Health and from that moment on the war was on and Big Tobacco was under pressure and scrutiny.

During the 1950’s and especially 1960’s television and tobacco ads were a marriage made in heaven. Some of the most famous slogans:

- “Welcome to Marlboro Country,” starring The Marlboro Man
- “I’d walk a mile for a Camel,” starring Joe Camel and other macho men
- “Winston tastes good like a cigarette should,” sponsors of The Flintstones cartoons.
Allegations that Big Tobacco “targeted” children was absolutely…true.

In 1961-1962 Winston sponsored The Flintstones TV show and hired Fred and Barney as spokesmen.

Claims that Camel focused on children and encouraging them to be cool—and to smoke—was absolutely…true.

We live in a different world and here are some possible updated slogans for some oldies:
- Welcome to Marlboro Country, where the air is fresh and smells like evergreen & sage
- I'd walk a mile for a Camel, and not lose my breath
- Winston tastes good like a cigarette should: not. Winston tastes like any flavor you like! or Winston tastes good like a cigarette can’t.

These slogans are made possible by the Vape/ e-cigarette movement. Since 2008 the sale of e-cigs has grown from about 50,000 units to 3.5M in 2012 (USA Today). As of 2011 20% of all American that smoke tried some type of electronic product. The backlash against Vaping and e-cigarettes is alarming, overwhelming and usually misplaced, and some on the “other side” include city governments, schools, religious organizations and consumer and civic groups.

That information will be complied in another special report profiling the challenges of the industry and the outrices from regulators.

To end this on a positive note I stand by the position that Vaping and e-cigs will be the best community/ public relations vehicle to ride on in many decades. The criticism of trying to sell to minors and encouraging or even enticing smoking will continue on. The proof will be in the numbers. As more people quit “regular” tobacco and use more e-devices the cancer deaths will decrease and health costs will go down. The stigma of
being a smoker will go from being a shunned outcast to just being “different” but not intrusive or obnoxious on people’s private space.

Vaping is here to stay.

E-cigarettes are here to stay

Big Tobacco predicts that within 10 years the market for smokeless products will be greater than the $35B market for tobacco products. Will they wedge in further and further with money and power and lobbyists and pull? Guaranteed.

Here’s the way Stanford medical school categorizes this ad:

Date: 1969
Brand: Tipalet
Manufacturer: Muriel
Campaign: Objectifying Women
Theme: Targeting Women
Keywords: Female, Playboy, Luxury, Sex Appeal, Weight, Health
Quote: "Blow in her face and she’ll follow you anywhere."

Comment: Reminiscent of the earliest of cigarette ads targeting women ("Blow some my way") this ad indicates that Tipalet cigarettes are made for a man, but attractive to women. The text, "Blow in her face and she'll follow you anywhere," is also sexually suggestive, and the white smoke covering her face reflects this subliminal message.
WHAT should the new slogan for this product be today??
Best answers get goodies.

What Special Reports would you like to see?? Send your ideas to the address below and if I include them in future reports you’ll get Free Stuff! You tell me what you want and we'll work out the details.

Please read our other FREE e-reports downloads at our web site:

- Starting, Growing, Branding and Maximizing your Vape Store Potential
- Top SEVEN questions to ask before you open your Vape store
- FIVE ways to dominate your Vapor market
- The Missing Ingredient in the Vape Industry: Customer Service (soon)
- How to Franchise, License, and Expand your Vape Dynasty! (soon)
- Tapping into your "Natural" market (soon)
- How e-cigs and the Vape movement will repair the tarnished image of Big Tobacco
- Vaping and e-cigs: the best paradigm shift for the cigarette industry in 40 years
- Big Tobacco is coming-- and how they may kick your ass (soon)

next steps/ action items

1) You: _______________________________________________________________

2) E-mail: ________________________________ 3) Cell: ______________________

4) Do you own or operate a Vape Store now? ______ 5) Location: ______________

6) YOUR location web site: ______________________________________________

7) Which of these are you most interested in? (1-5, rank by priority):
   - [ ] Business plans/ planning
   - [ ] MasterMind classes (Live)
   - [ ] Webinars & Peer:Peer guidance
   - [ ] Consulting & Mentoring
   - [ ] Joining the VapeMentorS national expansion team? (looking for social media and tech proficient entrepreneurs)

Please send responses to norm@VapeMentorS.com marked 1-7 and your answers.