

The Lady Who Teacher Tobacco Sellers
Y York

"New markets, new markets, new markets, new markets.

We ask a lot of you, that's why we pay you so much. We've snatched you out of advertising firms all over the world, because you're the best. Prove it. Get sharp, get focused. Be alert to trends; find the right directions. We were the last to let go of neon hats. That made us look silly. No more of that, no more of that.

New markets, new markets, new markets, new markets.

We lose 7 thousand smokers every day. 7 thousand. Another 100 thousand try to quit; most of them get back on track in a week or two, but that seven thousand has to be replaced.

New markets, new markets, new markets, new markets.

We've done it before. The sports profile in the 70s, the horse race, the road rally, the tennis match, all excellent. The music profile, the jazz festivals, excellent. But this is the 90s, the me generation is gone. It's the X generation, whatever that is. Slackers! whatever they are. Why don't they smoke? We have to reach these people. What reaches them? It isn't John Wayne, we know that? Madonna? Madonna, was excellent, but unfortunately everyone did not relate to Madonna. Where's our smoking conspiracy theorist? Where's our smoking performance artist? Where's our smoking environmentalist? Where's our smoking volunteer worker, the smoking candy striper and Pink Lady? Where's the smoking skin head? Where's our cigarette rapper?

New markets, new markets, new markets, new markets.

We need new markets, we need them every day. Okay, the cartoon was good, but it wasn't very subtle and it left us open to some nasty criticism from the children people.

There are better ways to reach the young. What about the movies? What would it take to have Batman smoke? Is there going to be a Terminator 3, if there is, he better smoke. Contact the comic books directly. Slip a cigarette frame in every single comic strip. Now, that's subtle.

Find out what people like. And connect smoking to it. Selling is about making connections. We've had the connection with sex and youth, now we add muscles and superheroes. This is how you build a market.

What about the terminal market? Approach it from the angle "they're taking everything away from you; they're taking your last pleasures; they're taking your limbs, your organs, you've lost your hair; keep the few pleasures that remain." Get smoking sections in hospitals; print signs that read "no oxygen tanks allowed." Contact the liquor lobby, they may want to create a co-campaign.

Oh, very good, it was very good, to send free samples prior to the marketing campaign. Who's idea was that? Boy, I wish that was still legal here. It was so inexpensive even with the bribes. Next time, attach matches; undeveloped people always need matches; they take the sample for the matches, and end up devoted customers.

This national conspiracy against the smoking industry, it won't beat us. Their resources are pathetic compared to ours. The talent in this room will not be deterred by a once-yearly public service announcement from Paul Newman. We devote billions, billions to promotion. Their efforts will not serve.

Get in touch with congress. What about the millions of people we employ? What about the farming industry? What about our corporate donations to their PAC committees? How much money was paid in federal cigarette taxes last year? Remind Congress of its financial interest in the health and welfare of the tobacco industry.

Thank you for making time for me, I always like my visits to the creative center.

Remember, new Markets, new markets, new markets, new markets."